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Operational Guidelines for the Implementation of the World Heritage Convention

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
CULTURAL ORGANISATION

INTERGOVERNMENTAL COMMITTEE
FOR THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE



WORLD HERITAGE CENTRE

The Operational Guidelines (in English and French), the text of the World Heritage Convention (in five languages), and other documents and information concerning World Heritage are available from the Secretariat :

UNESCO World Heritage Centre
7, place de Fontenoy
75352 Paris 07 SP
France

Tel : +33 (0)1 45 68 18 76
Fax : +33 (0)1 45 68 55 70
E-Mail : wh-info@unesco.org
www : <http://www.unesco.org/whc/>
<http://www.unesco.org/whc/opgutoc.htm> (*English*)
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INTRODUCTION

1. The cultural heritage and the natural heritage are among the priceless and irreplaceable possessions, not only of each nation, but of mankind as a whole. The loss, through deterioration or disappearance, of any of these most prized possessions constitutes an impoverishment of the heritage of all the peoples in the world. Parts of that heritage, because of their exceptional qualities, can be considered to be of outstanding universal value and as such worthy of special protection against the dangers which increasingly threaten them.

2. In an attempt to remedy this perilous situation and to ensure, as far as possible, the proper identification, protection, conservation and presentation of the world's irreplaceable heritage, the Member States of UNESCO adopted in 1972 the Convention concerning the Protection of the World Cultural and Natural Heritage, hereinafter referred to as "the Convention". The Convention complements heritage conservation programmes at the national level and provides for the establishment of a "World Heritage Committee" and a "World Heritage Fund". Both the Committee and the Fund have been in operation since 1976.

3. The World Heritage Committee, hereinafter referred to as "the Committee", has four essential functions:

- (i) to identify, on the basis of nominations submitted by States Parties, cultural and natural properties of outstanding universal value which are to be protected under the Convention and to list those properties on the "World Heritage List";
- (ii) monitor the state of conservation of properties inscribed on the World Heritage List, in liaison with the States Parties.
- (iii) to decide in case of urgent need which properties included in the World Heritage List are to be inscribed on the "List of World Heritage in Danger" ((only properties which require for their conservation major operations and for which assistance has been requested under the Convention can be considered));
- (iv) to determine in what way and under what conditions the resources in the World Heritage Fund can most advantageously be used to assist States Parties, as far as possible, in the Protection of their properties of outstanding universal value.

4. The Operational Guidelines which are set out below have been prepared for the purpose of informing States Parties to the Convention of the principles which guide the work of the Committee in establishing the World Heritage List and the List of World Heritage in Danger and in granting international assistance under the World Heritage Fund. These Guidelines also provide details on monitoring and other questions, mainly of a procedural nature, which relate to the implementation of the Convention.

5. The Committee is fully aware that its decisions must be based on considerations which are as objective and scientific as possible, and that any appraisal made on its behalf must be thoroughly and responsibly carried out. It recognizes that objective and well considered decisions depend upon:

- carefully prepared criteria,
- thorough procedures,
- evaluation by qualified experts and the use of expert referees.

The Operational Guidelines have been prepared with these objectives in mind.

I. ESTABLISHMENT OF THE WORLD HERITAGE LIST

A. General Principles

6. The Committee agreed that the following general principles would guide its work in establishing the World Heritage List:

- (i) The Convention provides for the protection of those cultural and natural properties¹ deemed to be of outstanding universal value. It is not intended to provide for the protection of all properties of great interest, importance or value, but only for a select list of the most outstanding of these from an international viewpoint. The outstanding universal value of cultural and natural properties is defined by Articles 1 and 2 of the Convention. These definitions are interpreted by the Committee by using two sets of criteria: one set for cultural property and another set for natural property. The criteria and the conditions of authenticity or integrity adopted by the Committee for this purpose are set out in paragraphs 24 and 44 below.
- (ii) The criteria for the inclusion of properties in the World Heritage List have been elaborated to enable the Committee to act with full independence in evaluating the intrinsic merit of property, without regard to any other consideration (including the need for technical co-operation support).
- (iii) Efforts will be made to maintain a reasonable balance between the numbers of cultural heritage and the natural heritage properties entered on the List.
- (iv) Cultural and natural properties are included in the World Heritage List according to a gradual process and no formal limit is imposed either on the total number of properties included in the List or on the number of properties any individual State can submit at successive stages for inclusion therein.
- (v) Inscriptions of sites shall be deferred until evidence of the full commitment of the nominating government, within its means, is demonstrated. Evidence would take the forms of relevant legislation, staffing, funding, and management plans, as described below in Paragraph 24 (b) (ii) for cultural properties, and in Paragraph 44 (b) (vi) for natural properties.

¹ The definitions of “ cultural heritage ” and “ natural heritage ” in Articles 1 and 2 of the Convention are reproduced in paragraphs 23 and 43 below.

- (vi) When a property has deteriorated to the extent that it has lost those characteristics which determined its inclusion in the World Heritage List. It should be placed on the World Heritage in Danger List, subsequently the procedure concerning the possible deletion from the List will be applied. This procedure is set out in paragraphs 46 to 54 below.
- (vii) In view of the difficulty in handling the large numbers of cultural nominations now being received, however, the Committee invites States Parties to consider whether their cultural heritage is already well represented on the List and if so to slow down voluntarily their rate of submission of further nominations. This would help in making it possible for the List to become more universally representative. By the same token, the Committee calls on States Parties whose cultural heritage is not yet adequately represented on the List and who might need assistance in preparing nominations of cultural properties to seek such assistance from the Committee.

B. Indications to States Parties concerning nominations to the List

7. The Committee requests each State Party to submit to it a tentative list of properties which it intends to nominate for inscription to the World Heritage List during the following five to ten years. This tentative list will constitute the "inventory" (provided for in Article 11 of the Convention) of the cultural and natural properties situated within the territory of each State Party and which it considers suitable for inclusion in the World Heritage List. The purpose of these tentative lists is to enable the Committee to evaluate within the widest possible context the "outstanding universal value" of each property nominated to the List. The Committee hopes that States Parties that have not yet submitted a tentative list will do so as early as possible. States Parties are reminded of the Committee's earlier decision not to consider cultural nominations unless such a list of cultural properties has been submitted.

8. In order to facilitate the work of all concerned, the Committee requests States Parties to submit their tentative lists in a standard format (see Annex 1) which provides for information under the following headings:

- the name of the property;
- the geographical location of the property;
- a brief description of the property;
- a justification of the "outstanding universal value" of the property in accordance with the criteria and conditions of authenticity or integrity set out in paragraphs 24 and 44 below, taking account of similar properties both inside and outside the boundaries of the State concerned.

Natural properties should be grouped according to biogeographical provinces and cultural properties should be grouped according to cultural periods or areas. The order in which the properties listed would be presented for inscription should also be indicated, if possible.

9. The fundamental principle stipulated in the Convention is that properties nominated must be of outstanding universal value and the properties nominated therefore should be carefully selected. The criteria and conditions of authenticity or integrity against which the Committee will evaluate properties are set out in paragraphs 24 and 44 below. Within a given geo-cultural region, it may be desirable for States Parties to make comparative assessments for the harmonization of tentative lists and nominations of cultural properties. Support for the organization of meetings for this purpose may be requested under the World Heritage Fund.

10. Each nomination should be presented in the form of a well-argued case. It should be submitted on the appropriate form (see paragraph 64 below) and should provide all the information to demonstrate that the property nominated is truly of "outstanding universal value". Each nomination should be supported by all the necessary documentation, including suitable slides and maps and other material. With regard to cultural properties, States Parties are invited to attach to the nomination forms a brief analysis of references in world literature (e.g. reference works such as general or specialized encyclopaedias, histories of art or architecture, records of voyages and explorations, scientific reports, guidebooks, etc.) along with a comprehensive bibliography. With regard to newly-discovered properties, evidence of the attention which the discovery has received internationally would be equally helpful.

11. Under the management section of the nomination form States Parties should provide, in addition to the legal texts protecting the property being nominated, an explanation of the way in which these laws actually operate. Such an analysis is preferable to a mere enumeration or compilation of the legal texts themselves.

12. When nominating properties belonging to certain well-represented categories of cultural property the nominating State Party should provide a comparative evaluation of the property in relation to other properties of a similar type, as already required in paragraph 7 with regard to the tentative lists.

13. In certain cases it may be necessary for States Parties to consult the Secretariat and the specialized NGO concerned informally before submitting nomination forms. The Committee reminds States Parties that assistance for the purpose of preparing comprehensive and sound nominations is available to them at their request under the World Heritage Fund.

14. Participation of local people in the nomination process is essential to make them feel a shared responsibility with the State Party in the maintenance of the site.

15. In nominating properties to the List, States Parties are invited to keep in mind the desirability of achieving a reasonable balance between the numbers of cultural heritage and natural heritage properties included in the World Heritage List.

16. In cases where a cultural and/or natural property which fulfills the criteria adopted by the Committee extends beyond national borders the States Parties concerned are encouraged to submit a joint nomination.

17. Whenever necessary for the proper conservation of a cultural or natural property nominated, an adequate "buffer zone" around a property should be provided and should be afforded the necessary protection. A buffer zone can be defined as an area surrounding the property which has restrictions placed on its use to give an added layer of protection; the area constituting the

buffer zone should be determined in each case through technical studies. Details on the size, characteristics and authorized uses of a buffer zone, as well as a map indicating its precise boundaries, should be provided in the nomination file relating to the property in question.

18. In keeping with the spirit of the Convention, States Parties should as far as possible endeavour to include in their submissions properties which derive their outstanding universal value from a particularly significant combination of cultural and natural features.

19. States Parties may propose in a single nomination a series of cultural or natural properties in different geographical locations, provided that they are related because they belong to:

- (i) the same historico-cultural group or
- (ii) the same type of property which is characteristic of the geographical zone
- (iii) the same geomorphological formation, the same biogeographic province, or the same ecosystem type

and provided that it is the series as such, and not its components taken individually, which is of outstanding universal value.

20. When a series of cultural or natural properties, as defined in paragraph 19 above, consists of properties situated in the territory of more than one State Party to the Convention, the States Parties concerned are encouraged to jointly submit a single nomination.

21. States Parties are encouraged to prepare plans for the management of each natural site nominated and for the safeguarding of each cultural property nominated. All information concerning these plans should be made available when technical co-operation is requested.

22. Where the intrinsic qualities of a property nominated are threatened by action of man and yet meet the criteria and the conditions of authenticity or integrity set out in paragraphs 24 and 44, an action plan outlining the corrective measures required should be submitted with the nomination file. Should the corrective measures submitted by the nominating State not be taken within the time proposed by the State, the property will be considered by the Committee for delisting in accordance with the procedure adopted by the Committee.

C. Criteria for the inclusion of cultural properties in the World Heritage List

23. The criteria for the inclusion of cultural properties in the World Heritage List should always be seen in relation to one another and should be considered in the context of the definition set out in Article 1 of the Convention which is reproduced below:

"monuments: architectural works, works of monumental sculpture and painting, elements or structures of an archaeological nature, inscriptions, cave dwellings and combinations of features, which are of outstanding universal value from the point of view of history, art or science;

groups of buildings: groups of separate or connected buildings which, because of their architecture, their homogeneity or their place in the landscape, are of outstanding universal value from the point of view of history, art or science;

sites: works of man or the combined works of nature and of man, and areas including archaeological sites which are of outstanding universal value from the historical, aesthetic, ethnological or anthropological points of view."

24. A monument, group of buildings or site - as defined above - which is nominated for inclusion in the World Heritage List will be considered to be of outstanding universal value for the purpose of the Convention when the Committee finds that it meets one or more of the following criteria and the test of authenticity. Each property nominated should therefore:

- (a) (i) represent a masterpiece of human creative genius; or
- (ii) exhibit an important interchange of human values, over a span of time or within a cultural area of the world, on developments in architecture or technology, monumental arts, town-planning or landscape design; or
- (iii) bear a unique or at least exceptional testimony to a cultural tradition or to a civilization which is living or which has disappeared; or
- (iv) be an outstanding example of a type of building or architectural or technological ensemble or landscape which illustrates (a) significant stage(s) in human history; or
- (v) be an outstanding example of a traditional human settlement or land-use which is representative of a culture (or cultures), especially when it has become vulnerable under the impact of irreversible change; or
- (vi) be directly or tangibly associated with events or living traditions, with ideas, or with beliefs, with artistic and literary works of outstanding universal significance (the Committee considers that this criterion should justify inclusion in the List only in exceptional circumstances and in conjunction with other criteria cultural or natural);

and

- (b) (i) meet the test of authenticity in design, material, workmanship or setting and in the case of cultural landscapes their distinctive character and components (the Committee stressed that reconstruction is only acceptable if it is carried out on the basis of complete and detailed documentation on the original and to no extent on conjecture).
- (ii) have adequate legal and/or contractual and/or traditional protection and management mechanisms to ensure the conservation of the nominated cultural properties or cultural landscapes. The existence of protective legislation at the national, provincial or municipal level and/or a well-established contractual or traditional protection as well as of adequate management and/or planning

control mechanisms is therefore essential and, as is clearly indicated in the following paragraph, must be stated clearly on the nomination form. Assurances of the effective implementation of these laws and/or contractual and/or traditional protection as well as of these management mechanisms are also expected. Furthermore, in order to preserve the integrity of cultural sites, particularly those open to large numbers of visitors, the State Party concerned should be able to provide evidence of suitable administrative arrangements to cover the management of the property, its conservation and its accessibility to the public.

25. Nominations of immovable property which are likely to become movable will not be considered.

26. With respect to groups of urban buildings, the Committee has furthermore adopted the following Guidelines concerning their inclusion in the World Heritage List.

27. Groups of urban buildings eligible for inclusion in the World Heritage List fall into three main categories, namely:

- (i) towns which are no longer inhabited but which provide unchanged archaeological evidence of the past; these generally satisfy the criterion of authenticity and their state of conservation can be relatively easily controlled;
- (ii) historic towns which are still inhabited and which, by their very nature, have developed and will continue to develop under the influence of socio-economic and cultural change, a situation that renders the assessment of their authenticity more difficult and any conservation policy more problematical;
- (iii) new towns of the twentieth century which paradoxically have something in common with both the aforementioned categories: while their original urban organization is clearly recognizable and their authenticity is undeniable, their future is unclear because their development is largely uncontrollable.

28. The evaluation of towns that are no longer inhabited does not raise any special difficulties other than those related to archaeological sites in general: the criteria which call for uniqueness or exemplary character have led to the choice of groups of buildings noteworthy for their purity of style, for the concentrations of monuments they contain and sometimes for their important historical associations. It is important for urban archaeological sites to be listed as integral units. A cluster of monuments or a small group of buildings is not adequate to suggest the multiple and complex functions of a city which has disappeared; remains of such a city should be preserved in their entirety together with their natural surroundings whenever possible.

29. In the case of inhabited historic towns the difficulties are numerous, largely owing to the fragility of their urban fabric (which has in many cases been seriously disrupted since the advent of the industrial era) and the runaway speed with which their surroundings have been urbanized. To qualify for inclusion, towns should compel recognition because of their architectural interest and should not be considered only on the intellectual grounds of the role they may have played in the past or their value as historical symbols under criterion (vi) for the inclusion of cultural properties in the World Heritage List (see paragraph 24 above). To be eligible for inclusion in the List, the spatial

organization, structure, materials, forms and, where possible, functions of a group of buildings should essentially reflect the civilization or succession of civilizations which have prompted the nomination of the property. Four categories can be distinguished:

- (i) Towns which are typical of a specific period or culture, which have been almost wholly preserved and which have remained largely unaffected by subsequent developments. Here the property to be listed is the entire town together with its surroundings, which must also be protected;
- (ii) Towns that have evolved along characteristic lines and have preserved, sometimes in the midst of exceptional natural surroundings, spatial arrangements and structures that are typical of the successive stages in their history. Here the clearly defined historic part takes precedence over the contemporary environment;
- (iii) "Historic centres" that cover exactly the same area as ancient towns and are now enclosed within modern cities. Here it is necessary to determine the precise limits of the property in its widest historical dimensions and to make appropriate provision for its immediate surroundings;
- (iv) Sectors, areas or isolated units which, even in the residual state in which they have survived, provide coherent evidence of the character of a historic town which has disappeared. In such cases surviving areas and buildings should bear sufficient testimony to the former whole.

30. Historic centres and historic areas should be listed only where they contain a large number of ancient buildings of monumental importance which provide a direct indication of the characteristic features of a town of exceptional interest. Nominations of several isolated and unrelated buildings which allegedly represent, in themselves, a town whose urban fabric has ceased to be discernible, should not be encouraged.

31. However, nominations could be made regarding properties that occupy a limited space but have had a major influence on the history of town planning. In such cases, the nomination should make it clear that it is the monumental group that is to be listed and that the town is mentioned only incidentally as the place where the property is located. Similarly, if a building of clearly universal significance is located in severely degraded or insufficiently representative urban surroundings, it should, of course, be listed without any special reference to the town.

32. It is difficult to assess the quality of new towns of the twentieth century. History alone will tell which of them will best serve as examples of contemporary town planning. The examination of the files on these towns should be deferred, save under exceptional circumstances.

33. Under present conditions, preference should be given to the inclusion in the World Heritage List of small or medium-sized urban areas which are in a position to manage any potential growth, rather than the great metropolises, on which sufficiently complete information and documentation cannot readily be provided that would serve as a satisfactory basis for their inclusion in their entirety.

34. In view of the effects which the entry of a town in the World Heritage List could have on its future, such entries should be exceptional. Inclusion in the List implies that legislative and

administrative measures have already been taken to ensure the protection of the group of buildings and its environment. Informed awareness on the part of the population concerned, without whose active participation any conservation scheme would be impractical, is also essential.

35. With respect to cultural landscapes, the Committee has furthermore adopted the following guidelines concerning their inclusion in the World Heritage List.

36. Cultural landscapes represent the "combined works of nature and of man" designated in Article 1 of the Convention. They are illustrative of the evolution of human society and settlement over time, under the influence of the physical constraints and/or opportunities presented by their natural environment and of successive social, economic and cultural forces, both external and internal. They should be selected on the basis both of their outstanding universal value and of their representativity in terms of a clearly defined geo-cultural region and also for their capacity to illustrate the essential and distinct cultural elements of such regions.

37. The term "cultural landscape" embraces a diversity of manifestations of the interaction between humankind and its natural environment.

38. Cultural landscapes often reflect specific techniques of sustainable land-use, considering the characteristics and limits of the natural environment they are established in, and a specific spiritual relation to nature. Protection of cultural landscapes can contribute to modern techniques of sustainable land-use and can maintain or enhance natural values in the landscape. The continued existence of traditional forms of land-use supports biological diversity in many regions of the world. The protection of traditional cultural landscapes is therefore helpful in maintaining biological diversity.

39. Cultural landscapes fall into three main categories, namely:

- (i) The most easily identifiable is the clearly defined landscape designed and created intentionally by man. This embraces garden and parkland landscapes constructed for aesthetic reasons which are often (but not always) associated with religious or other monumental buildings and ensembles.
- (ii) The second category is the organically evolved landscape. This results from an initial social, economic, administrative, and/or religious imperative and has developed its present form by association with and in response to its natural environment. Such landscapes reflect that process of evolution in their form and component features. They fall into two sub-categories:
 - a relict (or fossil) landscape is one in which an evolutionary process came to an end at some time in the past, either abruptly or over a period. Its significant distinguishing features are, however, still visible in material form.
 - a continuing landscape is one which retains an active social role in contemporary society closely associated with the traditional way of life, and in which the evolutionary process is still in progress. At the same time it exhibits significant material evidence of its evolution over time.

- (iii) The final category is the associative cultural landscape. The inclusion of such landscapes on the World Heritage List is justifiable by virtue of the powerful religious, artistic or cultural associations of the natural element rather than material cultural evidence, which may be insignificant or even absent.

40. The extent of a cultural landscape for inclusion on the World Heritage List is relative to its functionality and intelligibility. In any case, the sample selected must be substantial enough to adequately represent the totality of the cultural landscape that it illustrates. The possibility of designating long linear areas which represent culturally significant transport and communication networks should not be excluded.

41. The general criteria for conservation and management laid down in paragraph 24.(b).(ii) above are equally applicable to cultural landscapes. It is important that due attention be paid to the full range of values represented in the landscape, both cultural and natural. The nominations should be prepared in collaboration with and the full approval of local communities.

42. The existence of a category of "cultural landscape", included on the World Heritage List on the basis of the criteria set out in paragraph 24 above, does not exclude the possibility of sites of exceptional importance in relation to both cultural and natural criteria continuing to be included. In such cases, their outstanding universal significance must be justified under both sets of criteria.

D. Criteria for the inclusion of natural properties in the World Heritage List

43. In accordance with Article 2 of the Convention, the following is considered as "natural heritage":

"natural features consisting of physical and biological formations or groups of such formations, which are of outstanding universal value from the aesthetic or scientific point of view;

geological and physiographical formations and precisely delineated areas which constitute the habitat of threatened species of animals and plants of outstanding universal value from the point of view of science or conservation;

natural sites or precisely delineated natural areas of outstanding universal value from the point of view of science, conservation or natural beauty."

44. A natural heritage property - as defined above - which is submitted for inclusion in the World Heritage List will be considered to be of outstanding universal value for the purposes of the Convention when the Committee finds that it meets one or more of the following criteria and fulfills the conditions of integrity set out below. Sites nominated should therefore:

- (a) (i) be outstanding examples representing major stages of earth's history, including the record of life, significant on-going geological processes in the development of land forms, or significant geomorphic or physiographic features; or

- (ii) be outstanding examples representing significant on-going ecological and biological processes in the evolution and development of terrestrial, fresh water, coastal and marine ecosystems and communities of plants and animals; or
- (iii) contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance; or
- (iv) contain the most important and significant natural habitats for in-situ conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation;

and

(b) also fulfil the following conditions of integrity:

- (i) The sites described in 44(a)(i) should contain all or most of the key interrelated and interdependent elements in their natural relationships; for example, an "ice age" area should include the snow field, the glacier itself and samples of cutting patterns, deposition and colonization (e.g. striations, moraines, pioneer stages of plant succession, etc.); in the case of volcanoes, the magmatic series should be complete and all or most of the varieties of effusive rocks and types of eruptions be represented.
- (ii) The sites described in 44(a)(ii) should have sufficient size and contain the necessary elements to demonstrate the key aspects of processes that are essential for the long-term conservation of the ecosystems and the biological diversity they contain; for example, an area of tropical rain forest should include a certain amount of variation in elevation above sea-level, changes in topography and soil types, patch systems and naturally regenerating patches; similarly a coral reef should include, for example, seagrass, mangrove or other adjacent ecosystems that regulate nutrient and sediment inputs into the reef.
- (iii) The sites described in 44(a)(iii) should be of outstanding aesthetic value and include areas that are essential for maintaining the beauty of the site; for example, a site whose scenic values depend on a waterfall, should include adjacent catchment and downstream areas that are integrally linked to the maintenance of the aesthetic qualities of the site.
- (iv) The sites described in paragraph 44(a)(iv) should contain habitats for maintaining the most diverse fauna and flora characteristic of the biographic province and ecosystems under consideration; for example, a tropical savannah should include a complete assemblage of co-evolved herbivores and plants; an island ecosystem should include habitats for maintaining endemic biota; a site containing wide-ranging species should be large enough to include the most critical habitats essential to ensure the survival of viable populations of those species; for an area containing migratory species, seasonal breeding and nesting sites, and migratory routes, wherever

they are located, should be adequately protected; international conventions, e.g. the Convention of Wetlands of International Importance Especially as Waterfowl Habitat (Ramsar Convention), for ensuring the protection of habitats of migratory species of waterfowl, and other multi- and bilateral agreements could provide this assurance.

- (v) The sites described in paragraph 44(a) should have a management plan. When a site does not have a management plan at the time when it is nominated for the consideration of the World Heritage Committee, the State Party concerned should indicate when such a plan will become available and how it proposes to mobilize the resources required for the preparation and implementation of the plan. The State Party should also provide other document(s) (e.g. operational plans) which will guide the management of the site until such time when a management plan is finalized.
- (vi) A site described in paragraph 44(a) should have adequate long-term legislative, regulatory, institutional or traditional protection. The boundaries of that site should reflect the spatial requirements of habitats, species, processes or phenomena that provide the basis for its nomination for inscription on the World Heritage List. The boundaries should include sufficient areas immediately adjacent to the area of outstanding universal value in order to protect the site's heritage values from direct effects of human encroachment and impacts of resource use outside of the nominated area. The boundaries of the nominated site may coincide with one or more existing or proposed protected areas, such as national parks or biosphere reserves. While an existing or proposed protected area may contain several management zones, only some of those zones may satisfy criteria described in paragraph 44(a); other zones, although they may not meet the criteria set out in paragraph 44(a), may be essential for the management to ensure the integrity of the nominated site; for example, in the case of a biosphere reserve, only the core zone may meet the criteria and the conditions of integrity, although other zones, i.e. buffer and transitional zones, would be important for the conservation of the biosphere reserve in its totality.
- (vii) Sites described in paragraph 44(a) should be the most important sites for the conservation of biological diversity. Biological diversity, according to the new global Convention on Biological Diversity, means the variability among living organisms in terrestrial, marine and other aquatic ecosystems and the ecological complexes of which they are part and includes diversity within species, between species and of ecosystems. Only those sites which are the most biologically diverse are likely to meet criterion (iv) of paragraph 44 (a).

45. In principle, a site could be inscribed on the World Heritage List as long as it satisfies one of the four criteria and the relevant conditions of integrity. However, most inscribed sites have met two or more criteria. Nomination dossiers, IUCN evaluations and the final recommendations of the Committee on each inscribed site are available for consultation by States Parties which may wish to use such information as guides for identifying and elaborating nomination of sites within their own territories.

E. Procedure for the eventual deletion of properties from the World Heritage List

46. The Committee adopted the following procedure for the deletion of properties from the World Heritage List in cases:

- (a) where the property has deteriorated to the extent that it has lost those characteristics which determined its inclusion in the World Heritage List; and
- (b) where the intrinsic qualities of a World Heritage site were already threatened at the time of its nomination by action of man and where the necessary corrective measures as outlined by the State Party at the time, have not been taken within the time proposed.

47. When a property inscribed on the World Heritage List has seriously deteriorated, or when the necessary corrective measures have not been taken within the time proposed, the State Party on whose territory the property is situated should so inform the Secretariat of the Committee.

48. When the Secretariat receives such information from a source other than the State Party concerned, it will, as far as possible, verify the source and the contents of the information in consultation with the State Party concerned and request its comments.

49. The Secretariat will request the competent advisory organization(s) (ICOMOS, IUCN or ICCROM) to forward comments on the information received.

50. The information received, together with the comments of the State Party and the advisory organization(s), will be brought to the attention of the Bureau of the Committee. The Bureau may take one of the following steps:

- (a) it may decide that the property has not seriously deteriorated and that no further action should be taken;
- (b) when the Bureau considers that the property has seriously deteriorated, but not to the extent that its restoration is impossible, it may recommend to the Committee that the property be maintained on the List, provided that the State Party takes the necessary measures to restore the property within a reasonable period of time. The Bureau may also recommend that technical co-operation be provided under the World Heritage Fund for work connected with the restoration of the property, proposing to the State Party to request such assistance, if it has not already been done;
- (c) when there is evidence that the property has deteriorated to the point where it has irretrievably lost those characteristics which determined its inclusion in the List, the Bureau may recommend that the Committee delete the property from the List; before any such recommendation is submitted to the Committee, the Secretariat will inform the State Party concerned of the Bureau's recommendation; any comments

which the State Party may make with respect to the recommendation of the Bureau will be brought to the attention of the Committee, together with the Bureau's recommendation;

- (d) when the information available is not sufficient to enable the Bureau to take one of the measures described in (a), (b) or (c) above, the Bureau may recommend to the Committee that the Secretariat be authorized to take the necessary action to ascertain, in consultation with the State Party concerned, the present condition of the property, the dangers to the property and the feasibility of adequately restoring the property, and to report to the Bureau on the results of its action; such measures may include the sending of a fact-finding mission or the consultation of specialists. In cases where emergency action is required, the Bureau may itself authorize the financing from the World Heritage Fund of the emergency assistance that is required.

51. The Committee will examine the recommendation of the Bureau and all the information available and will take a decision. Any such decision shall, in accordance with Article 13 (8) of the Convention, be taken by a majority of two-thirds of its members present and voting. The Committee shall not decide to delete any property unless the State Party has been consulted on the question.

52. The State Party shall be informed of the Committee's decision and public notice of this decision shall be immediately given by the Committee.

53. If the Committee's decision entails any modification to the World Heritage List, this modification will be reflected in the next updated list that is published.

54. In adopting the above procedure, the Committee was particularly concerned that all possible measures should be taken to prevent the deletion of any property from the List and was ready to offer technical co-operation as far as possible to States Parties in this connection. Furthermore, the Committee wishes to draw the attention of States Parties to the stipulations of Article 4 of the Convention which reads as follows:

"Each State Party to this Convention recognizes that the duty of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage referred to in Articles 1 and 2 and situated on its territory, belongs primarily to that State..."

55. In this connection, the Committee recommends that States Parties co-operate with the advisory bodies which have been asked by the Committee to carry out monitoring and reporting on its behalf on the progress of work undertaken for the preservation of properties inscribed on the World Heritage List.

56. The World Heritage Committee invites the States Parties to the Convention Concerning the Protection of the World Cultural and Natural Heritage to inform the Committee, through the UNESCO Secretariat, of their intention to undertake or to authorize in an area protected under the Convention major restorations or new constructions which may affect the World Heritage value of the property. Notice should be given as soon as possible (for instance, before drafting basic documents for specific projects) and before making any decisions that would be difficult to reverse,

so that the Committee may assist in seeking appropriate solutions to ensure that the world heritage value of the site is fully preserved.

F. Guidelines for the evaluation and examination of nominations

57. The evaluation of whether or not individual sites nominated by States Parties satisfy the criteria and the conditions of authenticity/integrity will be carried out by the International Council on Monuments and Sites (ICOMOS) for cultural properties and by the World Conservation Union (IUCN) for natural properties. In the case of nominations of cultural properties in the category of 'cultural landscapes', as appropriate, the evaluation will be carried out in consultation with the World Conservation Union (IUCN).

ICOMOS and IUCN present evaluation reports to the Bureau of the World Heritage Committee.

ICOMOS and IUCN, taking into account the decisions of the Bureau and additional information that might have been received from the nominating State Party, present a final evaluation report to the World Heritage Committee.

The report of the World Heritage Committee's session will include its decision, the criteria under which the nominated site has been inscribed, the justification of their application as well as any recommendation the Committee may wish to make on that occasion.

58. The World Heritage List should be as representative as possible of all cultural and natural properties which meet the Convention's requirement of outstanding universal value and the cultural and natural criteria and the conditions of authenticity or integrity adopted by the Committee (see paragraphs 24 to 44 above).

59. Each cultural property, including its state of preservation, should be evaluated relatively, that is, it should be compared with that of other property of the same type dating from the same period, both inside and outside the State Party's borders.

60. Each natural site should be evaluated relatively, that is, it should be compared with other sites of the same type, both inside and outside the State Party's borders, within a biogeographic province or migratory pattern.

61. Furthermore ICOMOS and IUCN should pay particular attention to the following points which relate to the evaluation and examination of nominations:

- (a) both NGOs are encouraged to be as strict as possible in their evaluations;
- (b) the manner of the professional evaluation carried out by ICOMOS and IUCN should be fully described when each nomination is presented;
- (c) ICOMOS is requested to make comparative evaluations of properties belonging to the same type of cultural property;

- (d) IUCN is requested to make comments and recommendations on the integrity and future management of each property recommended by the Bureau, during its presentation to the Committee;
- (e) the NGO concerned is encouraged to present slides on the properties recommended for the World Heritage List during the preliminary discussions which take place prior to the examination of individual proposals for inscription on the List.

62. Representatives of a State Party, whether or not a member of the Committee, shall not speak to advocate the inclusion in the List of a property nominated by that State, but only to deal with a point of information in answer to a question.

63. The criteria for which a specific property is included in the World Heritage List will be set out by the Committee in its reports and publications, along with a clearly stated summary of the characteristics which justified the inclusion of the property which should be reflected in its future management.

G. Format and content of nominations

64. The same form approved by the Committee is used for the submission of nominations of cultural and natural properties. Although it is recognized that all properties have specific characteristics, States Parties are encouraged to provide information and documentation on the following items.

1. Identification of the Property

- a. Country (and State Party if different)
- b. State, Province or Region
- c. Name of Property
- d. Exact location on map and indication of geographical coordinates to the nearest second
- e. Maps and/or plans showing boundary of area proposed for inscription and of any buffer zone
- f. Area of site proposed for inscription (ha.) and proposed buffer zone (ha.) if any

2. Justification for Inscription

- a. Statement of significance
- b. Possible comparative analysis (including state of conservation of similar sites)
- c. Authenticity/Integrity
- d. Criteria under which inscription is proposed (and justification for inscription under these criteria)

3. Description

- a. Description of Property
- b. History and Development

- c. Form and date of most recent records of site
- d. Present state of conservation
- e. Policies and programmes related to the presentation and promotion of the property

4. Management

- a. Ownership
- b. Legal status
- c. Protective measures and means of implementing them
- d. Agency/agencies with management authority
- e. Level at which management is exercised (e.g., on site, regionally) and name and address of responsible person for contact purposes
- f. Agreed plans related to property (e.g., regional, local plan, conservation plan, tourism development plan)
- g. Sources and levels of finance
- h. Sources of expertise and training in conservation and management techniques
- i. Visitor facilities and statistics
- j. Site management plan and statement of objectives (copy to be annexed)
- k. Staffing levels (professional, technical, maintenance)

5. Factors Affecting the Site

- a. Development Pressures (e.g., encroachment, adaptation, agriculture, mining)
- b. Environmental Pressures (e.g., pollution, climate change)
- c. Natural disasters and preparedness (earthquakes, floods, fires, etc.)
- d. Visitor/tourism pressures
- e. Number of inhabitants within site, buffer zone
- f. Other

6. Monitoring

- a. Key indicators for measuring state of conservation
- b. Administrative arrangements for monitoring property
- c. Results of previous reporting exercises

7. Documentation

- a. Photographs, slides and, where available, film/video
- b. Copies of site management plans and extracts of other plans relevant to the site
- c. Bibliography
- d. Address where inventory, records and archives are held

8. Signature on behalf of the State Party

The Committee adopted at its twentieth session substantive Explanatory Notes to the above nomination form. These notes relate to each of the above headings and will be made available as an annex to the Nomination Form to the States Parties in order to provide guidance to those nominating properties for inclusion on the World Heritage List.

H. Procedure and timetable for the processing of nominations

65. The annual schedule set out below has been fixed for the receipt and processing of nominations to the World Heritage List. It should be emphasized, however, that the process of nominating properties to the World Heritage List is an ongoing one. Nominations to the List can be submitted at any time during the year. Those received by 1 July of a given year will be considered during the following year. Those received after 1 July of a given year can only be considered in the second subsequent year. Despite the inconvenience it may cause certain States Parties, the Committee has decided to bring forward the deadline for submission of nominations in order to ensure that all working documents can be made available to the Bureau as well as States members of the Committee no later than 6 weeks before the start of the sessions of the Bureau and the Committee. This will also enable the Committee at its annual December session to be made aware of the number and nature of nominations to be examined at its next session the following year.

1 July

Deadline for receipt by the Secretariat of nominations to be considered by the Committee the following year.

15 September

The Secretariat:

- (1) registers each nomination and thoroughly verifies its contents and accompanying documentation. In the case of incomplete nominations, the Secretariat must immediately request the missing information from States Parties.
- (2) transmits nominations, provided they are complete, to the appropriate international non-governmental organization (ICOMOS, IUCN or both), which:

immediately examines each nomination to ascertain those cases in which additional information is required and takes the necessary steps, in co-operation with the Secretariat, to obtain the complementary data, and

By 1 April

The appropriate non-governmental organization undertakes a professional evaluation of each nomination according to the criteria adopted by the Committee. It transmits these evaluations to the Secretariat under three categories:

- (a) properties which are recommended for inscription without reservation;
- (b) properties which are not recommended for inscription;
- (c) properties whose eligibility for inscription is not considered absolutely clear.

During April

The Secretariat checks the evaluations of the non-governmental organizations and ensures that States members of the Committee receive them by 1 May with available documentation.

June/July

The Bureau examines the nominations and makes its recommendations thereon to the Committee under the following four categories:

- (a) properties which it recommends for inscription without reservation;
- (b) properties which it does not recommend for inscription;
- (c) properties that need to be referred back to the nominating State for further information or documentation;
- (d) properties whose examination should be deferred on the ground that a more in-depth assessment or study is needed.

July-November

The report of the Bureau is transmitted by the Secretariat as soon as possible to all States Parties members of the Committee, as well as to all States Parties concerned. The Secretariat endeavours to obtain from the States Parties concerned the additional information requested on properties under category (c) above and transmits this information to ICOMOS, IUCN and States members of the Committee. If the requested information is not obtained by 1 October, the nomination will not be eligible for review by the Committee at its regular session in the same year. Nominations assigned to category (c) by the Bureau may not be examined except in the case that missing information at the time of the Bureau was factual. Nominations assigned to category (d) will not be examined by the Committee the same year.

December

The Committee examines the nominations on the basis of the Bureau's recommendations, together with any additional information provided by the States Parties concerned as well as the comments thereon of ICOMOS and IUCN. It classifies its decisions on nominated properties in the following three categories:

- (a) properties which it inscribes on the World Heritage List;
- (b) properties which it decides not to inscribe on the List;
- (c) properties whose consideration is deferred.

January

The Secretariat forwards the report of the December session of the World Heritage Committee, which contains all the decisions taken by the Committee, to all States Parties.

66. In the event that a State Party wishes to nominate an extension to a property already inscribed on the World Heritage List, the same documentation should be provided and the same procedure shall apply as for new nominations, set out in paragraph 64 above. This provision will not apply for extensions which are simple modifications of these limits of the property in question: in this case, the request for modification of these limits is submitted directly to the Bureau which will examine in particular the relevant maps and plans. The Bureau can approve such modifications, or it may consider that the change is sufficiently important to constitute an extension of the property, in which case the procedure for new nominations will apply.

67. The normal deadlines for the submission and processing of nominations will not apply in the case of properties which, in the opinion of the Bureau, after consultation with the competent international non-governmental organization, would unquestionably meet the criteria for inclusion in the World Heritage List and which have suffered damage from disaster caused by natural events or by human activities. Such nominations will be processed on an emergency basis.

II. REACTIVE MONITORING AND PERIODIC REPORTING

A. Reactive monitoring

68. Reactive monitoring is the reporting by the World Heritage Centre, other sectors of UNESCO and the advisory bodies to the Bureau and the Committee on the state of conservation of specific World Heritage properties that are under threat. To this end, the States Parties shall submit to the Committee through the World Heritage Centre, specific reports and impact studies each time exceptional circumstances occur or work is undertaken which may have an effect on the state of conservation of the property. Reactive monitoring is foreseen in the procedures for the eventual deletion of properties from the World Heritage List as set out in paras. 48-56. It is also foreseen in reference to properties inscribed, or to be inscribed, on the List of World Heritage in Danger as set out in paras. 86-93.

B. Periodic reporting

69. The Eleventh General Assembly of States Parties to the World Heritage Convention and the twenty-ninth General Conference of UNESCO examined the matter of the periodic reporting under Article 29 of the World Heritage Convention. The General Conference adopted a resolution in which it:

Invited the States Parties to the Convention for the protection of the World Cultural and Natural Heritage to submit to it in accordance with Article 29 of the Convention, through the World Heritage Committee, via its secretariat the UNESCO World Heritage Centre, reports on the legislative and administrative provisions they have adopted and other actions which they have taken for the application of the Convention, including the state of conservation of the World Heritage properties located on its territories;

and

requested the World Heritage Committee to define the periodicity, form, nature and extent of the periodic reporting on the application of the World Heritage Convention and on the state of conservation of World Heritage properties and to examine and respond to these reports in accordance with the principle of State sovereignty;

70. The Committee, at its twenty-second session held in December 1998 took decisions on the periodicity of the periodic reporting, the handling and examination of the periodic reports and the format for these periodic reports.

71. The objectives of periodic reporting are:

To assess the overall application of the World Heritage Convention by States Parties, as well as to assess whether the World Heritage value(s) for which a property was inscribed on the World Heritage List is(are) maintained over time with a view to contribute to :

World Heritage property: Improved site management, advanced planning, reduction of emergency and ad-hoc interventions, and reduction of costs through preventive conservation.

State Party: Improved World Heritage policies, advanced planning, improved property management and preventive conservation.

Region: Regional co-operation, regional World Heritage policies and activities better targeted to the specific needs of the region.

Committee/Secretariat: Better understanding of the conditions of the properties and of the needs on the site, national and regional levels. Improved policy and decision making.

72. It is the prime responsibility of the States Parties to take appropriate provisions and actions for the application of the Convention and to put in place on-site monitoring arrangements as an integral component of day-to-day conservation and management of the sites. States Parties should do so in close collaboration with the site managers or the agency with management authority. It is necessary that every year the conditions of the property be recorded by the site manager or the agency with management authority.

73. The States Parties are invited to submit to the World Heritage Committee through the World Heritage Centre, every six years, a periodic report on the application of the World Heritage Convention, including the state of conservation of the World Heritage properties located on its territories. To this end, the States Parties may request expert advice from the Secretariat or the advisory bodies. The Secretariat may also commission expert advice with the agreement of the States Parties.

74. To facilitate the work of the Committee and its Secretariat and to achieve greater regionalization and decentralization of World Heritage work, these reports will be examined separately by region as determined by the Committee. The World Heritage Centre will

synthesize the national reports by regions. In doing so, full use will be made of the available expertise of the Advisory Bodies, States Parties, competent institutions and expertise available within the regions.

75. The Committee will decide for which regions the periodic reports should be presented to its forthcoming sessions. The States Parties concerned will be informed immediately of the Committee's decision so as to give them sufficient time to prepare the state of conservation reports.

76. The Secretariat will take the necessary measures for adequate World Heritage information collection and management, making full use, to the extent possible, of the information/documentation services of the advisory bodies and others.

C. Format and content of periodic reports

77. The Committee approved at its twenty-second session held in December 1998 a format for the periodic reports. This format consists of two sections:

- Section I constitutes the State Party's report on the application of relevant articles of the World Heritage Convention, including those referring to the identification of properties of cultural and/or natural value ; protection, conservation and presentation of the cultural and natural heritage ; international co-operation and fund raising ; and education, information and awareness building.
- Section II refers to the state of conservation of specific World Heritage properties located on the State Party's territory.

Its main objective is to obtain an assessment of whether the World Heritage value(s) for which a property was inscribed on the World Heritage List is(are) maintained over time.

In addition, States Parties are requested to provide up-dated information on the management, factors affecting the property and monitoring arrangements.

78. Although it is recognised that all properties have specific characteristics, States Parties are encouraged to provide information and documentation on the following items:

SECTION I: APPLICATION OF THE WORLD HERITAGE CONVENTION BY THE STATE PARTY

I.1. Introduction

- a. State Party
- b. Year of ratification or acceptance of the Convention
- c. Organization(s) or entity(ies) responsible for the preparation of the report
- d. Date of the report
- e. Signature on behalf of State Party

- I.2. Identification of cultural and natural heritage properties
 - a. National inventories
 - b. Tentative List
 - c. Nominations

- I.3. Protection, conservation and presentation of the cultural and natural heritage
 - a. General policy development
 - b. Status of services for protection, conservation and presentation
 - c. Scientific and technical studies and research
 - d. Measures for identification, protection, conservation, presentation and rehabilitation
 - e. Training

- I.4. International co-operation and fund raising

- I.5. Education, information and awareness building

- I.6. Conclusions and recommended action
 - a. Main conclusions
 - b. Proposed future action(s)
 - c. Responsible implementing agency(ies)
 - d. Timeframe for implementation
 - e. Needs for international assistance.

SECTION II: STATE OF CONSERVATION OF SPECIFIC WORLD HERITAGE PROPERTIES

- II.1 Introduction
 - a. State Party
 - b. Name of World Heritage property
 - c. Geographical co-ordinates to the nearest second
 - d. Date of inscription on the World Heritage List
 - e. Organization(s) or entity(ies) responsible for the preparation of the report
 - f. Date of report
 - g. Signature on behalf of State Party

- II.2. Statement of significance

- II.3. Statement of authenticity/integrity

- II.4. Management

II.5. Factors affecting the property

II.6. Monitoring

II.7. Conclusions and recommended action

- a. Main conclusions regarding the state of the World Heritage values of the property (see items II.2. and II.3. above)
- b. Main conclusions regarding the management and factors affecting the property (see items II.4. and II.5. above)
- c. Proposed future action(s)
- d. Responsible implementing agency(ies)
- e. Timeframe for implementation
- f. Needs for international assistance.

79. The Committee adopted at its twenty-second session substantive Explanatory Notes to the Format for periodic reports. These Notes relate to each of the above headings and will be made available to the States Parties as an annex to the format for periodic reports in order to provide guidance to those preparing the reports.

III. ESTABLISHMENT OF THE LIST OF WORLD HERITAGE IN DANGER

A. Guidelines for the inclusion of properties in the List of World Heritage in Danger

80. In accordance with Article 11, paragraph 4, of the Convention, the Committee may include a property in the List of World Heritage in Danger when the following requirements are met:

- (i) the property under consideration is on the World Heritage List;
- (ii) the property is threatened by serious and specific danger;
- (iii) major operations are necessary for the conservation of the property;
- (iv) assistance under the Convention has been requested for the property; the Committee is of the view that its assistance in certain cases may most effectively be limited to messages of its concern, including the message sent by inclusion of a site on the List of World Heritage in Danger and that such assistance may be requested by any Committee member or the Secretariat.

B. Criteria for the inclusion of properties in the List of World Heritage in Danger

81. A World Heritage property - as defined in Articles 1 and 2 of the Convention - can be entered on the List of World Heritage in Danger by the Committee when it finds that the condition of the property corresponds to at least one of the criteria in either of the two cases described below.

82. In the case of **cultural properties**:

- (i) **ASCERTAINED DANGER** - The property is faced with specific and proven imminent danger, such as:
 - (a) serious deterioration of materials;
 - (b) serious deterioration of structure and/or ornamental features;
 - (c) serious deterioration of architectural or town-planning coherence;
 - (d) serious deterioration of urban or rural space, or the natural environment;
 - (e) significant loss of historical authenticity;
 - (f) important loss of cultural significance.

- (ii) **POTENTIAL DANGER** - The property is faced with threats which could have deleterious effects on its inherent characteristics. Such threats are, for example:
 - (a) modification of juridical status of the property diminishing the degree of its protection;
 - (b) lack of conservation policy;
 - (c) threatening effects of regional planning projects;
 - (d) threatening effects of town planning;
 - (e) outbreak or threat of armed conflict;
 - (f) gradual changes due to geological, climatic or other environmental factors.

83. In the case of **natural properties**:

- (i) **ASCERTAINED DANGER** - The property is faced with specific and proven imminent danger, such as:
 - (a) A serious decline in the population of the endangered species or the other species of outstanding universal value which the property was legally established to protect, either by natural factors such as disease or by man-made factors such as poaching.
 - (b) Severe deterioration of the natural beauty or scientific value of the property, as by human settlement, construction of reservoirs which flood important parts of the property, industrial and agricultural development including use of pesticides and fertilizers, major public works, mining, pollution, logging, firewood collection, etc.

- (c) Human encroachment on boundaries or in upstream areas which threaten the integrity of the property.
- (ii) POTENTIAL DANGER - The property is faced with major threats which could have deleterious effects on its inherent characteristics. Such threats are, for example:
 - (a) a modification of the legal protective status of the area;
 - (b) planned resettlement or development projects within the property or so situated that the impacts threaten the property;
 - (c) outbreak or threat of armed conflict;
 - (d) the management plan is lacking or inadequate, or not fully implemented.

84. In addition, the factor or factors which are threatening the integrity of the property must be those which are amenable to correction by human action. In the case of cultural properties, both natural factors and man-made factors may be threatening, while in the case of natural properties, most threats will be man-made and only very rarely with a natural factor (such as an epidemic disease) be threatening to the integrity of the property. In some cases, the factors threatening the integrity of a property may be corrected by administrative or legislative action, such as the cancelling of a major public works project or the improvement of legal status.

85. The Committee may wish to bear in mind the following supplementary factors when considering the inclusion of a cultural or natural property in the List of World Heritage in Danger:

- (a) Decisions which affect World Heritage properties are taken by Governments after balancing all factors. The advice of the World Heritage Committee can often be decisive if it can be given before the property becomes threatened.
- (b) Particularly in the case of ascertained danger, the physical or cultural deteriorations to which a property has been subjected should be judged according to the intensity of its effects and analyzed case by case.
- (c) Above all in the case of potential danger to a property, one should consider that:
 - the threat should be appraised according to the normal evolution of the social and economic framework in which the property is situated;
 - it is often impossible to assess certain threats - such as the threat of armed conflict - as to their effect on cultural or natural properties;
 - some threats are not imminent in nature, but can only be anticipated, such as demographic growth.
- (d) Finally, in its appraisal the Committee should take into account any cause of unknown or unexpected origin which endangers a cultural or natural property.

C. Procedure for the inclusion of properties in the List of World Heritage in Danger

86. When considering the inclusion of a property in the List of World Heritage in Danger, the Committee shall develop, and adopt, as far as possible, in consultation with the State Party concerned, a programme for corrective measures.

87. In order to develop the programme referred to in the previous paragraph, the Committee shall request the Secretariat to ascertain, as far as possible in cooperation with the State Party concerned, the present condition of the property, the dangers to the property and the feasibility of undertaking corrective measures. The Committee may further decide to send a mission of qualified observers from IUCN, ICOMOS, ICCROM or other organizations to visit the property, evaluate the nature and extent of the threats and propose the measures to be taken.

88. The information received, together with the comments as appropriate of the State Party and the advisory organization(s) shall be brought to the attention of the Committee by the Secretariat.

89. The Committee shall examine the information available and take a decision concerning the inscription of the property on the List of World Heritage in Danger. Any such decision shall be taken by a majority of two-thirds of the Committee members present and voting. The Committee will then define the programme of corrective action to be taken. This programme will be proposed to the State Party concerned for immediate implementation.

90. The State Party concerned shall be informed of the Committee's decision and public notice of the decision shall immediately be issued by the Committee, in accordance with Article 11.4 of the Convention.

91. The Committee shall allocate a specific, significant portion of the World Heritage Fund to financing of possible assistance to World Heritage properties inscribed on the List of World Heritage in Danger.

92. The Committee shall review at regular intervals the state of property on the List of World Heritage in Danger. This review shall include such monitoring procedures and expert missions as might be determined necessary by the Committee.

93. On the basis of these regular reviews, the Committee shall decide, in consultation with the State Party concerned whether:

- (i) additional measures are required to conserve the property;
- (ii) to delete the property from the List of World Heritage in Danger if the property is no longer under threat;
- (iii) to consider the deletion of the property from both the List of World Heritage in Danger and the World Heritage List if the property has deteriorated to the extent that it has lost those characteristics which determined its inclusion in the World Heritage List, in accordance with the procedure set out in paragraphs 46 to 56 above.

IV. INTERNATIONAL ASSISTANCE

A. Different forms of assistance available under the World Heritage Fund

(i) Preparatory assistance

94. Assistance is available to States Parties for the purpose of:

- (a) preparing tentative lists of cultural and/or natural properties suitable for inclusion in the World Heritage List;
- (b) organizing meetings for the harmonization of tentative lists within the same geo-cultural area;
- (c) preparing nominations of cultural and natural properties to the World Heritage List; and
- (d) preparing requests for technical co-operation, including requests relating to the organization of training courses.

This type of assistance, known as "preparatory assistance", can take the form of consultant services, equipment or, in exceptional cases, financial grants. The budgetary ceiling for each preparatory assistance project is fixed at US\$ 30,000. The Chairperson has the authorization to approve preparatory assistance requests up to an amount of US\$ 20,000 whereas the Bureau can approve requests up to an amount of US\$ 30,000.

95. Requests for preparatory assistance should be forwarded to the Secretariat which will transmit them to the Chairperson, who will decide on the assistance to be granted. Request forms (reference WHC/5) can be obtained from the Secretariat.

(ii) Emergency assistance

96. States Parties may request emergency assistance for work in connection with cultural and natural properties included or suitable for inclusion in the World Heritage List and which have suffered severe damage due to sudden, unexpected phenomena (such as sudden land subsidence, serious fires or explosions, flooding) or are in imminent danger of severe damage caused by these phenomena. Emergency assistance does not concern cases of damage or deterioration that has been caused by gradual processes such as decay, pollution, erosion, etc. Such assistance may be made available for the following purposes:

- (a) to prepare urgent nominations of properties for the World Heritage List in conformity with paragraph 65 of these Guidelines;
- (b) to draw up an emergency plan to safeguard properties inscribed on or nominated to the World Heritage List;

- (c) to undertake emergency measures for the safeguarding of a property inscribed on or nominated to the World Heritage List.

97. Requests for emergency assistance may be sent to the Secretariat at any time using Form WHC/5. The World Heritage Centre should consult to the extent possible relevant advisory bodies and then submit these requests to the Chairperson who has the authorization to approve emergency requests up to an amount of US\$50,000 whereas the Bureau can approve requests up to an amount of US\$75,000.

(iii) Training

98. States Parties may request support for the training of specialised staff at all levels in the field of identification, protection, conservation, presentation and rehabilitation of the cultural and natural heritage. The training must be related to the implementation of the World Heritage Convention.

99. Priority in training activities will be given to group training at the local or regional levels, particularly at national or regional centres in accordance with Article 23 of the Convention. The training of individual persons will be essentially limited to short term refresher programmes and exchanges of experience.

100. Requests for the training of specialised staff at the national or regional level should contain the following information:

- (a) details on the training course concerned (courses offered, level of instruction, teaching staff, number of students and country of origin, date, place and duration, etc.) and, when applicable, the functional responsibility of each participant with respect to a designated World Heritage site; priority should be given, if funds are not sufficient to satisfy all requests, to those concerning management or conservation personnel of inscribed properties;
- (b) type of assistance requested (financial contribution to costs of training, provision of specialised teaching staff, provision of equipment, books and educational materials for training courses);
- (c) approximate cost of support requested, including as appropriate tuition fees, daily subsistence allowance, allocation for purchase of educational material, travel costs to and from training centre, etc.
- (d) other contributions: national financing, received or anticipated multilateral or bilateral contributions;
- (e) for recurring training courses, an in-depth report of the results obtained in each previous session shall be submitted by the recipient government or organization. The report shall be forwarded to the appropriate advisory body for review and for its recommendations in connection with additional funding requests, as appropriate.

101. Requests for support for individual training courses should be submitted on the standard "Application for Fellowship" form used for all fellowships administered by UNESCO and which can be obtained from UNESCO National Commissions, UNESCO offices and the offices of the United

Nations Development Programme in Member States, as well as from the Secretariat. Each request should be accompanied by a statement indicating the relationship of the proposed study plan to the implementation of the World Heritage Convention within the State Party submitting the request and by a commitment to submit a final technical report on the results obtained as a result of the training grant.

102. All requests for support for training activities should be transmitted to the Secretariat which will ensure that the information is complete and forward these requests along with an estimation of the costs to the Chairperson for his approval. In this regard the Chairperson can approve amounts up to US\$20,000. Requests for sums above this amount follow the same procedure for approval as for requests for technical cooperation set out in paragraphs 104-108.

(iv) Technical co-operation

103. States Parties can request technical co-operation for work foreseen in safeguarding projects for properties included in the World Heritage List. This assistance can take the forms outlined in paragraph 22 of the Convention for World Heritage properties.

104. In order to make best use of the limited resources of the World Heritage Fund and because of the increasing number of cultural sites to be assisted, the Committee, while recognizing the importance of archaeological objects coming from sites inscribed on the World Heritage List, has decided not to accept requests which may be submitted for equipment for archaeological site museums whose function is the preservation of movables.

105. The following information should be provided in requests for technical co-operation:

(a) Details of property

- date of inscription in the World Heritage List,
- description of property and of dangers to property,
- legal status of property;

(b) Details of request

- scientific and technical information on the work to be undertaken,
- detailed description of equipment requested (notably make, type, voltage, etc.) and of required personnel (specialists and workmen), etc.,
- if appropriate, details on the "training" component of the project,
- schedule indicating when the project activities will take place;

(c) Cost of proposed activities

- paid nationally,

- requested under the Convention,
 - other multilateral or bilateral contributions received or expected, indicating how each contribution will be used;
- (d) National body responsible for the project and details of project administration
- (e) The Committee, wishing to establish a link between the monitoring of the state of conservation of World Heritage Sites and the granting of international assistance, has established as a requirement that requests for technical cooperation be accompanied by a state of conservation report of the property or site concerned.

106. The Secretariat, if necessary, will request the State Party concerned to provide further information. The Secretariat can also ask for expert advice from the appropriate organization (ICOMOS, IUCN, ICCROM).

107. The Bureau will consider the requests which are presented at its meetings and will make recommendations thereon to the Committee. The Secretariat will forward the Bureau's recommendation to all the States members of the Committee.

108. If the recommendation is positive, the Secretariat will proceed with all the preparatory work necessary for implementing the technical co-operation immediately after the Committee has decided to approve the project.

109. At the Committee meeting, the Committee will make a decision on each request for technical cooperation, and for emergency assistance and training beyond amounts authorized for approval by the Chairperson and Bureau, taking account of the Bureau's recommendation. Representatives of a States Party, whether or not a member of the Committee, shall not speak to advocate the approval of an assistance request submitted by that State, but only to deal with a point of information in answer to a question. The Committee's decisions will be forwarded to the States Parties and the Centre will proceed to implement approved projects.

110. The above schedule does not apply, however, to projects the cost of which does not exceed a ceiling of US\$30,000 for which the following simplified procedure will be applied.

- (a) In the case of requests not exceeding **US\$20,000**, the Secretariat after examining the dossier and receiving the advice of ICCROM, ICOMOS or IUCN, as appropriate, will forward the request accompanied by all other relevant documents directly to the Chairperson, who is authorized to take decisions on the financing of such projects up to the total amount set aside for this purpose in the annual allocation from the World Heritage Fund, on the understanding that no more than 20 percent of the total annual assistance budget, including technical cooperation and training (but excluding emergency assistance and preparatory assistance, for which separate rules have been established) may be allocated by the Chairperson. The Chairperson is not authorized to approve requests submitted by his own country.
- (b) The Bureau is authorized to approve requests up to a maximum of **US\$30,000** except for requests from States members of the Bureau; in such cases, the Bureau can only make recommendations to the Committee.

(v) Assistance for educational, information and promotional activities

111. (a) at the regional and international levels:

With reference to Article 27 of the Convention, the Committee has agreed to support programmes, activities and the holding of meetings that could:

- help to create interest in the Convention within the countries of a given region;
- create a greater awareness of the different issues related to the implementation of the Convention to promote more active involvement in its application;
- be a means of exchanging experiences;
- stimulate joint education, information and promotional programmes and activities, especially when they involve the participation of young people for the benefit of World Heritage conservation.

(b) at the national level:

The Committee felt that requests concerning national activities for promoting the Convention could be considered only when they concern:

- meetings specifically organized to make the Convention better known, especially amongst young people, or for the creation of national World Heritage associations, in accordance with Article 17 of the Convention;
- preparation of education and information material for the general promotion of the Convention and not for the promotion of a particular site, and especially for young people.

The World Heritage Fund shall provide only small contributions towards national education, information and promotional programmes and activities on a selective basis and for a maximum amount of US\$ 5,000. However, requests for sums above this amount could exceptionally be approved for projects that are of special interest: the Chairperson's agreement would be required and the maximum amount approved would be US\$ 10,000.

B. Deadlines for presentation of requests for International Assistance for consideration by the Bureau and the Committee

112. All requests for international assistance which are to be examined by the Bureau, with the exception of requests for emergency assistance, should be submitted before 1 May and 1 September respectively for consideration by the following session of the Bureau. Large-scale requests (that is those exceeding US\$ 30,000) will be forwarded, with the Bureau's recommendation, to the following session of the World Heritage Committee for decision-making.

C. Order of priorities for the granting of international assistance

113. Without prejudicing the provisions of the Convention, which shall always prevail, the Committee agreed on the following order of priorities with respect to the type of activities to be assisted under the Convention:

- emergency measures to save property included, or nominated for inclusion, in the World Heritage List (see paragraph 96 above);
- preparatory assistance for drawing up tentative lists of cultural and/or natural properties suitable for inclusion in the World Heritage List as well as nominations of types of properties under-represented on the list and requests for technical co-operation;
- projects which are likely to have a multiplier effect ("seed money") because they:
 - . stimulate general interest in conservation;
 - . contribute to the advancement of scientific research;
 - . contribute to the training of specialized personnel;
 - . generate contributions from other sources.

114. The Committee also agreed that the following factors would in principle govern its decisions in granting assistance under the Convention:

- (i) the urgency of the work and of the protective measures to be taken;
- (ii) the legislative, administrative and financial commitment of the recipient State to protect and preserve the property;
- (iii) the cost of the project;
- (iv) the interest for, and exemplary value of, the project in respect of scientific research and the development of cost/effective conservation techniques;
- (v) the educational value both for the training of local experts and for the general public;
- (vi) the cultural and ecological benefits accruing from the project, and
- (vii) the social and economic consequences.

115. Properties included in the World Heritage List are considered to be equal in value. For this reason, the criteria proposed above make no reference to the relative value of the properties. A balance will be maintained between funds allocated to projects for the preservation of the cultural heritage on the one hand and projects for the conservation of the natural heritage on the other hand.

116. Requests for emergency, training and technical cooperation shall be referred, if deemed necessary by the Secretariat, to the appropriate advisory body (IUCN, ICOMOS, and/or ICCROM)

for professional review and evaluation, and its recommendations shall be presented to the Bureau and the Committee for action.

D. Agreement to be concluded with States receiving international assistance

117. When technical co-operation on a large scale is granted to a State Party, an agreement will be concluded between the Committee and the State concerned in which will be set out:

- (a) the scope and nature of the technical co-operation granted;
- (b) the obligations of the Government, including the submission of mid-term and final financial and technical reports, which shall be referred, if deemed necessary by the Secretariat, to the appropriate advisory body (IUCN, ICOMOS, ICCROM) for review, and summaries of which shall be available to the Committee.
- (c) the facilities, privileges and immunities to be applied by the Government to the Committee and/or UNESCO, to the property, funds and assets allocated to the project as well as to the officials and other persons performing services on behalf of the Committee and/or UNESCO in connection with the project.

118. The text of a standard agreement will be in conformity with UNESCO regulations.

119. The Committee decided to delegate authority to the Chairperson to sign such agreements on its behalf. In exceptional circumstances, or when necessary for practical purposes, the Chairperson may delegate authority to a member of the Secretariat whom he will designate.

E. Implementation of projects

120. In order to ensure the efficient implementation of a project for which technical co-operation has been granted under the World Heritage Fund, the Committee recommends that a single body - whether national, regional, local, public or private - should be entrusted with the responsibility of executing the project in the State Party concerned.

F. Conditions for the granting of international assistance

121. The conditions for and types of international assistance are established by Articles 19 to 26 of the World Heritage Convention. Establishing a parallel between the conditions of eligibility for the World Heritage Committee set out in Article 16 of the Convention, the Committee decided, at its thirteenth session (1989), that States who were in arrears of payment of their contributions to the World Heritage Fund would not be able to receive a grant of international assistance in the following calendar year, it being understood that this provision would not apply in case of emergency assistance and training as defined in these Guidelines. In making this decision, the Committee wished to emphasize the importance which it accorded to States Parties paying their entire contribution within the periods set out in Article 16 of the Convention.

V. WORLD HERITAGE FUND

122. The Committee decided that contributions offered to the World Heritage Fund for international assistance campaigns and other UNESCO projects for any property inscribed on the World Heritage List shall be accepted and used as international assistance pursuant to Section V of the Convention, and in conformity with the modalities established for carrying out the campaign or project.

123. States Parties to the Convention who anticipate making contributions towards international assistance campaigns or other UNESCO projects for any property inscribed on the List are encouraged to make their contributions through the World Heritage Fund.

124. The financial regulations for the Fund are set out in document WHC/7.

125. The Secretariat should refer to the “Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO” to govern external fund-raising in favour of the World Heritage Fund.

VI. BALANCE BETWEEN THE CULTURAL AND THE NATURAL HERITAGE IN THE IMPLEMENTATION OF THE CONVENTION

126. In order to improve the balance between the cultural and natural heritage in the implementation of the Convention, the Committee has recommended that the following measures be taken:

- (a) Preparatory assistance to States Parties should be granted on a priority basis for:
 - (i) the establishment of tentative lists of cultural and natural properties situated in their territories and suitable for inclusion in the World Heritage List;
 - (ii) the preparation of nominations of types of properties underrepresented in the World Heritage List.
- (b) States Parties to the Convention should provide the Secretariat with the name and address of the governmental organization(s) primarily responsible for cultural and natural properties, so that copies of all official correspondence and documents can be sent by the Secretariat to these focal points as appropriate.
- (c) States Parties to the Convention should convene at regular intervals at the national level a joint meeting of those persons responsible for natural and cultural heritage in order that they may discuss matters pertaining to the implementation of the Convention. This does not apply to States Parties where one single organization is dealing with both cultural and natural heritage.
- (d) States Parties to the Convention should choose as their representatives persons qualified in the field of natural and cultural heritage, thus complying with Article 9, paragraph 3, of the Convention. States members of the Committee should communicate in advance to the Secretariat the names and status of their representatives.

- (e) The Committee, deeply concerned with maintaining a balance in the number of experts from the natural and cultural fields represented on the Bureau, urges that every effort be made in future elections in order to ensure that:
 - (i) the chair is not held by persons with expertise in the same field, either cultural or natural, for more than two successive years;
 - (ii) at least two "cultural" and at least two "natural" experts are present at Bureau meetings to ensure balance and credibility in reviewing nominations to the World Heritage List.
- (f) In accordance with Article 10.2 of the Convention and with Rule 7 of the Rules of Procedure, the Committee shall, at any time, invite to its meetings public or private bodies or individuals who would attend as observers and augment the expertise available to it. These observers shall be chosen with a view to a balanced participation between the natural and cultural heritage.

VII. OTHER MATTERS

A. Use of the World Heritage Emblem and the name, symbol or depiction of World Heritage sites

127. At its second session, the Committee adopted the World Heritage Emblem which had been designed by Mr. Michel Olyff. This Emblem symbolizes the interdependence of cultural and natural properties: the central square is a form created by man and the circle represents nature, the two being intimately linked. The Emblem is round, like the world, but at the same time it is a symbol of protection. The Committee decided that the Emblem proposed by the artist (see Annex 2) could be used, in any colour or size, depending on the use, the technical possibilities and considerations of an artistic nature. The Emblem should always carry the text "World Heritage. Patrimoine Mondial". The space occupied by "Patrimonio Mundial" can be used for its translation into the national language of the country where the Emblem is to be used.

128. In order to ensure the Emblem benefits from as much visibility as possible while preventing improper uses, the Committee at its twenty-second session adopted "Guidelines and Principles for the Use of the World Heritage Emblem" which shall be considered an integral part of the Operational Guidelines for the Implementation of the World Heritage Convention, and are attached as Annex 3.

B. Rules of Procedure of the Committee

129. The Rules of Procedure of the Committee, adopted by the Committee at its first session and amended at its second, third and twentieth sessions, are to be found in document WHC/1.

C. Meetings of the World Heritage Committee

130. In years when the General Assembly of States Parties is held, the ordinary session of the World Heritage Committee will take place as soon as possible after the Assembly.

131. As provided for in Article 10.3 of the Convention and in accordance with Rules 20-21 of the Rules of Procedure, the Committee shall constitute sub-committees during its regular sessions to examine selected items of business referred to them with the object of reporting and making recommendations to the full Committee for action.

D. Meetings of the Bureau of the World Heritage Committee

132. The Bureau shall meet twice a year, once in June/July and a second time immediately preceding the Committee's regular session. The newly elected Bureau shall meet as necessary during the Committee's regular session.

E. Participation of experts from developing countries

133. In order to ensure a fair representation within the Committee of the various geographical and cultural areas, the Committee decided to include in its budget a sum intended to cover the cost of participation, in its sessions and sessions of its Bureau, of representatives of States members of the Committee, but only for persons who are experts in conservation of the cultural or natural heritage.

134. Requests for assistance to participate in the Bureau and Committee meetings should reach the Secretariat at least four weeks before the session concerned. These requests will be considered in the limit of resources available as decided by the Committee, in decreasing order of NGP of each State member of the Committee, and primarily for one representative from each State. In no event may the Fund finance more than two representatives by State, who must in this case be one expert in the natural and one in the cultural heritage field.

F. Publication of the World Heritage List

135. An up-to-date version of the World Heritage List and the List of the World Heritage in Danger will be published every year.

136. The name of the States having nominated the properties inscribed on the World Heritage List will be presented in the published form of the List under the following heading:
"Contracting State having submitted the nomination of the property in accordance with the Convention".

G. Action at the national level to promote a greater awareness of the activities undertaken under the Convention

137. States Parties should promote the establishment and activities of associations concerned with the safeguarding of cultural and natural sites.

138. States Parties are reminded of Articles 17 and 27 of the Convention concerning the establishment of national, public and private foundations or associations whose purpose is to invite donations for the protection of the world heritage and the organization of educational and information programmes to strengthen appreciation and respect by their peoples of this heritage.

H. Links with other Conventions and Recommendations

139. The World Heritage Committee has recognized the collective interest that would be advanced by closer coordination of its work with other international conservation instruments. These include the 1949 Geneva Convention, the 1954 Hague Convention, the 1970 UNESCO Convention, the Ramsar Convention, and CITES, as well as other regional conventions and future conventions that will pursue conservation objectives, as appropriate. The Committee will invite representatives of the intergovernmental bodies under related conventions to attend its meetings as observers. Similarly, the Secretariat will appoint a representative to observe meetings of the other intergovernmental bodies upon receipt of an invitation. The Secretariat will ensure through the World Heritage Centre appropriate coordination and information-sharing between the Committee and other conventions, programmes and international organizations related to the conservation of cultural and natural heritage.

Annex 1

MODEL FOR PRESENTING A TENTATIVE LIST

Name of country_____

List drawn up by_____

Date_____

NAME OF PROPERTY (*)

GEOGRAPHICAL LOCATION

DESCRIPTION

JUSTIFICATION OF “OUTSTANDING UNIVERSAL VALUE”

- Criteria met:

- Assurances of authenticity or integrity:

- Comparison with other similar properties:

* Please present, if possible, in the order to be nominated.

Annex 2

WH EMBLEM



Annex 3

GUIDELINES AND PRINCIPLES FOR THE USE OF THE WORLD HERITAGE EMBLEM

PREAMBLE

The World Heritage Emblem (hereafter “Emblem”) created by the artist Mr. Olyff under contract with UNESCO, was adopted by the second session of the World Heritage Committee as the official Emblem of the World Heritage Convention, symbolizing the interdependence of cultural and natural properties. Although there is no mention of the Emblem in the Convention, its use has been promoted by the Committee to identify properties protected by the Convention and inscribed on the World Heritage List since its adoption in 1978.

The World Heritage Committee is responsible for determining the use of the World Heritage Emblem and for making policy prescriptions regarding how it may be used.

The Emblem symbolizes the Convention, signifies the adherence of States Parties to the Convention, and serves to identify sites inscribed in the World Heritage List. It is associated with public knowledge about the Convention and is the imprimatur of the Convention's credibility and prestige. Above all, it is a representation of the universal values for which the Convention stands.

The Emblem also has fund-raising potential that can be used to enhance the marketing value of products with which it is associated. A balance is needed between the Emblem's use to further the aims of the Convention and optimize knowledge of the Convention worldwide and the need to prevent its abuse for inaccurate, inappropriate, and unauthorized commercial or other purposes.

The Guidelines and Principles for the Use of the Emblem and modalities for quality control should not become an obstacle to co-operation for promotional activities. Authorities responsible for reviewing and deciding on uses of the Emblem (see below) need parameters on which to base their decisions.

APPLICABILITY OF THESE GUIDELINES AND PRINCIPLES

The Guidelines and Principles proposed herein cover all proposed uses of the Emblem by:

- The World Heritage Centre;
- The UNESCO Publishing Office and other UNESCO offices;
- Agencies or National Commissions, responsible for implementing the Convention in each State Party;
- World Heritage sites;
- Other contracting parties, especially those operating for predominantly commercial purposes.

RESPONSIBILITIES OF STATES PARTIES

States Parties to the Convention should take all possible measures to prevent the use of the Emblem in their respective countries by any group or for any purpose not explicitly recognized by the Committee. States Parties are encouraged to make full use of national legislation including Trade Mark Laws.

INCREASING PROPER USES OF THE EMBLEM

Properties included in the World Heritage List should be marked with the emblem jointly with the UNESCO logo, which should, however, be placed in such a way that they do not visually impair the property in question.

Production of plaques to commemorate the inclusion of properties in the World Heritage List

Once a property is included on the World Heritage List, the State Party should place a plaque, whenever possible, to commemorate this inscription. These plaques are designed to inform the public of the country concerned and foreign visitors that the site visited has a particular value which has been recognized by the international community. In other words, the site is exceptional, of interest not only to one nation, but also to the whole world. However, these plaques have an additional function which is to inform the general public about the World Heritage Convention or at least about the World Heritage concept and the World Heritage List.

The Committee has adopted the following Guidelines for the production of these plaques:

- the plaque should be so placed that it can easily be seen by visitors, without disfiguring the site;
- the World Heritage Emblem should appear on the plaque;
- the text should mention the site's exceptional universal value; in this regard it might be useful to give a short description of the site's outstanding characteristics. States Parties may, if they wish, use the descriptions appearing in the various World Heritage publications or in the World Heritage exhibit, and which may be obtained from the Secretariat;
- the text should make reference to the World Heritage Convention and particularly to the World Heritage List and to the international recognition conferred by inscription on this List (however, it is not necessary to mention at which session of the Committee the site was inscribed); it may be appropriate to produce the text in several languages for sites which receive many foreign visitors.

The Committee proposes the following text as an example:

"(Name of site) has been inscribed upon the World Heritage List of the Convention concerning the Protection of the World Cultural and Natural Heritage. Inscription on this List confirms the exceptional universal value of a cultural or natural site which deserves protection for the benefit of all humanity."

This text could be then followed by a brief description of the site concerned.

Furthermore, the national authorities should encourage World Heritage Sites to make a broad use of the Emblem such as on their letterheads, brochures and staff uniforms.

Third parties which have received the right to produce communication products related to the World Heritage Convention and Sites must give the Emblem proper visibility. They should avoid creating a different Emblem or logo for that particular product.

PRINCIPLES

The responsible authorities are henceforth requested to use the following principles in making decisions on the use of the Emblem:

(1) The Emblem should be utilized for all projects substantially associated with the work of the Convention, including, to the maximum extent technically and legally possible, those already approved and adopted, in order to promote the Convention.

(2) A decision to approve use of the Emblem should be linked strongly to the quality and content of the product with which it is to be associated, not on the volume of products to be marketed or the financial return expected. The main criterion for approval should be the educational, scientific, cultural, or artistic value of the proposed product related to World Heritage principles and values. Approval should not routinely be granted to place the Emblem on products that have no, or extremely little, educational value, such as cups, T-shirts, pins, and other tourist souvenirs. Exceptions to this policy will be considered for special events, such as meetings of the Committee and ceremonies at which plaques are unveiled.

(3) Any decision with respect to authorizing the use of the Emblem must be completely unambiguous and in keeping with the explicit and implicit goals and values of the World Heritage Convention.

(4) Except when authorized in accordance with these principles it is not legitimate for commercial entities to use the Emblem directly on their own material to show their support for World Heritage. The Committee recognizes, however, that any individual, organization, or company is free to publish or produce whatever they consider to be appropriate regarding World Heritage sites, but official authorization to do so under the World Heritage Emblem remains the exclusive prerogative of the Committee, to be exercised as prescribed in these Guidelines and Principles.

(5) Use of the Emblem by other contracting parties should normally only be authorized when the proposed use deals directly with World Heritage sites. Such uses may be granted after approval by the national authorities of the countries concerned.

(6) In cases where no specific World Heritage sites are involved or are not the principal focus of the proposed use, such as general seminars and/or workshops on scientific issues or conservation techniques, use may be granted only upon express approval in accordance with these Guidelines and Principles. Requests for such uses should

specifically document the manner in which the proposed use is expected to enhance the work of the Convention.

(7) Permission to use the Emblem should not be granted to travel agencies, airlines, or to any other type of business operating for predominantly commercial purposes, except under exceptional circumstances and when manifest benefit to the World Heritage generally or particular World Heritage Sites can be demonstrated. Requests for such use shall require approval in accordance with these Guidelines and Principles and the concurrence of the national authorities of countries specifically concerned.

The Centre is not to accept any advertising, travel, or other promotional considerations from travel agencies or other, similar companies in exchange or in lieu of financial remuneration for use of the Emblem.

(8) When commercial benefits are anticipated, the Centre should ensure that the World Heritage Fund receives a fair share of the revenues and conclude a contract or other agreement that documents the nature of the understandings that govern the project and the arrangements for provision of income to the Fund. In all cases of commercial use, any staff time and related costs for personnel assigned by the Centre or other reviewers, as appropriate, to any initiative, beyond the nominal, must be fully covered by the party requesting authorization to use the Emblem.

National authorities are also called upon to ensure that their sites or the World Heritage Fund receive a fair share of the revenues and to document the nature of the understandings that govern the project and the distribution of any proceeds.

(9) If sponsors are sought for manufacturing products whose distribution the Centre considers necessary, the choice of partner or partners should be consistent, at a minimum, with the criteria set forth in Annex V of the "Internal Guidelines for Private Sector Fund-Raising in Favour of UNESCO," and with such further fund-raising guidance as the Committee may prescribe. The necessity for such products should be clarified and justified in written presentations that will require approval in such manner as the Committee may prescribe.

AUTHORIZATION PROCEDURE FOR THE USE OF THE WORLD HERITAGE EMBLEM

A. SIMPLE AGREEMENT OF THE NATIONAL AUTHORITIES

National authorities may grant the use of the Emblem to a national entity, provided that the project, whether national or international, involves only World Heritage sites located on the same national territory. National authorities decision should be guided by the Guidelines and Principles.

B. AGREEMENT REQUIRING QUALITY CONTROL OF CONTENT

Any other request for authorization to use the Emblem should adopt the following procedure:

- (a) A request indicating the objective of the use of the Emblem, its duration and territorial validity, should be addressed to the Director of the World Heritage Centre.
- (b) The Director of the World Heritage Centre has the authority to grant the use of the Emblem in accordance with the Guidelines and Principles. For cases not covered, or not sufficiently covered, by the Guidelines and Principles, the Director refers the matter to the Chairperson who, in the most difficult cases, might wish to refer the matter to the Bureau for final decision. A yearly report on the authorized uses of the Emblem will be submitted to the World Heritage Committee.
- (c) Authorization to use the Emblem in major products to be widely distributed over an undetermined period of time is conditional upon obtaining the manufacturer's commitment to consult with countries concerned and secure their endorsement of texts and images illustrating sites situated in their territory, at no cost to the Centre, together with the proof that this has been done. The text to be approved should be provided in either one of the official languages of the Committee or in the language of the country concerned. A draft model form to be used by third parties to obtain States Parties' authorization for the use of the Emblem appears as an appendix to this document.
- (d) After having examined the request and considered it as acceptable, the Centre may establish an agreement with the partner.
- (e) If the Director judges that a proposed use of the Emblem is not acceptable, the Centre informs the requesting party of the decision in writing.

RIGHT OF STATES PARTIES TO EXERT QUALITY CONTROL

Authorization to use the Emblem is inextricably linked to the requirement that the national authorities may exert quality control over the products with which it is associated.

- (1) The States Parties to the Convention are the only parties authorized to approve the content (images and text) of any distributed product appearing under the World Heritage Emblem with regard to the sites located in their territories.
- (2) States Parties that protect the Emblem legally must review these uses.
- (3) Other States Parties may elect to review proposed uses or refer such proposals to the World Heritage Centre. States Parties are responsible for identifying an appropriate national authority and for informing the Centre whether they wish to review proposed uses or to identify uses that are inappropriate. The Centre will maintain a list of responsible national authorities.

Content Approval Form

[Name of responsible national body], officially identified as the body responsible for approving the content of the texts and photos relating to the World Heritage sites located in the territory of **[name of country]**, hereby confirms to **[name of producer]** that the text and the images that it has submitted for the **[name of sites]** World Heritage site(s) are **[approved]** **[approved subject to the following changes requested]** **[are not approved]**

(delete whatever entry does not apply, and provide, as needed, a corrected copy of the text or a signed list of corrections).

Notes:

It is recommended that the initials of the responsible national official be affixed to each page of text.

The National Authorities are given one month from their acknowledged receipt in which to authorize the content, following which the producers may consider that the content has been tacitly approved, unless the responsible National Authorities request in writing a longer period.

Texts should be supplied to the National Authorities in one of the two official languages of the Committee, or in the official language (or in one of the official languages) of the country in which the sites are located, at the convenience of both parties.