

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Twenty-second session
Kyoto, Japan
30 November - 5 December 1998

Item 15 of the Provisional Agenda: World Heritage Documentation, Information and Education activities.

SUMMARY

This document presents:

- I. A Strategic Plan for World Heritage Documentation, Information and Education Activities (pages 2-15)
- II. The 1999 Workplan and Budget for World Heritage Documentation, Information and Education Activities, presented in five major sections (pages 16-35):
 - A. Documentation
 - B. Information
 - C. Internet and World Heritage Information Network (WHIN)
 - D. Self-financing Programme for Partnerships with the Media and Publishers
 - E. World Heritage Education Project – *UNESCO Special project for Young People's Participation in World Heritage Preservation and Promotion.*

Annexed to this document are:

1. The World Heritage Review “business case”
2. The proposed World Heritage radio strategy
3. List of World Heritage films produced in co-operation with media partners of the World Heritage Centre.

Decisions required:

1. The Committee is requested to approve the contents of the Strategic Plan for Information, Documentation and Education Activities.
2. The Committee is requested to adopt the proposed World Heritage Documentation, Information and Education Programme for 1999.

Note: the 1999 proposed Workplan and Budget for Documentation, Information and Education Activities contained in Part II is based on the strategy proposed in Part I of this document.

I. STRATEGIC PLAN FOR WORLD HERITAGE INFORMATION, DOCUMENTATION AND EDUCATION ACTIVITIES

A. STRATEGIC PLAN FOR INFORMATION, DOCUMENTATION AND EDUCATION ACTIVITIES FOR THE PROMOTION OF THE WORLD HERITAGE CONVENTION

A.1 UNESCO's activities related to information and communications, approved by the World Heritage Committee, were aimed at two target audiences:

- (1) **the States Parties:** in support of their efforts to implement the Convention in each of their national territory, or abroad;

Products: Text of the WH Convention and general interpretative brochures; the WH List; the List of WH in Danger; State Party basic database with list of international assistance; WH Map (since 1984), World Heritage Newsletter, World Heritage Review and other basic information material, produced either in-house or under direct sub-contract with UNESCO. Since 1996 Statutory meeting working documents have been made available to Committee members and advisory bodies electronically via a secure Internet site.

Distribution target: Permanent Delegations to UNESCO, UNESCO National Commissions, Members of the World Heritage Committee; and the States Parties, and other Government institutions upon request.

- (2) **the international community:** towards a "global mission" to enhance public appreciation and respect for world heritage through information and educational activities.

Products: Basic information material as mentioned above produced by UNESCO, and books, CD-Roms and other co-productions with commercial publishers/producers under contract with UNESCO Publishing Office (UPO) and occasional documentary films for television transmission produced by commercial producers with UNESCO assistance. World Heritage Web pages are designed to provide both general and technical information for a variety of general and specialist audiences, providing a documentary history of the Committee's decisions. The World Heritage Information Network (WHIN) provides a network of electronic "partners" who can be informed of current World Heritage information, needs and solutions.

Distribution target: International and national press and media; international organizations and institutions, research institutions, development co-operation agencies, non-governmental organizations, and general public (for commercially sold products and publicly diffused films).

A.2 The UNESCO Publishing Office (UPO), since the early 1980's has been involved in the publication of books and CD-ROMs on World Heritage. UPO

also developed co-publications with commercial publishers to benefit from their distribution network, complementing UNESCO's network, to reach a wider audience. The World Heritage Diary, for example, published yearly since 1987, was first produced in-house by UPO and later co-published by Incafo/ San Marcos, an independent Spanish publishing house, thus enabling sales and wider distribution. In response to a growing demand for information on World Heritage, the World Heritage Centre, in co-operation with UPO, also began to foster partnerships with commercial publishers for other products such as, the World Heritage Encyclopaedia, aimed to make available a more comprehensive, substantive series of publications with educational content.

- A.3 Guidelines for promotional activities: In 1992, the World Heritage Committee, at its sixteenth session in Santa Fe, outlined five strategic goals and objectives setting guidelines for promotional activities for the first time. Seven objectives were set forth in Goal 5 of the strategic orientations proposed in 1992 which reflected the need for an *increase of public awareness, involvement and support*. These seven objectives and the manner in which the World Heritage Centre addressed them are outlined in Table A below (numbered 1-7).

TABLE A: RESPONSE TO THE 1992 STRATEGIC ORIENTATIONS

<p style="text-align: center;">Goal 5 of the 1992 Strategic Orientations <i>Increase of public awareness, involvement and support</i></p>	<p style="text-align: center;">Response through Information and Documentation Activities of the World Heritage Centre (1993-1997)</p>
<p>1. Provide support to site presentation and interpretation</p>	<p>The following information/ documentation materials were developed: World Heritage Newsletter (since 1993), Brief Descriptions of World Heritage sites (since 1994); the World Heritage slide show (1995); World Heritage Web Site (since 1995); States Parties data base (1995), 8-sheet Information Kit (1996) and a poster series on the WH Convention and sites in danger (1997).</p>
<p>2. Implement a professionally designed marketing strategy</p> <p>3. attract donations and public support, including through demonstration of accountability in World Heritage Fund management</p>	<p>In 1994, Charles de Haes, Special Advisor to the Director-General of UNESCO and former Director of the WWF, and his associate David Mitchell, were engaged to prepare a marketing strategy for information and fund-raising, entitled <i>Strategic Recommendations for promoting and fund-raising for World Heritage</i>. The merchandising concept proposed, based on the use of the World Heritage Emblem as a trademark to develop World Heritage products, was deemed "too commercial" and rejected by the Committee at its 18th session in Phuket.</p>
<p>4. Reinforce the image of a World Heritage site network by introducing standards in the design and content of site programmes and general information materials</p>	<p>Compilation of mailing lists of site management networks was initiated. Transparencies and other replicas of the World Heritage Emblem were produced as models to be reproduced in publications and</p>

	distributed to States Parties. Recommended use of the World Heritage Emblem in association with the UNESCO Emblem was included in the Operational Guidelines.
5. Compile and regularly distribute reports highlighting the success stories of the Convention	<ul style="list-style-type: none"> • a summary of “Success Stories” of the Convention was produced and distributed as part of the 8-page Information Kit (1996) • articles printed in WH Newsletter (since 1993) • articles printed in WH Review (since 1996)
6. Encourage appropriate co-operation with local populations in promoting and protecting World Heritage sites	Awareness raising activities of the local population were carried out in selected World Heritage sites, through World Heritage plaque ceremonies for newly inscribed sites and the “Journées du Patrimoine”, for example in France. Pilot projects in Luang Prabang (Laos), Hue (VietNam), Istanbul (Turkey), Bhaktapur/Kathmandu Valley (Nepal), each created a Heritage House – a community advisory service of the municipal authority to support the local inhabitants to conserve their homes and public space located in WH areas.
7. Provide support for circulation of exhibits on World Heritage sites among States Parties to the Convention	<p>Itinerant exhibitions on World Heritage were produced:</p> <ul style="list-style-type: none"> • WH sites included in 1993 • World Heritage Cities (1995-1997) • Africa Revisited (1996) • WH Conservation Process (1997) • Abu Simbel to Angkor (1998)

A.4 In conformity with the 1992 Strategic Orientations, the World Heritage Centre proposed a five-part programme and budget for Information, Documentation and Education activities which was submitted to and approved by the Committee at its 20th session held in Merida in 1996 (WHC-96/CONF.201/16). The 21st session of the Committee held in Naples in 1997 approved the programme and budget for the 1998 information and documentation activities proposed by the Centre which contained the following five sections:

- A. Documentation
- B. Information
- C. Internet and World Heritage Information Network
- D. Self-financing Programme for Partnerships with the Media and Publishers
- E. UNESCO Special Project for Young People’s Participation in World Heritage Preservation and Promotion

A.5 **A. Documentation:**

Particular emphasis was placed on developing World Heritage documentation as an archive and distribution centre for official World Heritage documents. These materials include not only the reports of statutory and expert meetings, but site nomination dossiers, state of conservation reports and mission reports. In order to facilitate distribution and access, the highest priority was given to converting these paper documents into electronic formats, allowing search capability and rapid access to the information, even while the materials remained easily retrievable in printed form. In 1997 the Centre began to digitize the nomination dossiers of sites inscribed in 1978-1997 (this project will be completed by the 22nd session of the Committee in Kyoto in December 1998), providing access to these and other files to various sectors of UNESCO. At the same time, new databases were initiated to manage the Tentative List and Registration of new nominations. In 1998 for the first time, an international assistance database was placed on the local network to give staff real-time access to information concerning activities and available funds.

In March 1998, the Centre convened a review by international experts of information management of the Centre's operations. The group confirmed the direction of the Centre and made additional recommendations. As a result of these recommendations, the Centre proposes to put in place in 1999 a new management information system (MIS). The system will be designed to integrate existing information sources within the Centre, making the resulting information available for the first time to Centre staff, Advisory Bodies, Committee members and other units in UNESCO with real-time access to the digitized nomination dossiers and mission reports, State of Conservation files, and the most current international assistance decisions.

A.6 **B. Information:**

Emphasis was given to producing printed information materials that can be adapted for different target groups. The World Heritage Information Package (WH map and brochure, the information kit and a poster series) was produced as core information material and despatched to States Parties mainly through the National Commissions for distribution to the local authorities to raise the interest of the general public as well as site managers and specialised institutions. These materials were particularly useful during special events and seminars, plaquing ceremonies, and in responding to numerous inquiries received by the World Heritage Centre, as well as for inspiring the interest of the media in World Heritage issues. A travelling exhibition on the World Heritage Conservation Process was also produced in addition to the publication of a series of site-specific articles to strengthen public awareness.

Well-planned special events involving wide media coverage can have a great public information and educational value, especially if the events are organized in partnership with other important institutions with their own information network. The International Conference for the Mayors of Historic Cities in China and the European Union (Suzhou, April 1998) and the International Conference on Architecture and Cities for the 21st Century (Valencia, July 1998) are two examples of such events, respectively gathering over 200 participants in China and some 700 people in Spain. The Suzhou

Conference was widely covered by both the international press (Le Monde, AFP, Reuters, etc.) and national press and radio. The Valencia Conference was covered by CNN and reported in a three-day full-page article series in *El Pais*, among other press and media coverage, demonstrating the public information benefit that can be drawn from a well-planned media approach. "Live" internet coverage of the event also enabled electronic participation of audiences from various countries.

A.7 C. Internet and the World Heritage Information Network (WHIN):

Internet and the World Heritage Information Network (WHIN) have become important tools to help disseminate information on World Heritage throughout the world. The World Heritage Web site, initially produced in 1996 and which met considerable success was redesigned in 1997-98 to improve navigation and links to partner organizations. In June 1998, the web site, containing over 2,000 documents, was receiving more than 30,000 requests per week. A new report on WHIN by the World Conservation Monitoring Centre (WCMC) has recommended a clearer targeting of partner organizations, enlisting the support of States Parties in support of web site promotion of individual World Heritage sites. Crucial to the WCMC recommendations, in 1998 as in 1996 when WHIN was created, is that States Parties and sites themselves, closest to current information, should be hosting and maintaining their own web site. Accordingly, the relaunch of WHIN, planned for the fall of 1998, will be accompanied by capacity-building opportunities for partners in need of technological assistance.

A.8 D. Self-financing Programme for Partnerships with Media and Publishers:

A self-financing programme on partnerships with the media, multimedia and publishers to reach a larger audience around the world through television and specialised publications was developed in 1997-98. Contractual agreements were actively sought with broadcasting companies to produce educational films. Two television series on World Heritage sites, each totalling over 100 episodes are still in production in Japan by Tokyo Broadcasting System (TBS) and in Germany by Südwestrundfunk (SWR), successor of Südwestfunk (SWF). Another film series on 50 World Heritage sites was produced and completed in 1998 by Walk Associates, an independent production company, for distribution by Polygram for the home video market in Japan. This video package met tremendous success among the Japanese public. 20,000 sets were sold by the end of August 1998 and sales were predicted to reach a total of 33,000 sets by the end of the year. New television or documentary film project proposals were addressed to the World Heritage Centre during 1998 and have been forwarded to the responsible National Commissions for examination.

Closer collaboration with UPO resulted in the production of books and other printed information materials on World Heritage edited in different language versions for the general public. In 1997, UPO also launched an international World Heritage Photo competition through the *World Heritage Review* sponsored by Agfa and Lufthansa, in co-operation with the World Heritage Centre to celebrate the 25th anniversary of the Convention. This successful competition received over 49,000 photographs from 91 countries.

Several other publishing projects, such as the Italian Touring Club book on World Heritage and the Magnum photo collection coffee table book on World Heritage (Lebanon), were initiated and approved in 1998.

Contracts with new media partners have not been concluded in 1998 due to the unresolved issues of the World Heritage emblem use, and the modalities and extent of the quality-control. While a number of co-production offers have been forwarded to the UNESCO National Commissions concerned, media companies and publishers which have been in contact with UPO or the Centre have opted for independent production of world heritage products in view of the complicated and time-consuming modalities to obtain official clearance of the texts. The Centre has, however, continued to provide technical support to these producers by suggesting topics of interest and experts to ensure the scientific content of the products.

A.9 **E. Special Project: Young People's Participation in World Heritage Preservation and Promotion**

This six-year Special Project was launched in 1994 and is administered jointly by the Centre and the Education Sector in co-operation with National Commissions, ASP schools, teachers and most importantly young people (in particular secondary school students between 12 and 17 years old). Five World Heritage Youth Fora have been organized to date (Norway 1995, Croatia 1996, Zimbabwe 1996, China 1997 and Japan 1998). In addition, an Education resource Kit for secondary school teachers entitled "World Heritage in Young Hands" has been completed and is currently being published in English and French. These activities have received the support of NORAD, the Rhone-Poulenc Foundation, the Osaka Junior Chamber, Inc., the World Heritage Fund and other donors.

In addition, in 1998, support from the World Heritage Fund was provided to Croatia for the organisation of a European World Heritage Education Co-ordinators meeting in July 1998. Other World Heritage Education activities were organised in Norway, Finland, the Czech Republic and Slovenia as follow-up activities to the Framework for Action prepared at the Dubrovnik Youth Forum in 1996. UNESCO Participation Programme funding will support World Heritage Education activities in India and Cambodia in late 1998 as follow-up to the Youth Forum held in Beijing in 1997. The UNESCO exhibition at the forthcoming Scout Jamboree in Chile will include exhibition panels on the Special Project and displays of recent World Heritage education activities.

The following activities are proposed to be undertaken during the next two years: four additional regional or international World Heritage Youth Fora, hands-on conservation activities for young people, translation of the World Heritage Education Kit into at least 4 additional languages, distribution and testing of the Kit in all regions, sub-regional and national teacher-training in support of World Heritage education, provision of educational resource materials relating to World Heritage conservation to ASP schools and teachers and World Heritage summer camps for teachers and students.

B. CRITICAL SELF-EVALUATION AND PROPOSED NEW STRATEGIC ORIENTATION

B.1 Problems to be addressed:

- (1) With the evolution of the inscription criteria and inclusion of a growing number of World Heritage sites covering large areas (eg. historic cities and rural settlements, cultural landscapes) in private ownership, the conservation of such sites demands increasing co-operation from the local inhabitants and other stakeholders. If the threats on these and other World Heritage sites emanate from uncontrolled exploitation of natural resources, ill-planned construction, unsustainable tourism, and pollution, among others, the stakeholders need to be identified to enable the targeting of World Heritage information and communications aimed to mitigate these threats.
- (2) To respond to this challenge, there is a greater need for quality information about the World Heritage Convention and the sites under its protection. In addition to the efforts by States Parties and UNESCO to improve the quality and diffusion of their own information, there is a need to promote, reinforce and create information networks and partnerships with and between public and private entities, international and national governmental organisations as well as non-governmental organisations. With the co-operation of States Parties, new partnerships must be sought to enlarge the scope of World Heritage information activities and provide new opportunities for expanding World Heritage communication aimed to enhance appreciation and respect for the sites.
- (3) While the strengthening of WHIN and the newly redesigned World Heritage web site will facilitate access to and exchange of various types of information and documentation required by the different actors in the conservation process, there is a need to develop links with networks of information exchange based on other communication tools to reach target groups which are not regular users of the electronic medium.
- (4) Information materials on World Heritage currently edited and produced for distribution through the official channels via States Parties, National Commissions for UNESCO and other networks such as policy makers, research and development agencies, remain of a general nature. While these general information materials are essential as a first step in initiating the public about the Convention, the information content has been too general and institutional. Limited copies (eg. 10,000 copies of the World Heritage Information Kit) have also restricted its efficacy. Lack of funds and human resources also rapidly limit the field of action. In 1997, for example, 23,000 copies (12,500 English, 6,500 French, 4,000 Spanish) of the World Heritage map and brochure, the most “asked-for” materials, and only 10,000 copies of the Information Kit were produced. While additional copies can be printed without much cost, the high mailing cost makes wider distribution financially unfeasible, thereby limiting the target beneficiaries of these products to the traditional outlets.

- (5) Experience has shown that to interest the media to publish articles or books, or to produce films of a more informative nature, and to reach specific target groups, efforts were required to adapt existing or create new information material. Since technical reports or mission reports are either of a confidential nature or impractical to be copied, numerous summaries or specific letters have to be prepared to interest the media, development agencies and donor institutions. Issues such as the credibility of the World Heritage List, reactive monitoring of World Heritage properties and state of conservation of sites are often of great interest to the media and development agencies. Dissemination of technical and more thematic information has proven to be a catalyst for specific co-operation and support from the media as well as in generating funds from development agencies.

B.2 Proposed new orientations:

- (1) ***Improve target and means of distribution:*** Co-operation of States Parties in identifying potential partners in their country (television, radio, press, development agencies, government institutions, research institutions etc) to enable the Centre to better target the distribution. The involvement of mass media, on an international level, is also necessary in order to guarantee maximum information dissemination. Co-production and distribution of the WH Map as a supplement to an international magazine with wide circulation will be sought.
- (2) ***Improve content of information material:*** Establish “Syndicated Feature Article Series” by commissioning professional writers to prepare information material and articles with more technical and scientific content, as well as “human interest” stories related to world heritage conservation. States Parties’ support is needed to identify writers in their country willing to contribute copyright free articles for symbolic fees. These articles, depending on their nature, can be disseminated through the UNESCO World Heritage web site, WH Newsletter, WH Review, UNESCO Sources and the UNESCO Courier and can also be published in specialized trade magazines and institutional newsletters such those of the major development co-operation agencies, international and regional development banks, other UN agencies and in airline in-flight magazines and tourism brochures, as well as in newsletters of federations such as the International Union of Architects.
- (3) ***Transparency in the selection of partners:*** To initiate the search for new partners, international tenders seeking co-operation from airlines, for example, could be launched in 1999. Such an alliance would enable the Centre to optimise use of existing video material and to publish the “syndicated World Heritage feature articles” in the airlines’ in-flight magazine. Modalities of fund-raising for the World Heritage Fund, drawing on the experience of UNICEF and the World Wildlife Fund in the collection of change (eg. to be collected in envelopes left with the airline crew) could be explored.
- (4) ***Target scientifically relevant major media events for exhibitions:*** In 1999, the World Congress of the International Union of Architects will be held in Beijing. The Centre can participate with an exhibition stand on the

theme of “Heritage and Development of World Heritage Sites” presenting examples of environmentally-conscious urban and territorial planning in World Heritage cities, cultural landscape sites; conservation architecture; adaptive re-use of historic buildings; contemporary additions to historic buildings and new constructions in historic centres, etc in World Heritage protected areas. This Conference and many others, gathering professionals and the business sector, would provide excellent opportunities to exchange information with well-targeted groups of professionals, students and the general public, as well as possibilities of press and media coverage.

- (5) ***Co-ordinate national and international approach:*** For such alliances to yield optimum results at the national and international levels, co-operation between the Centre and the States Parties as well as between the Centre and mass media must be strengthened. Moreover, in many cases, to create an international media event, there is a need to co-ordinate the content and timing of the national approach undertaken by the State Party, with an international approach targeted for the global audience that UNESCO can undertake. Limited staff and financial resources of the Centre and UNESCO in general, would however, require a careful selection of the media event to focus on.
- (6) ***Implement new radio strategy and solicit coverage by international and national radio:*** The success of the World Heritage programmes produced by the BBC World Service for the “Outlook” series, which has an audience of over 40 million people, point to the advantages in soliciting such coverage by more radio networks. If the “Syndicated Feature Article Series” can be launched, they can be used to interest the radio. Each “feature article” can be accompanied by a sheet with the name and address of contact persons for further information.
- (7) Provide support for the implementation of education and information programmes and the ***UNESCO Special Project “Young People’s Participation in World Heritage Preservation and Promotion”*** in States Parties (see Article 27 of the World Heritage Convention) as part of the international assistance category for promotional activities (see paragraph 107 of the Operational Guidelines). This would ensure the increased awareness and participation of local people, and especially young people, in World Heritage conservation activities.

B.3 Table B below attempts to demonstrate, **the role of information and documentation activities is an integral part of the World Heritage protection and conservation process.** The table shows the information and documentation response to promote each of the main World Heritage objectives as stipulated in the Convention and as outlined in the 1992 Strategic orientations adopted by the World Heritage Committee. The section of the table outlining the Information and Documentation response was divided into two time frames, the first, a three-year plan, offering opportunities for periodic review by the Committee, and an annual work plan. It is proposed that the three-year plan, initially foreseen to coincide with the next UNESCO biennium cycle, be reduced to a two-year plan after the year 2001.

General WH Objectives	Actors	Information and Documentation Response		Target Groups	Assumptions/ Comments
		1999-2001 3 year plan	Proposed 1999 activities		
<p><i>Increase accession to the World Heritage Convention</i></p> <hr/> <p>Related Articles of the Convention:</p> <p>Articles 31 and 32</p> <hr/>	Governments UNESCO	Publish the list of States Parties and publicize examples of benefits derived from accession by, for instance, contacting delegations (especially those of new States Parties) to collect texts of heritage legislation.	<ol style="list-style-type: none"> 1. Publish the list of States Parties and non-States Parties by geo-political region giving examples of the benefits of accession to the Convention as 5 new Information Kit sheets and their equivalent web pages. 2. Publish the List of States Parties by region as an Information Kit sheet and web page, illustrating the current status of accession with a map to clearly identify governments that have not yet accessed the Convention. 3. Publish examples of heritage legislation, in co-operation with States Parties, in the Newsletter and ultimately on the web. 	186 Member States of UNESCO and non-member States.	<p>Distribution of additional information sheets would incur modest mailing and printing costs but no cost for web distribution.</p> <p>The proactive involvement of States Parties will enable exchange of experience.</p>

General WH Objectives	Actors	Information and Documentation Response		Target Groups	Assumptions/ Comments
		1999-2001 3 year plan	Proposed 1999 activities		
<p><i>Promote the identification</i> of the World Heritage</p> <hr/> <p>Related Articles of the Convention: Articles 3, 4, 5, 6 and 11</p> <hr/> <p>Related Strategic Orientations of 1992: Goal 1</p>	States Parties Advisory bodies UNESCO	<p>Mobilise mass media coverage and interest existing and potential media partners in publishing books, articles on global and appropriate thematic studies.</p> <p>Initiate a public information campaign, on the web and through other means, on Tentative Lists.</p> <p>Encourage States Parties to integrate the Tentative List requirement into their own national heritage identification process.</p> <p>Increase public exposure of Tentative Lists by publishing lists, wherever possible, with descriptions as prepared by States Parties.</p> <p>Develop a proposal for a world wide photo competition on World Heritage through the WH web site.</p> <p>Target less-active States Parties to identify natural and cultural properties especially in thematic voids through publicizing results of regional Global Strategy meetings.</p>	<ol style="list-style-type: none"> 1. Publish an Information Kit sheet and its equivalent web page on Tentative Lists. Include an example of a correctly completed (fictitious) Tentative List submission. 2. Publish examples of good uses of Tentative Lists in national heritage planning, in print and on the web. 3. Circular letter to States Parties encouraging them to publish their Tentative List or requesting permission for the Centre to publish it. 4. Draft sample nomination format to assist States Parties in preparing new nominations. 5. Prepare informal "Recommendations" on completing the nomination form that could be sent with the nomination forms as well as distribution on the web. 	States Parties Member States National Commissions Local authorities World Heritage administration/ site managers Policy makers Research & development agencies Specialised institutions Donors Private and public enterprises	Agreement from States Parties to publish/reproduce existing public Tentative Lists.

General WH Objectives	Actors	Information and Documentation Response		Target Groups	Assumptions/ Comments
		1999-2001 3 year plan	Proposed 1999 activities		
<p><i>Ensure the representativity and credibility of the World Heritage List</i></p> <hr/> <p>Related Articles of the Convention: Articles 5 and 11</p> <hr/> <p>Related Strategic Orientations of 1992: Goal 2</p>	<p>WH Committee States Parties Advisory Bodies Experts UNESCO Mass media</p>	<p>Publish and promote the World Heritage List.</p> <p>Publish and promote the statements of significance of inscribed properties and their conservation needs in relation to the cultural and geo-biological diversities.</p> <p>Integrate Tentative Lists into Global Strategy discussions and meetings.</p> <p>In association with Advisory Bodies, establish subject or thematic categories that can be applied consistently to World Heritage properties.</p> <p>Prepare analysis of thematic voids revealed by application of subject categories that could be discussed in regional Global Strategy meetings.</p> <p>Encourage IUCN, ICCROM, and ICOMOS to publish their comparative and thematic studies in print and on the web.</p> <p>Integrate the Tentative List and World Heritage List databases to allow comparative analysis.</p>	<ol style="list-style-type: none"> 1. Redesign and publish the World Heritage List and revised brief descriptions of the sites including criteria for inscription, year of inscription and statement of significance if available. 2. Encourage States Parties to apply for promotional assistance in order to prepare and publish a brochure on the conservation needs of their sites. 3. Publish an Information Kit sheet and its equivalent web page on World Heritage Global Strategy. 4. In association with ICOMOS and IUCN, establish credible subject categories (themes) that can be applied consistently to all World Heritage and Tentative List properties.¹ Apply the subject categories to all World Heritage and Tentative List sites. Tentative List sites will be categorised by <u>region</u> and not by <u>State Party</u>. 5. Publish Information Kit sheets on World Heritage sites in danger. 	<p>States Parties National Commissions Local authorities World Heritage administration/ site managers Policy makers Specialised institutions Research & development agencies Donors</p>	

¹ Categories will NOT be mutually exclusive; most sites will have multiple themes.

General WH Objectives	Actors	Information and Documentation Response		Target Groups	Assumptions/ Comments
		1999-2001 3 year plan	Proposed 1999 activities		
<p><i>Pursue systematic monitoring</i> of World Heritage sites and report on their state of conservation</p> <hr/> <p>Related Articles of the Convention: Articles 5 and 29</p> <hr/> <p>Related Strategic Orientations of 1992: Goal 4</p>	<p>WH Committee States Parties Advisory bodies Local authorities World Heritage administration/ site managers UNESCO Mass media</p>	<p>Develop World Heritage Centre's Management Information System to allow timely analysis of state of conservation reports made available to staff, Advisory Bodies, and Committee Members.</p> <p>Develop remote sensing pilot project with NASA or IAURIF on World Heritage in Danger sites to explore usefulness and feasibility of remote sensing for WHC.</p> <p>Mobilise publishers to produce technical book series on conservation needs, problems and "best practice case studies".</p> <p>Mobilise documentary producers to produce films on state of conservation of sites.</p> <p>Circulate information and examples of applications of new technology and methods for conservation with the co-operation of the private sector.</p> <p>Circulate information on sustainable tourism practices.</p> <p>Prepare synthesis reports by region based on the state of conservation reports.</p>	<ol style="list-style-type: none"> 1. Conduct a complete inventory and construct a database of all state of conservation reports undertaken since 1979, identifying problems and solutions, classifying both with an established conservation lexicon. 2. Initiate digitization of full texts of state of conservation reports for inclusion in Management Information System. 3. Provide public access to summary reports through web-page links to Committee and Bureau reports. 4. Promote the publication of monitoring and state of conservation reports as case studies by States Parties in print form and on their own web site. 5. Use these reports to approach publishers to encourage them to publish books/articles for the general public on conservation needs. 6. Encourage partnerships with the tourism industry to promote sustainable tourism. 7. Initiate the preparation of a regional synthesis report based on the state of conservation reports. 	<p>States Parties National Commissions Field Offices Local authorities Specialised institutions Research & development agencies</p>	<p>States Parties will submit periodic state of conservation reports and will not object to these reports being used to promote the publication of technical articles or books.</p>

General WH Objectives	Actors	Information and Documentation Response		Target Groups	Assumptions/ Comments
		1999-2001 3 year plan	Proposed 1999 activities		
<p><i>Increase public involvement and partnerships between stakeholders</i></p> <p>Related Articles of the Convention: <u>Articles 5 and 27</u></p> <p>Related Strategic Orientations of 1992: <u>Goal 5</u></p>	<p>WH Committee States Parties Local authorities World Heritage administration/ site managers Advisory Bodies UNESCO Mass media</p>	<p>-Promote partnerships with the private sector in national and international conferences on WH conservation</p> <p>-Support community-level workshops and meetings on World Heritage</p> <p>-Identify, in each State Party, a list of potential media partners (official government and independent journals, broadcasters, publishers etc)</p> <p>-Publicize case studies of co-operation between IGOs, Governments, local authorities, NGOs, CBOs, and the private sector for World Heritage conservation.</p> <p>-Develop a common electronic library catalogue between Advisory Bodies and the Centre on World Heritage related publications</p> <p>-Extend retrospective scanning project to include other types of documents</p> <p>-Explore integration of site data from other Conventions with WH data, especially through Biodiversity Clearinghouse.</p> <p>-Create and publish brochures/leaflets on the WH nomination process, monitoring, international assistance, as well as an explanatory booklet aimed at potential partners to provide detailed information on how to request the authorisation of projects and how to use the WH emblem.</p>	<ol style="list-style-type: none"> 1. Further develop WHIN as an important partnership mechanism, targeting States Parties for active roles. (ExpGp Rec. #3.5) 2. Conduct feasibility study to integrate catalogues of ICOMOS, IUCN, WCMC and WHC. (ExpGp Rec. #3.2) 3. Continue to publish a calendar of public events/ conferences related to World Heritage Conservation in print form and for the web. 4. Systematically use OPI information distribution network to inform the press of upcoming events. 5. Identify potential new participants/partners in special events. 6. Create workshops / discussion forums as follow-ups to conferences. 7. Utilize fully the potential of the exhibition on the World Heritage Conservation Process 8. Insure well-target distribution of the World Heritage slide show. 9. Continue to publish the WH Map, brochures and World Heritage Review. 10. Implement the new radio strategy. 11. Produce and publish 2 leaflets on: the Nomination Process and International Assistance. 	<p>States Parties Member States National Commissions Field Offices Local authorities World Heritage administration/ site managers Policy makers Research & development agencies Specialised institutions Donors Private and public enterprises General public</p>	<p>Conferences / events to be promoted must be open to the public or to the press.</p>

II. THE 1999 WORKPLAN AND BUDGET FOR WORLD HERITAGE DOCUMENTATION, INFORMATION AND EDUCATION ACTIVITIES

A. Documentation

In 1999, the electronic technologies which were put in place in 1997-98 to respond to public inquiries will be used to build a modern document management system in order to enable better decision and policy making by the Committee, Advisory Bodies, and World Heritage Centre staff. These new resources will include a real-time record and analysis of international assistance requests and decisions, and of current reports as received concerning the state of conservation of sites on the World Heritage List. 1999 documentation activities are designed to provide the data elements for the new information infrastructure.

The principal documentation function of the World Heritage Centre is to archive and distribute official World Heritage documents, including the reports of statutory and expert meetings, nomination dossiers, state of conservation reports, and mission reports. Based on the rapid increase in demand for these documents and other forms of public information, over the last two years the highest priority has been given to the development of its electronic-based documentation in order to satisfy this demand with the minimum impact on staff resources.

The 1999 Documentation workplan is stimulated largely by the Recommendations of the **Expert group on Information Management**, which met in March 1998. After an extensive study of the way the Centre operated, the Expert Group recommended that "*WHC should undertake a concerted strategic shift toward electronic storage, replication and distribution of information for site nominations and monitoring, for statutory reporting and for archive purposes.*" This represents a shift away from paper-based reporting (except for record and meeting purposes) to electronic formats. The implications of this move are far-reaching. It will make most documents far more accessible than hitherto; it will facilitate the easy transfer of documents to decision-makers; and it will cut down on storage requirements. The Centre will, of course, print documents on demand; and statutory meetings will still utilize paper copies.

Electronic document management had already been initiated in 1996 with the digitization of statutory meeting reports. In 1997, the Centre began a project to digitize the nomination dossiers of sites inscribed 1978-1997. (This project will be completed by the time of the Committee meeting in Kyoto.). In 1999 the Centre proposes to begin the process of inventorying and scanning reports on the state of conservation of properties on the World Heritage List (see A.1, below). At this time nominations of inscribed sites will only be made available to States Parties concerned and for research purposes. An expert meeting with the Advisory Bodies is proposed for 1999 to make recommendations for greater access to documents that are not currently available public.

As recommended by the Expert Group on the Centre's Data and Information Infrastructure, full utilization of these new resources will require an integrated management information system (MIS). As developed for the Centre in 1999, the **World Heritage Information System** will provide access to relevant documents and reports. Through multiple access levels with different passwords partners in international development organizations can also be given access to decision-critical resources. The World Heritage Information System is included in Chapter I of the Budget (Working Document WHC-98/CONF.203/13).

In 1998 the following work was accomplished:

- Expert Group Review of the World Heritage Centre Data and Information Infrastructure, March 11-13, 1998
- Online Access to Statutory Meeting Working Documents expanded to make both MS Word and PDF files available to Committee members
- Partnership with the World Bank's Network on Culture and Development

- Completion of retrospective scanning project of 552 World Heritage nomination dossiers
- Establishment of International Assistance database.

In 1999 the following documentation activities are proposed:

- A.1 **Inventory and Digitization of State of Conservation Reports.** This task represents the initiation of a two year project that will form a major data component of the new World Heritage Information System. It foresees a database inventory of all State of Conservation reports referenced in the Committee and Bureau reports, 1978-1998. Based on the Committee summaries, this database will identify problems reported at each site, decision by the Committee and, where known, actions taken. The reports themselves will be digitized and made available to the network of staff and partners. In the future, reports provided by States Parties in compliance with Article 29 of the Convention will also be processed through this system.

9.6 W/ms

Partners: CLT/CH, SC/ECO, SC/GEO, ICOMOS, IUCN, WCMC
 Budget: [WHF 1998: US\$ 0]
 WHF 1999: US\$ 15,000
 WHF 2000: US\$ 20,000

- A.2 **Online Access to Statutory Meeting Working Documents.** This project, which will become part of the new information system, continues the process begun in 1996 to make working documents available to Committee members and Advisory Bodies over a password-protected site on the Internet.

1.1 W/ms

Partners: DIT/AM
 Budget: [WHF 1998: US\$ 2,000]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

- A.3 **Registration and Inventory of new nominations.** Detailed electronic registration of each nomination submitted for review by the Committee. The dossiers will be digitized and become part of the World Heritage Information System. The Centre will explore the option of making dossiers and their evaluations available to Committee members on CD ROM prior to each Committee meeting.

3.5 W/ms

Partners: ICOMOS, IUCN
 Budget: [WHF 1998: US\$ 2,000] *without digitization*
 WHF 1999: US\$ 10,000
 WHF 2000: US\$ 10,000

- A.4 **Application of thematic categories to properties on the World Heritage List and Tentative Lists.** Global strategy discussions in the past have been hampered by the absence of clear thematic categories by which the World Heritage and Tentative Lists could be organized, thus exposing potentially under-represented themes. Using categories developed by the Advisory Bodies, and in consultation with them, thematic categories will be applied to all World Heritage and Tentative List properties. The results will be made available to the World Heritage Web site in a new online public database through the World Heritage Information System.

1.9 W/ms

Partners: ICOMOS, IUCN, ICCROM
 Budget: [WHF 1998: US\$ 0]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

- A.5 **Update and maintain databases:** Although the databases will be absorbed into the new World Heritage Information System, the data will need to be updated. The work will be done partly under fee contract.

1.9 W/ms

Budget: [WHF 1998: US\$ 9,000]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

TOTAL BUDGET A:

[RP 1998:	US\$ 10,150]
[WHF 1998:	US\$ 38,000]
WHF 1999:	US\$ 40,000
WHF 2000:	US\$ 40,000

B. Information

As approved by the World Heritage Committee at its twentieth and twenty-first sessions, the World Heritage Centre's activities in the field of information are aimed for two target audiences: (1) States Parties, in support of their efforts to implement the Convention on their territories, and (2) the international public, to enhance public appreciation and respect for World Heritage. These activities are an integral part of the World Heritage conservation process. With the evolution of inscription criteria and in order to respond to the growing challenges of the modern world which the sites are faced with, there is greater need for quality information on the Convention and the sites themselves. A careful selection of target audiences should be made in co-operation with the States Parties and the content of the information material should be improved by commissioning professional writers to prepare texts for various supports.

In 1998 the following work was accomplished:

- Production and distribution of the **WH Information Package** including: the text of the WH Convention, the WH List, the List of WH in Danger, the Brief descriptions of all sites inscribed, a 3-part poster series, the 8-sheet Information Kit, and the WH Map and brochure;
- The **travelling exhibition** on the World Heritage conservation process was produced in a light scroll version in both English and French and shown to the public in the United States (UN and World Bank Headquarters), China (Suzhou Conference of Mayors of Historic Cities) and Germany (Leipzig Fair);
- The English version of the **World Heritage slide pack** was duplicated into 120 sets to be dispatched to well-targeted groups in English-speaking State Parties. A French version was also prepared for duplication;
- Four issues (6-9) of the *World Heritage Review* were published. Thanks to the hiring of a bilingual Managing Editor the quality of the texts has been substantially improved. A "business case" for the *Review* has been prepared for submission to the World Heritage Committee and attached to this document (WHC-98/CONF.203/15) as Annex 1;

- Four issues of the WH Newsletter will have been printed in English and French (5,000 copies each) by December 1998. An estimated number of ten issues of WHNEWS, the electronic mail version, will have been circulated by the time of the Committee meeting;
- A 40-pages English/French full-colour **brochure on cultural sites on the African continent** was produced based on the exhibit “Africa Revisited”, with a special emphasis on Global strategy in the African region. Four thousand copies were printed for distribution to States Parties and other target groups;
- The 1999 issue of the *World Heritage Desk Diary* was prepared in a revised semi-hard cover version and produced in 10,000 copies.
- A cost-sharing system for the production and distribution of the **WH Information Package** has been proposed through a circular letter to States Parties to be initiated in 1999.

For 1999 the following activities are proposed:

B.1 The World Heritage Information Package

B.1.1 The 1999 World Heritage Map and Brochure.

Language/quantity: English/14,000; French/8,000; Spanish/4,000.

The budget includes the updated lay-out, printing and mailing costs.

Budget: [WHF 1998: US\$ 33,000]
 WHF 1999: US\$ 35,000
 WHF 2000: US\$ 35,000

B.1.2 The 1999 World Heritage Information Kit.

Language/quantity: English/5,000; French/5000; Spanish/3,000.

Nine new sheets will be prepared on: 1. Tentative lists, 2. List of States Parties and non-States Parties by geo-political region, giving examples of benefits of ratification by States Parties (five regional sheets), 3. Global Strategy, 4. Sites on WH in Danger List, The budget includes preparation and lay-out costs for the new sheets, and updating, printing and mailing costs for 17 information sheets in total.

Budget: [WHF 1998: US\$ 15,000]
 WHF 1999: US\$ 20,000
 WHF 2000: US\$ 20,000

B.1.3 The updated basic information documents and forms

Including: WH List, List of States Parties, Brief descriptions (revised by States Parties’ experts) with statement of significance included when available, Convention text, Nomination form, sample of completed nomination form to assist States Parties in nomination preparation, International Assistance forms, etc. The budget includes editing, printing and mailing costs.

Budget: [WHF 1998: US\$ 8,000]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

B.1.4 Radio Strategy

Assist States Parties in the production of programmes and promote dissemination of information on the WH Convention through national radio stations in co-operation with regional and national radio broadcasting associations when feasible. The budget includes preparation and dissemination of information on the WH Convention and mailing costs.

Partners: National Commissions, OPI
 Budget: [WHF 1998: US\$ 20,000]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

Sub-total B.1: [WHF 1998: US\$ 69,000]
 WHF 1999: US\$ 65,000
 WHF 2000: US\$ 65,000

B.2 Exhibitions and special events

B.2.1 Duplication of the French-language version of the **slide pack** on the World Heritage Convention into 60 copies and translation of the slide pack into Spanish. The budget includes translation, reproduction and mailing costs.

Budget: [RP 1998: US\$ 2,500]
 [WHF 1998: US\$ 18,000]
 WHF 1999: US\$ 9,000
 WHF 2000: US\$ 9,000

B.2.2 Translation of the **travelling exhibition** on the World Heritage Conservation process into Spanish and production of light-weight scrolls with text and image. In all three languages: updating of panels containing information on States Parties, sites and criteria. Addition of panels if necessary. The budget includes updating, translation, reproduction and part of the shipping costs (partners in States Parties will be sought to cover major part of shipping costs).

Budget: [RP 1998: US\$ 2,500]
 [WHF 1998: US\$ 8,000]
 WHF 1999: US\$ 8,000
 WHF 2000: US\$ 8,000

Sub-total B.2: [RP 1998: US\$ 5,000]
 [WHC 1998: US\$ 26,000]
 WHF 1999: US\$ 17,000
 WHF 2000: US\$ 17,000

B.3 Publications

B.3.1 To ensure further improvement of the quality and a wider dissemination of the *World Heritage Review*, which may become a bi-monthly edition in 1999 (six issues planned), it is necessary to continue to backstop the editing of the *Review*, through the continuing engagement of a bilingual Managing Editor and by commissioning experts in States Parties to write articles in order to create a stock of texts on World Heritage sites. A budget of US\$ 25,000 is requested for the co-ordination, editing costs and authors fees. In addition, a budget of US\$ 25,000 is requested to implement a marketing strategy that will be designed by the UNESCO Publishing Office to promote sales of the *Review* and increase potential income from this magazine.

6 W/ms

Partners: Ediciones San Marcos, UNESCO Publishing Office, External distributors, mass media
 Budget: [RP 1998: US\$ 5,000]
 [WHF 1998: US\$ 20,000]

WHF 1999: US\$ 50,000
 WHF 2000: US\$ 50,000

B.3.2 Six issues of the **World Heritage Newsletter** are planned for printing in 1999, along with 24 issues in the electronic version (WHNews). The budget includes editing, printing and mailing costs.

3 W/ms

Partners: Individual contributors, WHIN partners
 Budget: [WHF 1998: US\$ 30,000]
 WHF 1999: US\$ 28,000
 WHF 2000: US\$ 28,000

B.3.3 Design and publish two leaflets on the **Nomination Process** and **International Assistance** using existing texts.

Budget: [WHF 1998: US\$ 0]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

B.3.4 Co-produce the year 2000 issue of the **World Heritage Desk Diary** jointly with UNESCO Publishing and San Marcos (or a partner to be identified). The World Heritage Fund input represents support for 1/3 of the production costs and will ensure 600 copies for free of charge distribution to States Parties and WH site managers, as well as mailing costs.

Partners: UNESCO Publishing Office, San Marcos (or other partner)
 Budget: [WHF 1998: US\$ 15,000]
 WHF 1999: US\$ 15,000
 WHF 2000: US\$ 15,000

Sub-total B.3: [RP 1998: US\$ 5,000]
 [WHF 1998: US\$ 70,000]
WHF 1999: US\$ 98,000
 WHF 2000: US\$ 98,000

TOTAL BUDGET B:

[RP 1998: US\$ 10,000]
 [WHF 1998: US\$ 165,000]
WHF 1999: US\$ 180,000
 WHF 2000: US\$ 180,000

C. Internet and WHIN

Internet activities will take advantage of the new World Heritage Information System to augment the redesigned World Heritage web pages. Using the new system it will be possible to make greater amounts of information available concerning decisions of the Committee as well as site and State Party information.

In March 1998, the World Conservation Monitoring Centre (WCMC) completed a lengthy review of WHIN operation. With the endorsement of the Expert Group on the Centre's Data and Information Infrastructure, the recommendations of the review are now being implemented. Among the tasks included

in 1999 is a better targeting of partner organizations, working proactively with them to identify and promote increased World Heritage information on the web.

As of late June 1998, the World Heritage Web site, containing over 2000 documents, was receiving more than 30,000 requests per week. The considerable public interest in World Heritage information is evident in the rapid increase in requests to the World Heritage public web site and in the growing number of individual requests to the Secretariat for detailed information about sites. Currently these are answered by mailing or faxing copies of the nomination text or Advisory Body evaluations. To limit the staff time, as well as to improve the transparency of the work of the Committee, the Secretariat is proposing to hold a meeting with the Advisory Bodies in 1999 to make recommendations concerning greater public access to these documents.

In the interim, efforts will be expanded to make new types of site information available. In particular, geographic information provided from the new World Heritage Information System will be added to the individual pages describing World Heritage sites, and new maps will more precisely locate World Heritage properties within a country and region. The Centre will explore with institutional partners the options concerning remote sensing, especially for those natural sites on the list of World Heritage in Danger. Site pages will also carry state of conservation information as reported by the Committee in its annual meeting reports.

For the first time, the WH Information System will allow the Centre to make approved decisions on international assistance automatically available to the public web site, enabling the implementation of the Convention's Article 13(5) to publish international assistance decisions.

The WH Information System will also make it possible to publish on the web State Party data sheets containing information about individual sites, records of international assistance, type of national heritage legislation in use, and contact information. This information will be developed through a circular letter to States Parties.

In keeping with the objective of **promoting the identification of World Heritage**, we will increase the information available concerning Tentative Lists and explore with States Parties the publication of Tentative Lists.

In 1998 the following work was accomplished:

- Redesign of World Heritage Web site
- Relaunch of World Heritage Information Network to better identify partner organizations and the benefits of adhesion to WHIN (before the end of 1998).

In 1999 the following work activities are proposed.

C.1 **Introduction of geographic information and maps to web site.** Locational information from the nomination files will be added to the individual web pages on each site including geographic coordinates. Regional and local maps will more precisely pinpoint the location of individual World Heritage properties.

8.7 W/ms

Budget:	[WHF 1998:	US\$ 0]
	WHF 1999:	US\$ 20,000
	WHF 2000:	US\$ 20,000

- C.2 **Introduction of Committee decisions on State of Conservation to individual World Heritage site pages.** Based on information provided from the State of Conservation database (see A.1, above), web page links will be made to decisions of the World Heritage Committee, allowing a user to easily examine the record of decisions on individual sites by the World Heritage Committee.

3.5 W/ms

Budget: [WHF 1998: US\$ 0]
 WHF 1999: US\$ 10,000
 WHF 2000: US\$ 10,000

- C.3 **Introduction of State Party summary sheets to World Heritage Web site.** Summary sheets will provide basic information, taken from the existing States Parties database concerning year of adhesion, type of heritage legislation, international assistance provided, number and list of World Heritage properties, contact addresses of responsible agencies, etc. Thereafter, most of the information will be automatically updated via the WH Information System.

3.5 W/ms

Budget: [WHF 1998: US\$ 0]
 WHF 1999: US\$ 10,000
 WHF 2000: US\$ 10,000

- C.4 **World Heritage web site expansion** to include new Information Kit sheets (see section B.1.2), additional Statutory documents pages with selected older working documents in English and French. Other texts proposed will be the inclusion, in association with the Advisory Bodies, of published management guidelines for site managers, and, where available, proceedings of regional World Heritage workshops and meetings.

3.3 W/ms

Budget: WHF 1998: US\$ 0]
 WHF 1999: US\$ 15,000
 WHF 2000: US\$ 15,000

- C.5 **Annual update of web pages reflecting decisions of the Committee** regarding World Heritage List, List in Danger, Report of the Committee, and selected working documents for public web site.

1.1 W/ms

Budget: [WHF1998: US\$ 2,000]
 WHF 1999: US\$ 5,000
 WHF 2000: US\$ 5,000

- C.6 **World Heritage Information Network (WHIN).** Implementation of the recommendations of the WHIN review and of the Experts Group on the Data and Information Infrastructure of the World Heritage Centre. In addition to the WHIN relaunch, the work requires a renewed targeting of partner organizations and further definition of other potential information providers.

Budget: [WHF 1998: US\$ 15,000]
 WHF 1999: US\$ 15,000
 WHF 2000: US\$ 15,000

TOTAL BUDGET C:

[WHF 1998:	US\$ 70,000]
WHF 1999:	US\$ 75,000
WHF 2000:	US\$ 75,000

D. Self-financing programme on partnerships with the Media and Publishers

In pursuance of article 27 of the World Heritage Convention on Education and Information, broader education of the general public to increase support for World Heritage was introduced through the self-financing programme on partnerships with the media and publishers. This complements World Heritage Education through formal education institutions, essentially targeting secondary schools curriculum. In 1998 the Self-financing Programme on partnerships with the mass media focused mainly on strengthening existing partnerships by promoting alliances between partners to extend the reach of available information. New contacts were also sought with other potential film distributors and broadcasters, and exchange mechanisms between partners were encouraged, especially in lesser-developed countries, to provide educational resources where most needed. As a result, television programmes and other informative products generated by individual entities for use in a particular territory are being disseminated throughout the world. A report of activities carried out in 1998 under this chapter and 1999 proposed activities is detailed below.

FILMS**Südwestrundfunk (Germany)**

The German public producer and broadcaster, Südwestfunk (SWF), has now completed the first 104 episodes (see annex) of the television film series entitled “Treasures of the World – Heritage of Mankind” foreseen under the Agreement between SWF and the World Heritage Centre. The contract was renewed in October 1998 between Südwestrundfunk (SWR), the successor of SWF following a important merger, under the condition that special emphasis was to be given to “actively seek the participation of other producers and broadcasters world-wide to strengthen the production and diffusion capacity of the series of films to reach audiences in developed and developing countries” as stated in the Agreement. Furthermore, the Agreement stipulates that “SWR shall adopt a strategy favouring the participation of lesser developed countries to help raise public awareness of the need to preserve World Heritage and promote the World Heritage Convention”. It is foreseen and expected that SWR will deliver a minimum of 25 new films per year to contribute towards the coverage of all sites on the World Heritage List. Income of some US\$ 30,000 from the first contract with SWF is expected in 1998 and some US\$ 35,000 in 1999. This activity is expected to yield an average of US\$ 75,000 per year starting in the year 2000.

Walk Associates Limited (Japan)

In 1998, Walk Associated Limited also completed its home video collection of ten cassettes of 50 minutes distributed by Polygram in the Japanese territory. Each cassette contains 5 thematic films on 5 different World Heritage sites. The themes reflect both cultural and natural heritage and are as follows:

Cultural:

Ancient Civilizations	Buddhism
The Silk Road	Islam
The Renaissance Period	Church Architecture
The Maya, Andes and Inca	

Natural:

Earth
Water
Life

Each video package (10 cassettes) is sold with an information leaflet on the sites. All texts included in this leaflet were verified and amended by native Japanese World Heritage Centre staff members. In view of the success of this video series (20,000 sets sold between March and August 1998), the Centre and Polygram are currently studying implications of distribution to other countries in Asia. Polygram also intends to produce a CD-ROM based on the texts and footage of the film series for the Japanese market.

In 1997, Walk had envisaged launching a second film series. However, due to the high costs involved for the production of such a video collection and lack of immediate funds have made it impossible for Walk Associates to continue the film production as was initially planned. Therefore, no contribution will be received in 1998 and 1999 for this project unless a new contract is established.

However, Walk Associates recently signed a three-party Agreement with SWR and Polygram for the production of a new video series for the Japanese market (100 World Heritage sites) compiled from the existing films (Walk and SWR). This series will be launched by Polygram at the end of 1998.

The films produced by Walk Associates will be featured in the 1998 International Environmental Film and Video Festival "Ekofilm" held in Cesky Krumlov (Czech Republic) in October organised in co-operation with the Ministry of the Environment of the Czech Republic.

National Federation of UNESCO Associations in Japan (in association with Tokyo Broadcasting System)

At the end of July 1998, the Tokyo Broadcasting System (TBS), in co-operation with the National Federation of UNESCO Associations in Japan, had completed and aired 112 films of 30 minutes, each on one World Heritage site (see annex). 28 more films are foreseen in the 1998 production schedule running from May to October, covering sites such as Kairouan in Tunisia, Ha Long Bay in Vietnam, the Galapagos Islands in Ecuador and the World Heritage site of Fasil Ghebbi, Gondar Region in Ethiopia. The tremendous success of this television special, which has become a weekly "rendez-vous" for an increasing number of viewers in Japan, has led TBS to consider producing a home video collection of the series. This proposal is under negotiation for 1999 and foresees a royalty contribution based on the sales of the product for the World Heritage Fund.

China Beijing Television (China)

China Beijing Television (BTV) initiated the production of a 26-minute weekly television programme on World Heritage entitled "The Common Heritage of Mankind" in co-operation with the World Heritage Centre in 1996. 20 films were produced under an Agreement with the World Heritage Centre. BTV has since then continued, outside the framework of the contract with UNESCO, to produce films for this series and approximately 80 films will be completed by the end of 1998. No income to the World Heritage Fund is foreseen from this project for the time being.

Multimedia Internet World Heritage Information Project

Planetary Dialogues (Japan, USA, Sweden)

As adopted by the 20th session of the World Heritage Committee in Merida as one element of the media and publishing activities, the Netizen's multimedia Internet project was activated and put on-line in an initial pilot phase as scheduled. After analysis early in the one year pilot phase, it was mutually determined that the original work programme and schedule of the project was overly ambitious and was thus scaled back to the production of a more limited number of multimedia websites in 1997 and modified the Agreement to reflect these changes. Now reconfigured as a "Planetary Dialogue", this

Internet project retains the same sponsors (ASCII Corporation, Zero Emissions Research Initiative – ZERI). The intent of this project was to provide a complimentary and non-competitive multimedia information service via the Internet. Planetary Dialogues World Heritage multimedia webpages, developed with the full co-operation of the participating States Parties, are available for the Salzburg, Borobudur and Hiroshima World Heritage sites.

However, due to a certain number of economic and technical factors causing the project to become stagnant, the World Heritage Centre, in collaboration with UNESCO's Legal Affairs Division, is currently considering the termination of the Agreement with Planetary Dialogues, Inc.

Moby Dick (Japan)

Moby Dick Inc. has produced a corporate calendar for Nifty Serve Corporation featuring World Heritage sites for the year 1998 to be distributed to business clients free of charge. This calendar was produced under an agreement signed in November 1997 by Moby Dick Inc. and UNESCO. A financial donation of US\$ 18,000 from Moby Dick Inc. to the World Heritage Fund is foreseen through this agreement as an earmarked contribution for the development of the UNESCO World Heritage web site.

PUBLICATIONS

Verlagshaus Stuttgart (Germany)

Plaza y Janes (Spain)

Kodansha (Japan)

In 1994 the World Heritage Centre signed an Agreement with Verlagshaus Stuttgart and Plaza y Janes to prepare and compile a 12-volume World Heritage Encyclopaedia. The original work was executed by Verlagshaus Stuttgart in German and translated into Spanish by Plaza y Janes. Kodansha publications subsequently concluded a quadriparty agreement (Verlagshaus Stuttgart, Plaza y Janes, Kodansha and UNESCO) to reproduce the encyclopaedia in Japanese for its own market. All 12 volumes are now available in three languages. Polish and Czech versions of the World Heritage Encyclopaedia are being published in these respective territories under licence and Slovenian, Greek and Russian versions of the Encyclopaedia are in the planning stages of production. A licence was also authorised for the publication of a Mexican edition.

Some mistakes contained in the Encyclopaedia were identified and the publishers have agreed to rectify the texts and/or photos indicated to the Centre, as required, in the next edition.

The 1997 financial non-earmarked contributions (estimated at US\$ 55,000-) from Verlagshaus Stuttgart and Plaza y Janes via the UNESCO Publication Fund for this project are overdue and are expected to be credited before the end of 1998.

Planeta / Di Agostini (Spain)

In 1996, a co-publishing Agreement was signed between Planeta / Di Agostini and UNESCO to prepare and compile a World Heritage Encyclopaedia. 14 volumes have been published in Spanish, Portuguese and Italian versions. Royalties based on the sales of the encyclopaedia are contributed on a yearly basis to the World Heritage Fund.

Kobi Graphics (Japan)

The World Heritage Centre signed in October 1996, a three-year Agreement with Kobi Graphics to produce, starting in 1997, a corporate and World Heritage Youth calendar for Panasonic. The 1999 editions of the calendars were completed and will be available before the end of 1998. Kobi Graphics have informed the Centre that Panasonic wishes to continue this project and may renew this Agreement for the years 2000 and 2001. In 1998, US\$ 50,000 plus royalties is expected but none is foreseen for 1999 unless the contract is renewed.

Frederking and Thaler (Germany)

In 1997 Frederking and Thaler published a second edition of their books entitled respectfully "Schatze der Menschheit" and "Naturerbe". A contribution of US\$ 23,932 (DM 40,000) was foreseen in 1997 for this project, of which half was earmarked for servicing and half was non-earmarked for the World Heritage Fund. However, because of a delayed payment of part of this contribution, the total income received in 1997 was US\$ 18,364.75. The remaining US\$ 5,568 are expected in 1998 earmarked for servicing of this contract. No other publication in co-operation with Frederking and Thaler was produced in 1998 and therefore no income is foreseen for 1999.

United Nations Postal Administration

In 1997 the United Nations Postal Administration produced a prestige booklet and stamp collection on the theme of the Terracotta Warriors of China as a part of the UN stamp collection on World Heritage initiated in 1996 to celebrate the 50th anniversary of UNESCO. In 1998, another special World Heritage edition of the booklet and stamp collection was produced (to be launched in December 1998) on the site of Schonbrunn Castle in close collaboration with the Schonbrunn Castle authorities and the Austrian National Commission for UNESCO. The UN postal Administration is now preparing, in co-operation with the Centre and the Australian World Heritage Unit, a 1999 edition of the stamp collection based on six Australian sites.

Fabrica Nacional de Moneda y Timbre (Spain)

After a two year contract with UNESCO serviced by UNESCO's Office of Public Information (OPI), to mint and distribute two series of commemorative coins illustrating World Heritage sites, the Fabrica de Moneda y Timbre (FNMT), the official national numismatic entity, has offered to renew this contract in 1999 with the World Heritage Centre. This proposal was approved by the Spanish National Commission for UNESCO and presented to the Consultative Body of the World Heritage Committee in April 1998 for review as requested by the Chairperson of the Committee. No response has been received from the Consultative Body on this matter. The royalties generated by this project (US\$ 123,000 in 1997 and approximately US\$ 93,000 in 1998) were contributed to a special account established by UNESCO and administered by OPI.

Harper MacRae (Australia)

Harper MacRae Publishing signed an Agreement with the World Heritage Centre in August 1996 to produce a World Heritage promotional stamp product including a book entitled "Masterworks of Man and Nature" and a set of stamps, a World Heritage information kit with a 48 page booklet, stationery, posters to develop a perennial promotional product and to market additional publications produced by Harper MacRae. Although the contract was to be terminated at the end of 1997, due to the very slow evolution of this project, Harper MacRae Publishing have since then demonstrated their dedication to this World Heritage project and have proven to be active throughout Australia by organising events in co-

operation with the National authorities to help raise public awareness of the need to protect World Heritage.

Other Projects

Big Image Systems (Sweden)

A non-commercial Memorandum of Understanding was signed between Big Image Systems and the World Heritage Centre at the end of 1997 to produce an International Exhibition on World Heritage. In May 1998, a pilot project was launched in the city of Tensta (Sweden) hosted by the Spånga-Tensta District Administration, sponsored by Big Image Systems and Svenska Bostäder, in conjunction with the Cultural Programme of Stockholm-Cultural Capital of Europe '98. This pilot exhibition was composed of 70 giant cloth colour images, illustrating World Heritage sites, which were displayed in the streets, on walls facades and various public settings of the Stockholm neighbourhood of Tensta. The giant colour images are produced by Big Image Systems at their own cost. Some of these images were provided by Big Image Systems to the Centre, free of charge, during the 21st session of the Committee in Naples and during the International Conference for Mayors of Historic Cities in China and the European Union which was held in Suzhou (China) in April 1998. No income is foreseen from this partnership.

Partnerships with the media and the private sector which have been established and nurtured over the past three years have enabled the distribution of educational and entertaining products on World Heritage all over the world. To meet the demand for information and offers of partnerships, the Committee's guidance is requested to:

- (a) establish procedures and modalities on the selection of partners and the guidelines on the terms of the collaboration
- (b) establish guidelines on the use of the World Heritage emblem
- (c) determine partners and content of products in relation to the different target audiences
- (d) define modalities of quality control

The current network of partners can be expanded by introducing new participants specialised in other methods of communication to reach different target groups. New potential partners, such as public or private radio and television broadcast stations, state-owned airlines or mass transportation companies, local authorities, national or local tourism offices, and educationally oriented publishers can be identified with the co-operation of the States Parties at the national level. Co-operation from internationally renowned corporations possessing important means for communication can be selected on the basis of an international tender leading to a long-term world-wide information campaign. To launch these and other activities and to continue the development and amelioration of the quality of World Heritage products, financial support from the media partners and from the World Heritage Fund is required.

In 1997, over **US\$ 350,000** were raised through contracts with the media partners. US\$ 241,313.04 of that sum was earmarked for servicing provided to the media partners and US\$ 120,078.41 was non-earmarked for the World Heritage Fund. The earmarked income for servicing expected in 1998 will drop considerably due to the termination of the Planetary Dialogues Agreement (US\$ 193,450 in 1997). Therefore, the expected 1998 earmarked income has been estimated at approximately US\$ 65,473 and should be considered as the budget for media related activities in 1999, for the employment of a full-time consultant and to issue fee contracts for specific needs such as for verification of texts and scripts. In addition, US\$ 10,000 is requested to hire a legal consultant to prepare a standard contract with clauses protecting the interests of UNESCO and the World Heritage Committee

to be used in agreements to be concluded with the media and the private sector, and to hire a consultant to study the modalities of fund-raising for the World Heritage Fund.

TOTAL BUDGET D:

Expected earmarked income in 1998 for servicing:	US\$ 65,473
Expected non-earmarked income in 1998 for the WH Fund:	US\$ 191,061

Expected earmarked income in 1999 for servicing:	US\$ 65,000
Expected non-earmarked income in 1999 for the WH Fund:	US\$ 85,000

[WHF 1998:	US\$ 10,000]
WHF 1999:	US\$ 10,000
WHF 2000:	US\$ 10,000

AGREEMENTS WITH MEDIA and PUBLISHING PARTNERS
1997 income and 1998-99 provisional income²

Partner	Signed By	Total income foreseen from contract	Servicing	Earmarked payment received in 1997 (US\$)	Non-earmarked income received in 1997 (US\$)	Expected earmarked income for 1998 (US\$)	Expected non-earmarked income for 1998 (US\$)	Expected earmarked income for 1999 (US\$)	Expected non-earmarked income for 1999 (US\$)
Euro-Media (German Film Consortium) Represented by Sudwestfunk	WHC	104 films x DM 3,000 (approx. US\$ 1,685.00 per film)	100%	11,413.04	-	29,905.00	-	35,000.00	-
Sudwestrundfunk (Germany)	WHC	25 new films per year minimum at DM 3,000 per film (approx. US\$ 1,685.00 per film) no contribution foreseen for this contract before the year 2000.	100%	N/A	N/A	N/A	N/A	N/A	N/A
Walk Associates Ltd. (Japan)	WHC	200,000 FF upon signature in 1996. (Contract could be renewed in future)	None	N/A	N/A	N/A	N/A	N/A	N/A
NFUAJ (Japan) In co-operation with Tokyo Broadcasting System	WHC	US\$ 60,000 per year (of which US\$ 30,000 is earmarked for servicing)	50% of total yearly income	30,000.00	30,000.00 *	30,000.00	30,000.00 *	30,000.00	30,000.00 *
China Beijing TV (China)	WHC	None	None	-	-	-	-	-	-
Verlagshaus Stuttgart (Germany) with Plaza y Janes (Spain) And Kodansha (Japan) (contract derived from Verlagshaus Stuttgart)	UPO	DM 50,000 upon signature, DM 25,000 Dec 1995 ; DM 75,000 Dec 1996 ; DM 100,000 Dec 1997 ; DM 100,000 Dec 1998 ; DM 100,000 Dec 1999. Up to 275,000 copies, 4% of sales price, and over 275,000 copies, 5% of sales price. Sales commenced in 1997.	None **	-	10,000.00 -	-	1997 overdue: 55,000.00 + 1998 contribution: 55,000.00 -	-	55,000.00 -
Kobi Graphics (Japan) For Panasonic-Matsushita	WHC	7% of sales price with a minimum guarantee of US\$ 50,000 plus 1,000 copies of the corporate calendar and 5,000 copies of the youth calendar.	None	-	50,000.00 + 1,050.00 in royalties	-	50,000.00 + 1061.21 in royalties	-	-
Harper MacRae (Australia and USA)	WHC	3% of net sales of the publications. Remaining income : 35% up to US\$ 3,500,000, beyond this sum 75%. Income foreseen only in 1998.	None	-	10,000.00	-	-	-	-

Notes: * US\$ 30,000 per year contribution from NFUAJ is identified as “non-earmarked” income, but is attributed for specific World Heritage on-site activities selected by the donor on the basis of project proposal submissions made by the Centre and subsequently approved by the Chairperson of the Committee.

** Contracts without servicing. Royalties credited to UNESCO Publication Fund (administered by UPO) and cost-sharing for production required from income.

² 1998 and 1999 provisional income is subject to modifications until the end of the fiscal year.

AGREEMENTS WITH MEDIA and PUBLISHING PARTNERS
1997 income and 1998-99 provisional income²

Partner	Signed by	Total income foreseen from contract	Servicing	Earmarked payment received in 1997 (US\$)	Non-earmarked payment received in 1997 (US\$)	Expected earmarked income for 1998 (US\$)	Expected non-earmarked income for 1998 (US\$)	Expected earmarked income for 1999 (US\$)	Expected non-earmarked income for 1999 (US\$)
IGPC — InterGovernmental Philatelic Corporation (New York USA)	WHC	US\$ 20,000	None	None	None	None	None	None	None
INCAFO (Spain) World Heritage collection	UPO	1/6 sales price received from UPO royalties	None **	-	780.82	-	-	-	-
INCAFO (Spain) (now San Marcos for the World Heritage Diary)	UPO	Royalties	None **	None	royalties	-	royalties	-	royalties
INCAFO (Spain) (taken over by Ediciones San Marcos) World Heritage Review	UPO	10% of net income and 30% of publicity income. Royalties	None **	None	royalties	-	royalties	-	royalties
Planeta (Spain) El Patrimonio de la Humanidad	UPO	Contract established by UPO with Royalties	None **	-	6,336.59	-	royalties	-	royalties
Frederking and Thaler (Germany)	WHC	DM 40,000 of which 50% for servicing.	Yes	6,450.00	11,911.00	5,568.00	None	None	None
Moby Dick (Japan)	WHC	US \$ 18,000	None	-	-	-	17,995.00 ***	-	-
Netizens' Dialogue / Planetary Dialogue (Japan)	WHC	US\$ 219,000 for servicing.	100%	193,450.00	-	None	None	-	-
TOTAL				241,313.04 of which 193,450.00 was earmarked for servicing of	120,078.41	65,473.00	209,056.21	65,000.00	85,000.00

² 1998 and 1999 provisional income is subject to modifications until the end of the fiscal year.

Planetary D.					
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Notes: ** Contracts without servicing. Royalties credited to UNESCO Publication Fund (administered by UPO) and cost-sharing for production required from income.

*** Contribution from Moby Dick Inc. is identified as “non-earmarked” income, but is attributed to activities selected by the donor on the basis of a project proposal made by the Centre.

E. UNESCO Special Project: "Young People's Participation in World Heritage Preservation and Promotion"

E.1 World Heritage Youth Fora

World Heritage Youth Fora provide incomparable opportunities for students, young people and teachers to learn how to become involved in World Heritage conservation and World Heritage Education. Following the success of the World Heritage Youth Fora held in Norway, Croatia, Zimbabwe and China between 1995 and 1997, and the conduct of the Youth Forum in Japan in 1998, the following Youth Fora are planned for 1999:

E.1.1 Regional World Heritage Youth Forum, Francophone Africa 1999

Partners: States Parties, Advisory Bodies, UNESCO Field Offices in Francophone Africa, UNESCO Education Sector, NORAD

Budget: **WHF 1999: US\$ 30,000**
 NORAD1998/1999: US\$ 50,000

E.1.2 Sub-regional World Heritage Youth Fora in Latin America and the Caribbean

Partners: States Parties, Advisory Bodies, UNESCO Field Offices in Latin America and the Caribbean, UNESCO Education Sector, NORAD

Budget: RP (WHC) 1999: US\$ 18,100 (decentralized to UNESCO Field Offices in Latin America and the Caribbean)
WHF 1999: US\$ 17,000

E.1.4 World Heritage Education video on Youth Fora

Partners: UNESCO Education Sector

Budget: **WHF 1999: US\$ 10,000**
 NORAD 1998: US\$ 8,500

Sub-total E.1: RP (WHC) 1999: US\$ 18,100
WHF 1999: US\$ 57,000
 NORAD1998/1999: US\$ 58,500

E.2 The World Heritage Education Kit

E.2.1 Ensure distribution of 4000 copies of the World Heritage Education Kit in English and French to ASP schools in all Member States.

Partners: UNESCO Education Sector

Budget: **WHF 1999: US\$10,000**

E.2.2 Reprinting of Project brochure in English and French in 1999 and provision of brochure on the World Heritage Centre's web site.

Partners: UNESCO Education Sector

Budget: **WHF 1999: US\$10,000**

Sub-total E.2: WHF 1999: US\$ 20,000

E.3 Teacher training

E.3.1 An international meeting of experts will be held in early 1999 to conceptualize and plan the conduct of sub-regional World Heritage Education teacher-training courses to be held in 1999 and 2000.

Budget: RP (WHC) 1999: US\$ 15,500
WHF 1999: US\$ 13,000
 NORAD 1998/1999: US\$ 15,000

E.3.2 Five sub-regional teacher training courses

Budget: RP (WHC) 1999: US\$ 18,800
 NORAD 1998/1999: US\$ 70,000

E.3.3 Support for 16 World Heritage Education National Plans of Action

Budget: RP (WHC) 1999: US\$ 25,000
 NORAD 1998/1999: US\$ 48,000

E.3.4 Consultant services, support personnel and overhead costs to ensure implementation of World Heritage Education activities

Budget: RP 1999: US\$ 18,000
 NORAD 1998/1999: US\$ 42,500

E.3.5 Equipment/advisory missions

Budget: NORAD 1998/1999: US\$ 6,000

Sub-total E.3: RP (WHC) 1999: US\$ 77,300
WHF 1999: US\$ 13,000
 NORAD1998/1999: US\$ 181,500

TOTAL BUDGET E: RP (WHC) 1999: US\$ 95,400
WHF 1999: US\$ 90,000
 WHF 2000: US\$ 90,000
 NORAD 1998/1999: US\$ 250,000

Summary Budget from the World Heritage Fund for sections A-E:

	WHF 1998	WHF 1999	WHF 2000
A. Documentation	38,000.00	40,000.00	40,000.00
B. Information	165,000.00	180,000.00	180,000.00
C. Internet & WHIN	70,000.00	75,000.00	75,000.00
D. Media & publishers	10,000.00	10,000.00	10,000.00
E. Education	70,000.00	90,000.00	90,000.00
TOTAL	353,000.00	395,000.00	395,000.00

UNESCO's *World Heritage Review*: A Business Case

Introduction

The Bureau of the **World** Heritage Committee, at its twenty-second session in June 1998, requested that a 'business case' for the *World Heritage Review* be tabled for consideration by the World Heritage Committee at its twenty-second session in Kyoto, Japan, **from** 30 November to 5 December 1998. This request was based on the view that the *Review* had never received the formal approval of the Committee.

Background

In early 1996 a joint venture proposal was presented to UNESCO through the UNESCO Publishing Office (UPO), and in full consultation with the World Heritage Centre, for a magazine on the World Heritage aimed at the general public. The proposal was based on a commercial approach with a private sponsor prepared to finance fully the **first** four issues, on the understanding that the magazine would eventually continue on a self-financing bases. Following internal consultations on the proposal it was subsequently approved by the Director-General. Consequently, the quarterly *World Heritage Review* was launched in Spring 1996, in English, French and Spanish language versions, under an umbrella agreement between the UNESCO Publishing Office (UPO) and Ediciones San Marcos (Madrid).

Present situation

At the time of drafting this document, eight issues, in three language versions, of the *World Heritage Review* have been published. Issue number 9 of the *Review* will be published in time for the twenty-second session of the Committee (publication date foreseen for 22 October 1998). However, all information included in this paper is based on the situation up to issue number 8.

English edition

The English-language edition is published directly by the UNESCO Publishing Office in co-publication with the Spanish publisher, Ediciones San Marcos **from** Madrid. However, in 1997 UPO negotiated and signed a contract with Eastern News Distribution (part of the Hearst Group), New York, for the distribution of the *Review in the United States*. As a result, the *Review* is now available, and on display, in chain bookstores in the United States such as Barnes & Noble's and Borders and in other major magazine outlets. This contract is on a sale-or-return basis.

In other English-speaking countries the *Review* is distributed directly by UPO's national distributors (the majority are commercial companies), mostly based on subscriptions. Discussions have taken place with other major newspaper and magazine distributors, but the major stumbling block to concluding an agreement has been the fact that the *Review* is a quarterly (see below 'Sustainability and Future of the *Review*').

French edition

In 1997, UPO concluded an agreement with a French publishing house which specializes in quality art magazines, Editions **Faton**. The contract was based on a co-publication basis, but in fact the co-publisher purchases **from** UNESCO a certain quantity of each issue 'turn-key form' and is responsible for the sales and distribution in French-speaking countries. This contract is on a firm-sales basis and no unsold returns are accepted.

Since concluding the agreement with Editions **Faton**, the *Review* is now available and on display in a certain number of kiosks and bookstores throughout France, Belgium and Switzerland (for example, Relais Hachette outlets at railroad stations, airports, etc.). It is also available on subscription. However, the agreement with Editions **Faton** is up for review shortly.

Spanish edition

At the beginning of 1998, UPO concluded an agreement with Prensa **Española** General de Revistas S.A., Madrid, part of Grupo ABC Newspapers, and perhaps the largest newspaper and magazine publisher and distributor in Spain. This agreement is similar to the one with Editions **Faton** for the French edition, i.e. Prensa **Española** purchases a certain quantity of each issue on a firm-sales basis, and is responsible for the sales and distribution of the *Review* in Spain. At the same time it should be noted that this company has subsidiary companies in many South American countries.

Circulation and readership

Circulation

The circulation of any magazine, naturally, varies from issue to issue depending on the subjects covered, availability, promotion and publicity, competition, etc., and the *World Heritage Review* is not sheltered from these market forces that the publishing world knows only too well. Furthermore, the circulation of a magazine tends to increase over time according to the efforts of marketing and other considerations.

Based on the latest issue of the *Review* (Number **8**) the total print run for the **three** language versions was 24,200 copies. The breakdown of this figure is as follows:

English: 5,000 copies □ French: 13,200 copies □ Spanish: 6,000 copies

The above figures represent the actual print-run but not the sales figures. On top of the copies sold by subscriptions and direct sales by both UNESCO and the co-publishing partners, UNESCO (both the World Heritage Centre and UPO) also distributes a large number of complimentary free copies. The **free** distribution is mostly to UNESCO National Commissions, national World Heritage authorities and sites.

Readership

In accordance with standard publishing calculations and practice, it is estimated that for each copy of a magazine sold there are three readers (this figure is higher in developing countries). Consequently, the present readership of the *Review* can be estimated at some 60,000 readers for each issue. This figure does not take into account the public library readers which should be considerable in view of the subscriptions to *the Review* by institutions.

With regard to the readership, neither UNESCO nor our publishing/distribution partners have yet carried out such a survey. However, given the high quality of the product, the present cover price and subject content, it can be assumed that the subscriber or one-off purchaser would be a middle class, middle-to-upper income person interested in culture or nature. With the present sales of the *Review* in railroad stations and airports a proper readership survey would have to be conducted to ascertain the actual readership. Such a survey can be envisaged in 1999.

Quality

Content

The choice of articles and authors is discussed and agreed upon at the regular meetings of the Editorial Board, chaired by the Director of the World Heritage Centre (see annexed copy of the first page of the *Review* for the members). The contents of the texts provided by the authors are the responsibility of the Centre but a disclaimer protects UNESCO in that the authors are responsible for the choice and the presentation of facts contained in the articles, as well as for the opinions expressed therein (see annexed disclaimer on page 3 of the *Review*). Initially, some criticisms were received regarding the quality of the texts, although not so much from a substantive point of view but more from a linguistic angle (particularly regarding the translations). Measures were immediately taken to improve the quality of the texts in all three languages, even with the very meager human and financial resources available. With the employment of a professional editor funded by the Committee since January 1998, there has been a major improvement in the quality of the texts and no negative comments regarding the contents have since been received. On the contrary, UNESCO has received positive and encouraging comments from readers of the *Review* in the recent past.

Photographs, Design and Production

Almost the totality of the photographs used in the *Review* are supplied by the Madrid partner, Ediciones San Marcos, who is not only a publisher but also a photo agency specializing in nature and World Heritage subjects. Furthermore, San Marcos sends out photographer missions to World Heritage sites according to the articles to be published in the *Review* with a view to using only recent photographs. San Marcos is also responsible, in accordance with the umbrella agreement mentioned above, for overseeing the design and printing of the *Review* in the three languages.

The agreement passed with the authors enables the texts, once they have been published, to be further distributed through other World Heritage publications and means such as: World Heritage Newsletter, Internet site, etc.

The *Review* is seen as a quality magazine and as such is printed on high-quality coated paper, lavishly illustrated with full-colour photographs and maps throughout (some 120 photographs per issue) to supplement the texts.

Views obviously differ as regards the choice of photographs and the design since this could be considered a subjective matter. However, all efforts are being made to improve wherever possible both the design and choice of the illustrations. Discussions are on-going with San Marcos for change in the design and layout of the magazine.

Costs

Fixed and variable costs

As in all publishing projects there are fixed costs and costs that vary according to the print-run, etc.

The **fixed costs** for each issue of the *Review* are quite important since they cover the following: authors fees, translations, design/page make-up, text composition, photographs, cartography, colour separations. These total approximately US\$22,000 per issue, i.e. **US\$108,000 per annum** (four issues) including US\$5,000 per issue for the editorial work provided by the World Heritage Fund.

The **variable costs** for each issue depend on the quantity of the print-run (i.e. paper, ink, binding, transport, etc.). Taking the variable costs of Number 8 of the *Review* as an example, with a print-run of 24,200 copies in three languages the cost was US\$52,800, i.e. **US\$ 211,200 per annum for four issues.**

This gives a total **annual** production cost for four issues of **US\$299,200**, i.e. a unit cost of **US\$3.09** per copy (24,200 x 4 = 96,800 copies per annum) (excluding shipping). It should be underlined that there are many incidental expenses not included in the above costs, such as special courier packages, air travel (Madrid/Paris), telephone, etc.

As a point of some comparison with the above figures, it may be interesting to note that the *UNESCO Courier* (11 issues per year), in its English, French and Spanish versions, has a UNESCO regular

program budget for 1998/99 of US\$3,693,100 (including staff costs) and extrabudgetary resources of US\$3,200,000 for the same period, making a total of **US\$6,893,100**.

Receipts: Sales and Advertising

As is normal publishing practice, UNESCO's co-publishing partners and distributors receive the *Review* at a discount off the cover price - this varies according to each agreement, from between 25% and 50%.

The total income from individual sales, subscriptions, and advertising revenue based on the figures for issue number 8 is \$40,363, i.e. \$161,452 **per annum** (four issues).

Consequently, with an annual expenditure of \$299,200 and an income of \$161,452 the *Review* is not yet self-financing (based on figures for Number 8). In other words, it has not yet reached maturity.

Staff time

This is indeed very **difficult** to calculate since no UNESCO staff member works full time on the *Review* and the staff are dispersed in different units of the Organization. However, most of the staff involved in the *Review* are **from** UPO and the WHC.

Office of UNESCO Publishing (UPO)

While difficult to quantify exactly, at least four staff members in UPO dedicate **a part** of their time to work pertaining to the *Review*, for negotiations and discussions with outside partners, day-to-day contact with Ediciones San Marcos, **financial** administration, distribution and promotion of the *Review*, and for editorial and other meetings.

World Heritage Centre

Since the WHC is responsible not only for the content of the *Review* but also for contacting authors, receiving and verifying the submitted texts and co-ordinating with San Marcos on content matters, more staff time is involved. Furthermore, it should be recalled that the WHC has engaged on a consultancy basis, since January 1998, a Managing Editor at a cost of some **US\$20,000** per annum. With the above in mind, it could be calculated that, apart from the members of the Editorial Board coming from the Centre, three staff members dedicate, in one way or another, part of their time to work relating to the *Review*, with the Editorial Assistant being the key person within the Centre, and thereby dedicating a major part of her time to these tasks.

Sustainability and Future of the Review

Each issue of the *Review* contains articles on at least five World Heritage sites and often a theme article on several sites of the same type. With presently 552 sites inscribed on the World Heritage List there are enough sites for editorial material, if the *Review* continues on a quarterly basis, for more than 25 years!

However, the issue of sustainability is not there but rather with the financial and editorial success of the *Review*. As can be seen in the paragraph on 'Costs', above, the *Review* has a long way to go before becoming **financially** self-sufficient. At the present time the losses are fully absorbed by Ediciones San Marcos and the question remains as to how long this can continue.

It is with this in mind that discussions are taking place with a view to changing the *Review* from a quarterly to, possibly, a bi-monthly magazine (six issues per year). An increase in frequency, although with obvious higher costs, could enable UPO to conclude negotiations with other major distributors to handle the *Review*, a *sine qua non* for a much larger diffusion and an important step further towards self-financing. At present the Spanish co-publisher, Prensa Española, is in full agreement with the proposal to increase the frequency of the *Review* and negotiations are on-going, for example, with the largest retailer/distributor in the United Kingdom based on a bi-monthly publication.

The ultimate aim is to increase substantially the print-run of the *Review* with a view to lowering considerably the unit cost production price, but this **cannot** be done without a massive and constant promotion campaign for which at present there are no financial or human resources. Even a modest promotion campaign for the *Review* would require approximately **US\$20,000 per annum**.

Other language editions

UPO concluded agreements with commercial publishing houses in late 1997 for the publication of the *Review* in the Japanese and Korean languages. However, given the adverse economic situation that has affected Asia recently, both publishers requested that the launching of the *Review* in both Japan and the Republic of Korea be postponed until the economic situation improves. However, it is still the intention of UPO to negotiate different language editions of the *Review* with as many publishing houses as possible. Another agreement is at the point of being concluded for an Italian edition. These 'other language' editions would be cost-free for the Organization, but, on the other hand, part of the receipts coming from subscriptions and sales would be transferred to UNESCO in accordance with the publishing agreements.

Summary

(based on *World Heritage Review* No. 8)

Language	Print-run	Fixed costs (US\$)	Variable costs (US\$)

English	5,000 copies	}	
French	13,200 copies	}	27,000
Spanish	6,000 copies	}	
<i>Total</i>	24,200 copies		

Estimated cost per year

Frequency	Fixed costs (US\$)	Variable costs (US\$)	Staff (UNESCO/WHC only)	Total
4/yr	108,000	211,200	24,000 ⁽¹⁾	343,200
6/yr	162,000	316,800	36,000 ⁽²⁾	514,800

⁽¹⁾ estimate based on 50% of P1/P2 salary/year

⁽²⁾ estimate based on 75% of P1/P2 salary/year

Frequency	Estimated Production cost (in US\$)	Estimated Income (in US\$)	Deficit (in US\$)
4/yr	343,200 ⁽¹⁾	161,454	181,746
6/yr	514,800 ⁽²⁾	242,178 ⁽³⁾	272,622

⁽¹⁾ for 96,800 copies per year unit cost = \$3.09

⁽²⁾ for 145,200 copies per year unit cost = \$3.5

⁽³⁾ figure based on same level of sales but, naturally, income would increase if the *Review* becomes bi-monthly

CONCLUSION

In 1998, the production cost (fixed and variable) of the *World Heritage Review* published in three language versions (English, French and Spanish) in 24,200 copies per issue (or 96,800 copies/year) amounted to an estimated US\$343,200. With an estimated income of US\$161,454, the deficit covered by the commercial publishers amounted to an estimated US\$181,746. The World Heritage Fund input towards the overall cost was \$20,000 and the estimated input from the UNESCO World Heritage Center in terms of staff time was \$24,000.

In 1999, if the *Review* becomes a bi-monthly publication, with 145,200 copies distributed a year, the co-publishers and UNESCO Publishing Office (UPO) are confident that sales will increase. Provided that (a) the commercial co-publishers are prepared to assume the risk of continued deficit; (b) the WH Committee agrees to

make a financial input of US\$25,000 (for co-ordination and editing costs and authors' fees) and contribute \$25,000 for promotion costs, and (c) the UNESCO/WH Centre devotes 75% of one P1/P2 staff time (or estimated as \$36,000/year).

DECISION REQUIRED : The Committee may wish to adopt the following decision :

The Committee, having reviewed the « business case » of the *World Heritage Review*, notes with appreciation the contribution of commercial publishers in absorbing the current deficit and the substantive input of UNESCO/WH Centre staff time required to continue the publication of the Review. The Committee decides to support the World Heritage Review. in 1999, as a period of trial, considering the desirability of having a magazine devoted to the promotion of the World Heritage Convention and the properties under its protection. Furthermore, it decides to approve the requested amount of US\$ 25.000 for quality control, editing services and for commissioning the writing of articles. and US\$ 25,000 for promotion activities.

Consequently, the Committee instructs the Secretariat to:

- (a) Continue negotiations with commercial co-publishers to co-finance the World Heritage Review with a view of increasing the readership of the publication;
- (b) Enhance cooperation between the relevant services of UNESCO and with States Parties in the identification of authors to ensure the scientific quality and content of the articles;
- (c) Increase efforts to ensure the quality-control of the articles and the accuracy of their translations for all three language versions of the magazine.

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Proposed World Heritage Radio Strategy

The proposed World Heritage Radio Strategy is based on the experience of the Radio Unit of UNESCO's Office of Public Information, in view of building on existing practice with the participation of the States Parties to the Convention.

Background information:

UNESCO began to produce radio programmes in the late 1940s to help promote the activities of the Organization and build general awareness based on issues in the field of education, science, culture and communication.

The UNESCO Office of Public Information Radio Unit produces approximately **fifteen** 30-minute feature programmes every year in English, French, Spanish or Russian.

The topics of these radio programmes are selected on the basis of their interest for UNESCO and for the general public. All produced programmes, totalling hundreds of recordings, are available on tape or cassette to over 400 (257 stations broadcasting in English, 60 in French, 60 in Spanish and 42 in Russian) national, public and community radios around the world as well as to international short-wave broadcasters. All UNESCO radio programmes will also shortly be available on demand via the Internet Nexus **RealAudio** server and will eventually be put on UNESCO's web site.

Radio as a tool to communicate about World Heritage:

The World Heritage Centre has always been active in participating in such radio programmes by giving interviews or responding to requests for information. In 1998, the Centre participated in a number of programmes on World Heritage produced by the BBC World Service for the series "Outlook". Such programmes have a considerable impact on the international community reaching an average audience of 40 million people.

During the twenty-first session of the World Heritage Committee in Naples, proposals were made by several members **of** the Committee to initiate a project based on the use of radio media, particularly in States Parties that do not have access to other means of mass communication such as Internet.

In response to the Committee's request, the 1999 proposed work plan for Documentation, Information and Education activities includes a budget allocation of US\$ 5,000 to assist States Parties in the production of radio programmes to promote dissemination of information on the World Heritage Convention through national radio stations. The budget includes preparation and dissemination of information on the World Heritage Convention and mailing costs.

However, to better target distribution of information to the national radio producers and broadcasters, co-operation from the States Parties is crucial in identifying the various radio networks in their country.

Strategies for the future:

1. States Parties should contact their national radio broadcasters individually to incite them to produce radio programmes. The World Heritage Centre could prepare a list of possible subjects or themes per region and a list of contact persons, site managers, or experts that can be interviewed on those subjects. This list would then be distributed by the States Parties to national radio broadcasters with a general information package on World Heritage including the current List of World Heritage sites, the List of World Heritage in Danger and an information kit with storyboards on possible subjects or themes.
Any request for complementary information required by the radio broadcaster could be answered by the Centre or the State Party concerned.
2. States Parties could apply for promotional assistance that could be used to develop scenarios based on themes selected by the States Parties. These scenarios would then be distributed on a national level to radio producers and broadcasters by the States Parties.
3. Additional promotional assistance could be requested by the States Parties for the production of a series of radio programmes, based on selected scenarios, by the UNESCO Radio Unit to benefit from UNESCO's world-wide radio network.
4. A meeting could be organized in co-operation with UNESCO's Radio Unit and Communication Sector with the International Federation of Radio Broadcasters to discuss the modalities of a joint collaboration to produce a world wide World Heritage radio information campaign.
5. The "Syndicated Feature Article Series", proposed in Section B of the Documentation, Information and Education work plan, can provide radio networks, such as the BBC World Service, with new ideas to produce other programmes.

List of World Heritage films produced in co-operation with the Media Partners of the World Heritage Centre

Region	State Party	World Heritage site	producer	version	Film number
Africa					
	Côte d'Ivoire	Taï National Park	SWF	German	178
	Ethiopia	Rock-hewn Churches, Lalibela	NFUAJ	Jap / Eng	49
	Ethiopia	Fasil Ghebbi, Gondar Region	NFUAJ	Jap / Eng	307
	Ghana	Forts and Castles, Volta Greater Accra, Central and Western Regions	NFUAJ	Jap / Eng	99
	Ghana	Ashanti Traditional Buildings	NFUAJ	Jap / Eng	100
	Madagascar	Tsingy de Bernaraha Strict Nature Reserve	WALK	Japanese	267
	Mali	Timbuktu	SWF	German	179
	Mali	Cliff of Bandiagara (Land of the Dogons)	SWF	German	175
	Mali	Old Towns of Djenné	NFUAJ	Jap / Eng	101
	Mali	Cliff of Bandiagara (Land of the Dogons)	NFUAJ	Jap / Eng	103
	Mali	Timbuktu	NFUAJ	Jap / Eng	102
	Mali	Old Towns of Djenné	SWF	German	330
	Senegal	Island of Gorée	SWF	German	177
	Seychelles	Vallée de Mai Nature Reserve	SWF	German	172
	United Republic of Tanzania	Ngorongoro Conservation Area	NFUAJ	Jap / Eng	4
	United Republic of Tanzania	Serengeti National Park	NFUAJ	Jap / Eng	32
	United Republic of Tanzania	Ngorongoro Conservation Area	SWF	German	170
	United Republic of Tanzania	Kilimanjaro National Park	NFUAJ	Jap / Eng	275
	United Republic of Tanzania	Kilimanjaro National Park	SWF	German	171
	United Republic of Tanzania	Serengeti National Park	SWF	German	169
	United Republic of Tanzania	Serengeti National Park and Ngorongoro Conservation Area	WALK	Japanese	266
	United Republic of Tanzania	Ruins of Kilwa Kisiwani and Songo Mnara	NFUAJ	Jap / Eng	272
	Zambia and Zimbabwe	Mosi-oa-Tunya / Victoria Falls	SWF	German	192
	Zimbabwe	Great Zimbabwe National Monument	NFUAJ	Jap / Eng	270

Region	State Party	World Heritage site	producer	version	Film number
	Zimbabwe	Khami Ruins National Monument	SWF	German	193
Arab States					
	Egypt	Memphis and its Necropolis- the Pyramid Fields from Giza to Dahshur	WALK	Japanese	220
	Egypt	Nubian Monuments from Abu Simbel to Philae	NFUAI	Jap / Eng	34
	Egypt	Memphis and its Necropolis- the Pyramid Fields from Giza to Dahshur	NFUAI	Jap / Eng	54
	Egypt	Nubian Monuments from Abu Simbel to Philae	SWF	German	189
	Egypt	Ancient Thebes with its Necropolis	NFUAI	Jap / Eng	60
	Egypt	Islamic Cairo	SWF	German	188
	Egypt	Islamic Cairo	WALK	Japanese	245
	Jordan	Petra	NFUAI	Jap / Eng	22
	Jordan	Petra	WALK	Japanese	227
	Morocco	Medina of Fez	NFUAI	Jap / Eng	10
	Morocco	Medina of Fez	SWF	German	173
	Morocco	Medina of Marrakesh	SWF	German	174
	Morocco	Medina of Marrakesh	NFUAI	Jap / Eng	318
	Morocco	Ksar of Ait-Ben-Haddou	NFUAI	Jap / Eng	319
	Syrian Arab Republic	Site of Palmyra	WALK	Japanese	226
	Syrian Arab Republic	Site of Palmyra	NFUAI	Jap / Eng	36
	Syrian Arab Republic	Ancient City of Damascus	WALK	Japanese	247
	Syrian Arab Republic	Ancient City of Damascus	NFUAI	Jap / Eng	24
	Tunisia	Kairouan	NFUAI	Jap / Eng	325
	Tunisia	Ichkeul National Park	NFUAI	Jap / Eng	62
	Yemen	Old City of Sana'a	NFUAI	Jap / Eng	52
Asia / Pacific					
	Australia	Australian Fossil Mammal Sites	NFUAI	Jap / Eng	321
	Australia	Great Barrier Reef	WALK	Japanese	261
	Australia	Great Barrier Reef	NFUAI	Jap / Eng	2
	Australia	Fraser Island	WALK	Japanese	258
	Australia	Tasmanian Wilderness	NFUAI	Jap / Eng	53
	Australia	Kakadu National Park	NFUAI	Jap / Eng	79
	Australia	Fraser Island	NFUAI	Jap / Eng	322

Region	State Party	World Heritage site	producer	version	Film number
Australia		Willandra Lakes Region	NFUAI	Jap / Eng	287
Australia		Uluru-Kata Tjuta National Park	NFUAI	Jap / Eng	78
Australia		Shark Bay, Western Australia	NFUAI	Jap / Eng	80
Cambodia		Angkor	NFUAI	Jap / Eng	299
Cambodia		Angkor	WALK	Japanese	242
China		Mount Huangshan	WALK	Japanese	259
China		Wulingyuan Scenic and Historic Interest Area	Beijing TV	Chinese	108
China		Ancient Building Complex in the Wudang Mountains	NFUAI	Jap / Eng	296
China		Wulingyuan Scenic and Historic Interest Area	NFUAI	Jap / Eng	297
China		Mogao Caves	Beijing TV	Chinese	111
China		Mount Huangshan	Beijing TV	Chinese	112
China		The Great Wall	Beijing TV	Chinese	113
China		Potala Palace, Lhasa	Beijing TV	Chinese	114
China		Mogao Caves	WALK	Japanese	243
China		Temple and Cemetery of Confucius, and the Kong Family Mansion in Qufu	NFUAI	Jap / Eng	40
China		Peking Man Site at Zhoukoudian	SWF	German	198
China		Huanglong Scenic and Historic Interest Area	NFUAI	Jap / Eng	77
China		Imperial Palace of the Ming and Qing Dynasties	SWF	German	197
China		The Mountain Resort and its Outlying Temples in Chengde	NFUAI	Jap / Eng	278
China		Mount Huangshan	NFUAI	Jap / Eng	38
China		Jiuzhaigou Valley Scenic and Historic Interest Area	NFUAI	Jap / Eng	76
China		Imperial Palace of the Ming and Qing Dynasties	Beijing TV	Chinese	107
China		Mausoleum of the First Qin Emperor	Beijing TV	Chinese	115
China		Temple and Cemetery of Confucius, and the Kong Family Mansion in Qufu	Beijing TV	Chinese	116
China		Jiuzhaigou Valley Scenic and Historic Interest Area	Beijing TV	Chinese	120
China		Mount Taishan	Beijing TV	Chinese	121
China		Huanglong Scenic and Historic Interest Area	Beijing TV	Chinese	122
China		Ancient Building Complex in the Wudang Mountains	Beijing TV	Chinese	123

Region	State Party	World Heritage site	producer	version	Film number
China		The Great Wall	SWF	German	196
China		Ancient City of Ping Yao	NFUAI	Jap / Eng	274
China		The Great Wall and the Mausoleum of the First Qin Emperor	WALK	Japanese	224
China		Old Town of Lijiang	NFUAI	Jap / Eng	311
China		Classical Gardens of Suzhou	NFUAI	Jap / Eng	310
China		Peking Man Site at Zhoukoudian	Beijing TV	Chinese	104
India		Taj Mahal	NFUAI	Jap / Eng	292
India		Nanda Devi National Park	NFUAI	Jap / Eng	44
India		Taj Mahal	SWF	German	164
India		Sun Temple, Konarak	NFUAI	Jap / Eng	39
India		Keoladeo National Park	NFUAI	Jap / Eng	90
India		Khajuraho Group of Monuments	NFUAI	Jap / Eng	282
India		Buddhist Monuments of Sanchi	NFUAI	Jap / Eng	92
India		Agra Fort	SWF	German	165
India		Agra Fort	NFUAI	Jap / Eng	94
India		Ellora Caves	NFUAI	Jap / Eng	46
India		Ajanta Caves	WALK	Japanese	240
India		Churches and Convents of Goa	NFUAI	Jap / Eng	91
Indonesia		Borobudur Temple Compounds	WALK	Japanese	241
Indonesia		Borobudur Temple Compounds	SWF	German	180
Indonesia		Borobudur Temple Compounds	NFUAI	Jap / Eng	5
Iran		Meidan Emam, Esfahan	WALK	Japanese	246
Iran		Persepolis	WALK	Japanese	221
Japan		Buddhist Monuments in the Horyu-ji Area	NFUAI	Jap / Eng	66
Japan		Historic Monuments of Ancient Kyoto (Kyoto, Uji, and Otsu Cities)	NFUAI	Jap / Eng	285
Japan		Yakushima	WALK	Japanese	260
Japan		Buddhist Monuments in the Horyu-ji Area and Historic Monuments of Ancient Kyoto (Kyoto, Uji and Otsu Cities)	WALK	Japanese	244
Lao People's Democratic Republic		Town of Luang Prabang	NFUAI	Jap / Eng	273

Region	State Party	World Heritage site	producer	version	Film number
	Nepal	Kathmandu Valley	NFUAI	Jap / Eng	93
	New Zealand	Tongariro National Park	NFUAI	Jap / Eng	50
	New Zealand	Te Wahipounamu - South West New Zealand	NFUAI	Jap / Eng	57
	Pakistan	Archaeological Ruins at Moenjodaro	WALK	Japanese	219
	Philippines	Tubbataha Reef Marine Park	NFUAI	Jap / Eng	317
	Philippines	Rice Terraces of the Philippines Cordilleras	NFUAI	Jap / Eng	302
	Republic of Korea	Chongmyo Shrine	NFUAI	Jap / Eng	281
	Sri Lanka	Sacred City of Kandy	NFUAI	Jap / Eng	308
	Sri Lanka	Ancient City of Sigiriya	NFUAI	Jap / Eng	309
	Thailand	Historic Town of Sukhotai	SWF	German	348
	Thailand	Historic City of Ayutthaya	NFUAI	Jap / Eng	326
	Thailand	Thungyai-Huai Kha Khaeng Wildlife Sanctuaries	NFUAI	Jap / Eng	47
	Thailand	Thungyai-Huai Kha Khaeng Wildlife Sanctuaries	WALK	Japanese	269
	Thailand	Historic City of Ayutthaya	SWF	German	349
	Uzbekistan	Historic Centre of Boukhara	WALK	Japanese	228
Europe / North America					
	Austria	Palace and Gardens of Schönbrunn	SWF	German	214
	Austria	Historic Centre of the City of Salzburg	SWF	German	215
	Bulgaria	Rila Monastery	SWF	German	145
	Bulgaria	Thracian Tomb of Sveshtari	SWF	German	143
	Bulgaria	Boyana Church	SWF	German	144
	Canada	Historic Area of Quebec	SWF	German	344
	Canada	Gros Morne National Park	NFUAI	Jap / Eng	312
	Canada	Canadian Rocky Mountain Parks	WALK	Japanese	255
	Canada	Anthony Island	NFUAI	Jap / Eng	19
	Canada	Anthony Island	SWF	German	205
	Canada	Dinosaur Provincial Park	NFUAI	Jap / Eng	70
	Canada	Canadian Rocky Mountain Parks	NFUAI	Jap / Eng	68
	Croatia	Old City of Dubrovnik	SWF	German	206
	Croatia	Old City of Dubrovnik	NFUAI	Jap / Eng	28
	Croatia	Plitvice Lakes National Park	NFUAI	Jap / Eng	97

Region	State Party	World Heritage site	producer	version	Film number
	Croatia	Historical Complex of Split with the Palace of Diocletian	SWF	German	207
	Czech Republic	Historic Centre of Prague	NFUAJ	Jap / Eng	43
	Czech Republic	Historic Centre of Prague	SWF	German	149
	Denmark	Roskilde Cathedral	NFUAJ	Jap / Eng	73
	France	Mont-Saint-Michel and its Bay	NFUAJ	Jap / Eng	26
	France	Chateau and Estate of Chambord	NFUAJ	Jap / Eng	286
	France	Palace and Park of Versailles	NFUAJ	Jap / Eng	96
	France	Strasbourg - Grand île	SWF	German	204
	France	Chartres Cathedral	NFUAJ	Jap / Eng	293
	France	Mont-Saint-Michel and its Bay	WALK	Japanese	253
	France	Decorated Grottoes of the Vézère Valley	Beijing TV	Chinese	119
	France	Chartres Cathedral	WALK	Japanese	252
	France	Cistercian Abbey of Fontenay	SWF	German	134
	France	Historic Centre of Avignon	NFUAJ	Jap / Eng	95
	France	Mont-Saint-Michel and its Bay	SWF	German	166
	France	Palace and Park of Fontainebleau	SWF	German	167
	France	Palace and Park of Fontainebleau	WALK	Japanese	232
	France	Palace and Park of Fontainebleau	NFUAJ	Jap / Eng	29
	France	Paris, Banks of the Seine	NFUAJ	Jap / Eng	14
	France	Roman and Romanesque Monuments of Arles	NFUAJ	Jap / Eng	16
	France	Chartres Cathedral	SWF	German	191
	France	Place Stanislas, Place de la Carrière, and Place d'Alliance in Nancy	SWF	German	168
	Georgia	Upper Svaneti	NFUAJ	Jap / Eng	323
	Germany	St. Mary's Cathedral and St. Michael's Church at Hildesheim	SWF	German	135
	Germany	Collegiate Church, Castle and Old Town of Quedlinburg	SWF	German	333
	Germany	Würzburg Residence with the Court Gardens and Residence Square	Beijing TV	Chinese	106
	Germany	Palaces and Parks of Potsdam and Berlin	SWF	German	159

Region	State Party	World Heritage site	producer	version	Film number
Germany		Palaces and Parks of Potsdam and Berlin	NFUAJ	Jap / Eng	18
Germany		Maulbronn Monastery Complex	SWF	German	133
Germany		The Bauhaus and its sites in Weimar and Dessau	SWF	German	334
Germany		Würzburg Residence with the Court Gardens and Residence Square	SWF	German	186
Germany		Pilgrimage Church of Wies	SWF	German	158
Germany		Town of Bamberg	SWF	German	190
Germany		Bauhaus and its Sites in Weimar and Dessau	NFUAJ	Jap / Eng	98
Germany		Hanseatic City of Lübeck	NFUAJ	Jap / Eng	280
Germany		Roman Monuments, Cathedral and Liebfrauen-Church in Trier	SWF	German	332
Germany		Messel Pit Fossil site	SWF	German	202
Germany		Abbey and Altenmünster of Lorsch	SWF	German	331
Germany		Hanseatic City of Lübeck	SWF	German	157
Germany		The Luther Memorials in Eisleben and Wittenberg	SWF	German	335
Germany		Speyer Cathedral	SWF	German	340
Germany		Völklingen Ironworks	SWF	German	201
Germany		Abbey and Altenmünster of Lorsch	Beijing TV	Chinese	105
Germany		Cologne Cathedral	SWF	German	337
Germany		Collegiate Church, Castle and Old Town of Quedlinburg	Beijing TV	Chinese	118
Germany		Völklingen Ironworks	NFUAJ	Jap / Eng	300
Germany		Castles of Augustusburg and Falkenlust at Brühl	SWF	German	338
Germany		Mines of Rammelsberg and the Historic Town of Goslar	SWF	German	339
Germany		Hanseatic City of Lübeck	Beijing TV	Chinese	109
Greece		Acropolis, Athens	NFUAJ	Jap / Eng	3
Greece		Meteora	NFUAJ	Jap / Eng	301
Greece		Delos	SWF	German	160
Greece		Mount Athos	SWF	German	187
Greece		Acropolis, Athens	SWF	German	184
Greece		Archaeological Site of Epidauros	SWF	German	163

Region	State Party	World Heritage site	producer	version	Film number
	Greece	Paleochristian and Byzantine Monuments of Thessalonika	WALK	Japanese	250
	Greece	Mystras	SWF	German	161
	Greece	Acropolis, Athens	WALK	Japanese	223
	Greece	Meteora	SWF	German	162
	Holy See	Vatican City	WALK	Japanese	230
	Holy See	Vatican City	SWF	German	194
	Hungary	Budapest, the Banks of the Danube and the Buda Castle Quarter	SWF	German	146
	Hungary	Hollokö	NFUAI	Jap / Eng	82
	Italy	Venice and its Lagoon	NFUAI	Jap / Eng	25
	Italy	Venice and its Lagoon	WALK	Japanese	229
	Italy	Archaeological Areas of Pompei, Herculaneum, and Torre Annunziata	NFUAI	Jap / Eng	315
	Italy	Historic Centre of Naples	NFUAI	Jap / Eng	12
	Italy	Historic Centre of Florence and Piazza del Duomo, Pisa	WALK	Japanese	231
	Italy	The Church and Dominican Convent of Santa Maria delle Grazie with "The Last Supper" by Leonardo da Vinci	SWF	German	203
	Italy	The Trulli of Alberobello	NFUAI	Jap / Eng	316
	Italy	Venice and its Lagoon	SWF	German	195
	Italy	Piazza del Duomo, Pisa	NFUAI	Jap / Eng	61
	Italy	Historic Centre of Siena	SWF	German	328
	Italy	I Sassi di Matera	NFUAI	Jap / Eng	30
	Italy	I Sassi di Matera	Beijing TV	Chinese	110
	Italy	Historic Centre of Florence	SWF	German	329
	Italy	Historic Centre of Florence	NFUAI	Jap / Eng	65
	Italy / Holy See	Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori	Beijing TV	Chinese	117
	Italy / Holy See	Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori	SWF	German	199
	Malta	Megalithic Temples	SWF	German	129
	Malta	Megalithic Temples	NFUAI	Jap / Eng	63

Region	State Party	World Heritage site	producer	version	Film number
	Malta	City of Valetta	NFUAJ	Jap / Eng	8
	Malta	City of Valetta	SWF	German	124
	Netherlands	Mill Network at Kinderdijk-Elshout	NFUAJ	Jap / Eng	320
	Netherlands	The Mill Network at Kinderdijk-Elshout	SWF	German	345
	Norway	Urnes Stave Church	NFUAJ	Jap / Eng	75
	Norway	Rock Drawings of Alta	NFUAJ	Jap / Eng	27
	Poland	Auschwitz Concentration Camp	SWF	German	212
	Poland	Wieliczka Salt Mine	NFUAJ	Jap / Eng	290
	Poland	Auschwitz Concentration Camp	NFUAJ	Jap / Eng	303
	Poland	Wieliczka Salt Mine	SWF	German	148
	Poland	Historic Centre of Warsaw	SWF	German	147
	Poland	Cracow's Historic Centre	NFUAJ	Jap / Eng	81
	Poland	Cracow's Historic Centre	SWF	German	213
	Portugal	Historic Centre of Evora	WALK	Japanese	233
	Portugal	Historic Centre of Evora	NFUAJ	Jap / Eng	59
	Portugal	Convent of Christ in Tomar	SWF	German	136
	Portugal	Central Zone of the Town of Angra do Heroismo in the Azores	NFUAJ	Jap / Eng	56
	Portugal	Monastery of the Hieronymites and Tower of Belem in Lisbon	SWF	German	139
	Romania	Churches of Moldavia	NFUAJ	Jap / Eng	42
	Romania	Monastery of Horezu	SWF	German	141
	Romania	Biertan and its Fortified Church	SWF	German	142
	Romania	Danube Delta	WALK	Japanese	264
	Russian Federation	White Monuments of Vladimir and Suzdal	NFUAJ	Jap / Eng	69
	Russian Federation	Historic Monuments of Novgorod	SWF	German	343
	Russian Federation	Kremlin and Red Square, Moscow	SWF	German	342
	Russian Federation	Architectural Ensemble of the Trinity Sergius Lavra in Sergiev Posad	SWF	German	151
	Russian Federation	Historic Centre of Saint Petersburg and Related Groups of Monuments	SWF	German	150
	Russian Federation	Kremlin and Red Square, Moscow	NFUAJ	Jap / Eng	83

Region	State Party	World Heritage site	producer	version	Film number
	Russian Federation	Historic Centre of Saint Petersburg and Related Groups of Monuments	NFUAJ	Jap / Eng	23
	Russian Federation	Architectural Ensemble of the Trinity Sergius Lavra in Sergiev Posad	NFUAJ	Jap / Eng	64
	Spain	Alhambra, Generalife and Albayzin, Granada / The Historic Centre of Cordoba	WALK	Japanese	249
	Spain	Old Town of Segovia and its Aqueduct	NFUAJ	Jap / Eng	72
	Spain	Alhambra, Generalife and Albayzin, Granada	SWF	German	128
	Spain	Cathedral, Alcazar and Archivo de Indias in Seville	NFUAJ	Jap / Eng	13
	Spain	Monastery and Site of the Escorial, Madrid	WALK	Japanese	234
	Spain	The Route of Santiago de Compostela	NFUAJ	Jap / Eng	298
	Spain	"La Lonja de la Seda" of Valencia	NFUAJ	Jap / Eng	279
	Spain	Parque Güell, Palacio Güell and Casa Mila in Barcelona	SWF	German	126
	Spain	Parque Güell, Palacio Güell and Casa Mila in Barcelona	NFUAJ	Jap / Eng	271
	Spain	Santiago de Compostela (Old Town)	NFUAJ	Jap / Eng	71
	Spain	Alhambra, Generalife and Albayzin, Granada	NFUAJ	Jap / Eng	20
	Sweden	Church Village of Gammelstad, Luleå	NFUAJ	Jap / Eng	74
	Sweden	Royal Domain of Drottningholm	NFUAJ	Jap / Eng	21
	Switzerland	Old City of Berne	SWF	German	185
	Switzerland	Old City of Berne	NFUAJ	Jap / Eng	283
	Switzerland	Benedictine Convent of Saint John at Müstair	NFUAJ	Jap / Eng	284
	Switzerland	Convent of St. Gall	SWF	German	176
	Turkey	Göreme National Park and the Rock Sites of Cappadocia	SWF	German	347
	Turkey	Hierapolis-Pamukkale	NFUAJ	Jap / Eng	324
	Turkey	Hierapolis-Pamukkale	SWF	German	346
	Turkey	Hattusha	WALK	Japanese	222
	Turkey	Göreme National Park and the Rock Sites of Cappadocia	WALK	Japanese	251
	Turkey	Historic Areas of Istanbul	WALK	Japanese	248
	Turkey	Göreme National Park and the Rock Sites of Cappadocia	NFUAJ	Jap / Eng	33

Region	State Party	World Heritage site	producer	version	Film number
	Turkey	Historic Areas of Istanbul	NFUAI	Jap / Eng	31
	Ukraine	Kiev: Saint-Sophia Cathedral and Related Monastic Buildings, Kiev-Pechersk Lavra	WALK	Japanese	254
	Ukraine	Kiev: Saint-Sophia Cathedral and Related Monastic Buildings, Kiev-Pechersk Lavra	NFUAI	Jap / Eng	67
	United Kingdom	City of Bath	SWF	German	137
	United Kingdom	Canterbury Cathedral, St. Augustine's Abbey and St. Martin's Church	SWF	German	209
	United Kingdom	Blenheim Palace	SWF	German	210
	United Kingdom	Tower of London	SWF	German	211
	United Kingdom	Ironbridge Gorge	NFUAI	Jap / Eng	48
	United Kingdom	St. Kilda	NFUAI	Jap / Eng	17
	United Kingdom	Giant's Causeway and Causeway Coast	NFUAI	Jap / Eng	295
	United Kingdom	City of Bath	NFUAI	Jap / Eng	276
	United Kingdom	Palace of Westminster, Westminster Abbey and Saint Margaret's Church	SWF	German	140
	United Kingdom	Stonehenge, Avebury and Associated sites	NFUAI	Jap / Eng	294
	United Kingdom	Stonehenge, Avebury and Associated Sites	SWF	German	138
	United Kingdom	Durham Castle and Cathedral	SWF	German	336
	United Kingdom	Giant's Causeway and Causeway Coast	SWF	German	208
	United States of America	Great Smoky Mountains National Park	NFUAI	Jap / Eng	87
	United States of America	Grand Canyon national park	NFUAI	Jap / Eng	313
	United States of America	Mesa Verde	NFUAI	Jap / Eng	58
	United States of America	Carlsbad Caverns National Park	NFUAI	Jap / Eng	314
	United States of America	Grand Canyon National Park	WALK	Japanese	256
	United States of America	Hawaii Volcanoes National Park	WALK	Japanese	257
	United States of America	Yellowstone	NFUAI	Jap / Eng	288
	United States of America	Everglades National Park	WALK	Japanese	262
	United States of America	Everglades National Park	NFUAI	Jap / Eng	9
	United States of America	Mammoth Cave National Park	NFUAI	Jap / Eng	11
	United States of America	Yosemite National Park	NFUAI	Jap / Eng	15

Region	State Party	World Heritage site	producer	version	Film number
Latin America / Caribbean	United States of America	The Statue of Liberty	SWF	German	341
	Argentina	Los Glaciares	SWF	German	182
	Argentina	Iguazu National Park	NFUAJ	Jap / Eng	6
	Argentina	Iguazu National Park	WALK	Japanese	263
	Brazil	Iguacu National Park	SWF	German	181
	Brazil	Brasilia	SWF	German	152
	Brazil	Historic Centre of Salvador de Bahia	SWF	German	153
	Chile	Rapa Nui National Park	NFUAJ	Jap / Eng	37
	Colombia	Port, Fortresses and Group of Monuments, Cartagena	SWF	German	156
	Costa Rica / Panama	Talamanca Range-La Amistad Reserves / La Amistad National Park	WALK	Japanese	268
	Cuba	Old Havana and its Fortifications	SWF	German	200
	Cuba	Old Havana and its Fortifications	NFUAJ	Jap / Eng	88
	Cuba	Trinidad and the Valley de los Ingenios	NFUAJ	Jap / Eng	277
	Dominican Republic	Colonial City of Santo Domingo	SWF	German	155
	Dominican Republic	Colonial City of Santo Domingo	NFUAJ	Jap / Eng	86
	Ecuador	Galapagos Islands	NFUAJ	Jap / Eng	306
	Ecuador	City of Quito	NFUAJ	Jap / Eng	305
	Ecuador	Galapagos Islands	SWF	German	183
	Ecuador	Galapagos Islands	WALK	Japanese	265
	Ecuador	City of Quito	SWF	German	154
	Guatemala	Tikal National Park	NFUAJ	Jap / Eng	51
	Guatemala	Tikal National Park	WALK	Japanese	237
	Haiti	National History Park-Citadel, Sans Souci, Ramiers	NFUAJ	Jap / Eng	89
	Honduras	Maya Site of Copan	SWF	German	132
	Honduras	Maya Site of Copan	WALK	Japanese	235
	Mexico	Whale Sanctuary of El Vizcaino	NFUAJ	Jap / Eng	55
	Mexico	Historic Centre of Mexico City and Xochimilco	SWF	German	130
Mexico	Pre-Hispanic City and National Park of Palenque	SWF	German	131	

Region	State Party	World Heritage site	producer	version	Film number
Mexico		Pre-Hispanic City of Teotihuacan	NFUAJ	Jap / Eng	7
Mexico		Pre-Hispanic City and National Park of Palenque	WALK	Japanese	236
Mexico		Pre-Hispanic City of Chichen-Itza	NFUAJ	Jap / Eng	289
Panama		Fortifications on the Caribbean side of Panama: Portobelo-San Lorenzo	NFUAJ	Jap / Eng	85
Peru		Lines and Geoglyphs of Nasca and Pampas de Jumana	NFUAJ	Jap / Eng	41
Peru		Historic Sanctuary of Machu Picchu	SWF	German	125
Peru		Archaeological Site of Chavin	WALK	Japanese	239
Peru		Huascarán National Park	NFUAJ	Jap / Eng	35
Peru		City of Cuzco	SWF	German	127
Peru		Historic Sanctuary of Machu Picchu	NFUAJ	Jap / Eng	1
Peru		Historic Sanctuary of Machu Picchu and City of Cuzco	WALK	Japanese	238