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UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL
ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL
AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Twenty-third session
Marrakesh, Morocco
29 November – 4 December 1999

**Item 11 of the Provisional Agenda : Activities Concerning World Heritage
Documentation, Information and Education**

SUMMARY

This document presents :

- A. Overview
- B. The 2000 Workplan and Budget for World Heritage Documentation, Information and Education Activities, presented in five major sections:
 - I. Documentation
 - II. Information
 - III. Internet and World Heritage Information Network (WHIN)
 - IV. Self-financing Programme for Partnerships with the Media and Publishers
 - V. UNESCO Special Project for Young People's Participation in World Heritage Preservation and Promotion

Decision required :

The Committee is requested to adopt the proposed World Heritage Documentation, Information and Education Programme for 2000 presented in Section B of this document.

A. OVERVIEW

At its twenty-second session the World Heritage Committee adopted a new Strategic Plan for World Heritage Documentation, Information and Education. This plan stressed the need to prepare concise, well-documented and professionally-written information on the World Heritage Convention and the actions taken to protect listed sites and diffuse it to carefully identified target audiences.

To respond to these needs, new objectives were outlined and proposed in 1998 as a part of a long-term three year plan. The first of these objectives was to create new information material with particular emphasis on the state of conservation of sites, giving priority to those inscribed on the List of World Heritage in Danger.

In 1999 information sheets were prepared on the rationale and procedure for the inscription of sites in the List of World Heritage in Danger, and on each one of the twenty-three sites included in this List. In order to effectively contribute to the preservation of these sites, several activities could be envisaged in the future:

- a monograph could be published on the sites in Danger, with the emphasis on actions to preserve them, in view of organising “preservation campaigns”;
- action could be concentrated on one or two sites in Danger in order to achieve concrete results in the near future;
- encourage partnerships with world-wide media networks, and orient their production of information materials towards sites inscribed in the List of World Heritage in Danger.

The Centre's documentation function is to archive and distribute official World Heritage documents, including the reports of statutory and expert meetings, nomination dossiers, state of conservation reports, mission reports, studies and other publications on the World Heritage Convention and the listed sites. Based on the rapid increase in demand for these documents and other forms of public information over the last three years, the highest priority has been given to the development of electronic-based documentation in order to satisfy this demand using existing staff resources.

However, the documentation function of the Centre continues to be hindered by a lack of space for both staff and archival storage. These conditions have resulted in the postponement of some planned work projects.

The contributions from three States Parties (Finland, the United Kingdom, and the United States of America) and the World Heritage Fund made possible the initiation of a contract in 1999 with the European Space Agency (ESA) to assist the World Heritage Centre in developing a modern Information Management System. The first phase of this project, which will be completed by the time the Committee meets in Marrakesh, will include the Document Management System, a consolidated World Heritage site database, and an upgrade to the current International Assistance database. The Budget for the World Heritage Information System is included in Chapter I of WHC-99/Conf.209/18.

The Secretariat's statutory target audiences are the national agencies within States Parties responsible for heritage conservation and the management authorities for individual World Heritage sites. Complete lists of these agencies had not been updated for a number of years. A first step toward consolidating information about these agencies was taken by

sending a Circular Letter to the Permanent Delegations and National Commissions of all States Parties, requesting their co-operation in the establishment of a list of heritage preservation authorities and institutions at the national level. This letter also requested States Parties to confirm and expand the Secretariat's list of local management authorities of World Heritage sites, further strengthening the network of World Heritage sites. At the date of this report, forty-one States Parties (26%) had responded. A second Circular Letter is planned for early 2000 targeted directly at national agencies responsible for World Heritage activities. With the response from these letters, the World Heritage Centre will be in a better position to focus the diffusion of information materials on the Convention. This exercise, however, needs regular updating.

The diffusion of information material on the Convention is essential to raise public awareness on the need to preserve cultural and natural heritage. However, throughout the past years, the Centre has had limited outreach capacities due to the relatively small number of copies produced. To take as an example the documents most in demand, the World Heritage Map and brochure, the production run of 26,000 copies in three languages cannot satisfy the overall presentation needs concerning the World Heritage Convention and the listed sites.

An attempt to remedy this situation was made by proposing a new cost-sharing policy to the State Parties, as recommended by the Committee at its twenty-first session. If States Parties would be willing to contribute to the printing cost in return for receiving a larger number of copies, it would be possible to substantially increase the print run of the Map and Brochure. A Circular Letter to this purpose was sent out in November 1998 to all National Commissions, Permanent Delegations, and UNESCO Regional Offices. The WHC received seventeen responses; of these, only one State Party wished to pay for additional copies, while sixteen did not wish to order more copies than the amount proposed free-of-charge by the Centre. Admitting that more time is needed for this new approach to be accepted by the States Parties and institutions interested in heritage preservation, the Centre continues to propose the cost-sharing concept to all new partners, as well as to explore other avenues to increase the distribution of its printed materials. Under consideration is the possibility to sell the Map and World Heritage posters through UN organisation sales outlets at prices only marginally above production costs.

Large numbers of the World Heritage Information Package were distributed to the public at the following special events: the MIPCOM (an international TV market) in Cannes, the ITB in Berlin, the Frankfurt Bookfair and several fairs in the Netherlands, the "Heritage Days" in Paris, the scientific conference on heritage networks and mediation of World Heritage held in Poitiers (France), as well as on the occasion of inscription ceremonies celebrated at newly inscribed World Heritage sites. Thirty World Heritage certificates for sites in fourteen States Parties were presented at the States Parties' request.

The UNESCO World Heritage programme has also been awarded the 1999 Rotondi Award, at a ceremony held in Sassocorvaro, Italy, for "... implementing successful safeguarding measures with respect to the world's most recognised sites, and ... extending awareness of the world's heritage, different cultures and diverse natural environments...".

Throughout 1999 the Centre noticed an important increase in International Assistance requests for promotional, information and education activities. The Centre has now prepared an application form for this assistance. The rise in the number of requests for on-site promotional assistance compared to those received in 1998 - twenty-five requests were

approved and the total annual amount was already obligated as of 31 May 1999 - is a clear indication of the relevance of this International Assistance and of the need for public information tools within each country.

Collaboration has been initiated with the Association "Arts et éducation" of the Municipality of Paris, for informative afternoons at UNESCO with college students interested in the World Heritage Convention. The programme will start in the year 2000. Collaboration was also initiated with the French web design company "Art'kan", to develop a prototype for an interactive educational World Heritage game to be made available on the Centre's website. "Art'kan" is creating the prototype free of charge and the Centre will search for donors in 2000 to develop a series of thematic World Heritage games for young people .

During 1999 tremendous progress in the implementation of the UNESCO Special Project: "*Young People's Participation in World Heritage Preservation and Promotion*" was achieved with the publication of the World Heritage Educational Resource Kit for secondary school teachers entitled "*World Heritage in Young Hands*". The Kit was distributed for testing and evaluation in more than 600 schools in over 100 UNESCO Member States. A series of sub-regional teacher-training courses were conducted in co-operation with States Parties and UNESCO Field Offices to facilitate the integration of World Heritage Education into secondary school curricula.

B. WORKPLAN AND BUDGET 2000

As in previous years, and in conformity with the 1992 Strategic Orientations, the programme for Documentation, Information and Education contains the following five sections:

- I. Documentation
- II. Information
- III. Internet and World Heritage Information Network (WHIN)
- IV. Self-financing Programme for Partnerships with the Media and Publishers
- V. UNESCO Special Project for Young People's Participation in World Heritage Preservation and Promotion

In accordance with the Strategic Plan for World Heritage Information, Documentation and Education activities adopted by the World Heritage Committee at its twenty-second session, the following activities are proposed for 2000:

I. Documentation

Much of the work now being undertaken in Documentation is designed to improve access to the Centre's files using the new Information Management System. In the year 2000, a considerable part of this information will be made available to partners and other decision-makers as this data is put online in a secure environment. Databases will give improved public access to select information on International Assistance and World Heritage sites. With a new interface, the World Heritage List database will allow users access to sites by type of site or period of significance, in addition to alphabetical and regional arrangements. The digitisation of State of Conservation information from Committee working documents and other reports, is continuing, and a much larger number of images on World Heritage sites, provided with nomination dossiers will also be made available.

A consequence of the growing popularity and visibility of the Convention has been a significant expansion in the physical size of nomination dossiers being received. Both the Secretariat and the Advisory Bodies, with limited staff, are encountering greater difficulty in managing the information. Differing page formats, length of nomination texts, sometimes exceeding the size of a small encyclopaedia, make storage, digitisation, and retrieval of these nominations both difficult and expensive. This fact is reflected in an increase in the time required for --and consequently in the cost of -- the Registration process. Many States Parties would welcome guidance on the nomination format. The Secretariat proposes to encourage the submission of nomination dossiers in standard A4, loose-leaf paper format, and in electronic form by all States Parties capable of doing so. An expert meeting held in London in October 1999 prepared text on recommended geographic information to be submitted with both nominations and periodic reports on the state of conservation (see information document WHC-99/CONF.209/INF.19). By the time of the Committee's meeting in Marrakesh, a circular letter to States Parties is anticipated that will provide draft guidelines on nomination format, graphics, and maps. After a comment period, the Secretariat expects to bring these guidelines to the Committee next year with a proposal for official adoption.

During 2000, the Centre will study, with the advice of the UNESCO Bureau of Documentation, Information and Telecommunication (DIT) and consultants, procedures for the digitisation and retrieval systems for existing paper files in the Centre to make them easier to access and to lessen the need for paper storage on site.

In 1999 the following work was accomplished:

- An estimated 115 Statutory Meeting Working Documents in two languages and two file formats were made available to Committee members (460 files in total)
- 31 Nomination dossiers (6735 pages) for sites inscribed in 1998 were scanned and made available to the Advisory Bodies on two CD-ROMs.
- 77 State of conservation working documents (1985-1998) were scanned and indexed.
- 79 new nominations proposed for review by the Advisory Bodies and World Heritage Committee in 2000 registered, inventoried, and analyzed
- 162 submissions concerning sites from 19 States Parties were added to the Tentative List database
- 6 mailing list databases consolidated and user-friendly interface installed
- Expert meeting held in London, UK, 15 October 1999 to recommend improved reporting of geographic information

In 2000 the following documentation activities are proposed:

- I.1 Inventory and Digitisation of State of Conservation Reports, nomination dossiers for World Heritage sites inscribed in 1999 and slide digitisation and database.** This task represents the initiation of a two-year project that will form a major data component of the new World Heritage Information System. It foresees a database inventory of all State of Conservation reports referenced in the Committee and Bureau reports, 1978-1998, including the state of conservation report for each site, decision by the Committee and, where known, actions taken. The reports themselves will be digitised and made available to the network of staff and partners. In the future, reports provided by States Parties in compliance with Article 29 of the Convention will also be processed through this system. The digitisation of nomination dossiers will bring

up to date the collection of nomination dossiers already scanned. The newly created digital image archive begun by the OPI (Office of Public Information) Photo Library will be augmented using the digital format and database design already in use by OPI, allowing the consolidation of image files. Much of the new information, submitted by States Parties for site promotional purposes, will be made available on the web. Partners: CLT/CH, SC/ECO, SC/GEO, ICOMOS, IUCN, WCMC, OPI/AUD

Budget: WHF 2000: US\$ 18,000

- I.2 Online Access to Statutory Meeting Working Documents.** This project, which will become part of the new Information Management System (IMS), continues the process begun in 1996 to make working documents available to Committee members and Advisory Bodies. In 1999-2000, these files will become part of the Document Management System being developed as part of the IMS. Partners: DIT/AM

Budget: WHF 2000: US\$ 5,000

- I.3 Electronic registration of nominations submitted for review in 2001.** The dossiers will be digitised and become part of the World Heritage Information System. Partners: ICOMOS, IUCN

Budget: WHF 2000: US\$ 10,000

- I.4 Update and maintain databases:** Although the databases will be absorbed into the new World Heritage Information System, the data will need to be updated. The work will be done partly under fee contract. In 1999-2001, these files will become part of the Document Management System being developed as part of the IMS.

Budget: WHF 2000: US\$ 5,000

Total budget Documentation (I): WHF 2000: US\$ 38,000

II. Information

Objectives and Achievements in 1999

In 1999 the **World Heritage Information Package** was produced and distributed with several elements of the Package improved and new ones added in an effort to offer extensive information on all steps in the protection and conservation process : a) the World Heritage List was produced with a new design; b) the Brief Descriptions of World Heritage sites were sent to relevant authorities in State Parties for checking and approval, and a revised version, which includes all changes, has been prepared for printing in 2000; c) the 1999 version of the World Heritage Map was printed and the World Heritage brochure was updated and reprinted; d) three new sheets were added to the Information Kit on the following themes: Tentative Lists, Benefits of ratification of the World Heritage Convention and the List of World Heritage in Danger; in addition to these, separate sheets on each site inscribed in the List of World Heritage in Danger were prepared and printed after verification by the relevant State Party authority. The sheet on Global Strategy, initially planned to be published in 1999, will be finalised at the end of this year, following the new orientations adopted by the 12th General Assembly, and printed in 2000.

After the diffusion to the anglophone States Parties of the English version of the **World Heritage slide kit**, the 50 slides illustrating the various aspects of the Convention and their accompanying text, were produced in a French version and dispatched to francophone State Parties.

The **World Heritage travelling exhibition** on the World Heritage conservation process was presented to the public at the site of Pyrénées/ Mont-Perdu and a CD ROM version of it has been sent to the Australian site of Lord Howe Island for an on-site preparation of an exhibit – an entirely new form of co-operation in this field. In the United States the exhibit has been shown at the World Bank Headquarters. A Spanish version of the exhibit was prepared and produced on light-weight easily transportable scrolls.

A new travelling photo exhibition was produced with extra-budgetary funds generated through the Self-financing Programme (Section IV). This small exhibition was designed for use during events such as the annual Heritage Days in France, or during other special events and meetings on World Heritage in other countries. It will be displayed during the twenty-third session of the World Heritage Committee in Marrakesh.

In conformity with the **Radio Strategy** proposed to the Committee in 1998, the Centre has worked closely with UNESCO's Office of Public Information for the development of scenarios and radio programmes on World Heritage. When finalised, these scenarios and programmes will be made available to States Parties wishing to develop this activity.

Four issues (10-13) of the *World Heritage Review* were published. The specificity of the *Review*, as a means for promoting the Convention and increasing public awareness of the conservation needs of the sites under its protection, has been significantly developed, thanks to a well-targeted editorial policy through which the Editorial Board strives to differentiate the *Review* from standard travel and tourism magazines. The quality of the texts, both in their content and in their presentation, has been substantially improved, as has the new cover-page design which has now been adopted for all three language versions of the *Review*. In articles published during the past two years, the Editorial Board has sought to focus increasingly on the sites' conservation needs, as well as give priority to texts written by local authors. Regular contacts with the advisory bodies, ICCROM, IUCN and ICOMOS, have proven to be highly useful in checking the texts sent by authors and getting updated information on on-site projects. Authorisation has been obtained to reproduce the articles already published in the *Review* on the World Heritage Centre Web site, and by the end of the year a selection of these articles will be available to Internet users.

The main problem of the *Review* continues to be its limited distribution. At the time of the last meeting of the Committee, the French edition was co-published with Editions Faton (Dijon), the English edition was distributed in the United States by Eastern News (New York) and the Spanish edition was co-published with Prensa Española (Madrid). Since then, UPO (the UNESCO Publishing Office) has changed its co-publishing and distribution partners: the Spanish edition is now co-published with Editorial América Iberica S.A. (Madrid); negotiations are taking place with a new distributor for North America which covers both the United States and Canada; and the French edition is distributed to the kiosks and bookstores in France through the NMPP directly from UPO. It is too early to give an objective evaluation of these changes to the distribution and sales of the *Review*, but it was clear to UPO that a change was necessary if there were to be long-term improvements.

At present the sales, both through subscriptions and direct sales, for all three language versions (English/French/Spanish) of the *Review* total, for four issues, some 40,000 copies per annum, i.e. 10,000 copies per issue. UPO continually strives to improve not only the means of distribution of the *Review* but also the geographical spread, despite the distinct lack of human and financial resources. The Committee had suggested at its last meeting that a reader survey for the *Review* be carried out but this has not yet been done principally because of lack of human resources.

By the time of the Committee meeting in December 1999 it is expected that six bimonthly issues of the *World Heritage Newsletter* will have been published in English and French (5,000 copies each) and a total of eighteen issues of **WHNEWS**, the electronic mail version, will have been circulated.

The three above-mentioned publications, the *Review*, the *Newsletter* and the electronic *WHNEWS*, each of them being designed for a specific audience, present different kinds of information in different ways and appear with different frequency. However, their complementarity is evident, as the overall purpose, informing and sensitising the public to World Heritage preservation issues, remains the same for all three outlets.

The 2000 issue of the *World Heritage Desk Diary* was prepared and produced in 10,000 copies. Complimentary copies have been sent to site managers of the sites featured in the Diary, and other complimentary copies will be sent to managers of new sites to be inscribed in the World Heritage List in December 1999.

A four-page colour brochure on the implementation of Article 29 of the World Heritage Convention, **Periodic reporting**, has been prepared for print and will be available by the end of the year in English (6000 copies), French (4000) and Spanish (2000). It is intended for use by the general public, by States Parties' officials who do not deal directly with the preparation of the periodic reports, and as a hand-out at information and training events. Other language versions are planned for year 2000.

In 2000 the following information activities are proposed:

II.1 The World Heritage Information Package

II.1.1 The 2000 World Heritage Map and Brochure. Language/quantity: English/14,000; French/8,000; Spanish/4,000. The budget includes the updated lay-out, printing and mailing costs.

Budget: WHF 2000: US\$ 35,000

II.1.2 The World Heritage Information Kit. Language/quantity: English/5,000; French/5000; Spanish/3,000. Prepare new sheets on: 1. Tourism and sustainable tourism practices, 2. Global Strategy, 3. Partnership with the private sector and use of the WH emblem. A new multi-purpose folder will be prepared for the presentation of the Information package to the press and other partners. The budget includes editing, translation and lay-out costs for the new sheets, updating and printing of the existing ones, as well as costs for the printing of the new folder. Mailing costs are also budgeted.

Budget: WHF 2000: US\$ 23,000

II.1.3 The updated basic information documents and forms, including: WH List, List of States Parties, Brief descriptions, Convention text, Nomination form, International Assistance forms, etc. The budget includes editing, printing and mailing costs.

Budget: WHF 2000: US\$ 4,000

Sub-total II.1: WHF 2000: US\$ 62,000

II.2 Exhibitions and special events

II.2.1 Duplication of the Spanish-language version of the **slide pack** on the WH Convention into 60 copies. Reproduction of 60 English and French versions for additional requests from low-income countries. The budget includes production and mailing costs.

Budget: WHF 2000: US\$ 6,000

II.2.2 Updating of the **travelling exhibition** on the World Heritage Conservation Process in English, French and Spanish. Addition of new panels on Global Strategy and monitoring. The budget includes updating, translation, reproduction and part of the shipping costs (partners in States Parties will be sought to cover major part of shipping costs).

Budget: WHF 2000: US\$ 5,000

Sub-total II.2: WHF 2000: US\$ 11,000

II.3 Publications

II.3.1 While it is impossible to have a staff member devoted full-time for work on the *World Heritage Review*, the editing and co-ordination of the Review requires the continued engagement of a bilingual Managing Editor, whose role has proven to be of great importance in ensuring the quality of the articles. An initial stock of articles has been created in 1999 by commissioning the writing of articles by experts in States Parties and this should be continued in 2000. The budget includes co-ordination, editing and copy-editing costs, and authors fees. Partners: Ediciones San Marcos, UNESCO Publishing Office, External distributors

Budget: WHF 2000: US\$ 25,000

II.3.2 Six issues of the **World Heritage Newsletter** are planned for printing in 2000, along with 24 issues in the electronic version (WHNews). The budget includes editing, printing and mailing costs. Partners: Individual contributors, WHIN partners

Budget: WHF 2000: US\$ 19,000

II.3.3 Co-production of the **World Heritage Desk Diary 2001** jointly with UNESCO Publishing and San Marcos. The WH Fund input represents support for 1/3 of the

production costs and will ensure 600 copies for free of charge distribution to States Parties and WH site managers, as well as mailing costs. Partners: UNESCO Publishing Office, San Marcos

Budget: WHF 2000: US\$ 13,000

II.3.4 Production and distribution of the brochure on the implementation of Article 29 of the Convention, **Periodic reporting**, in Arabic, Russian and Chinese (6000 copies).

Budget: WHF 2000: US\$ 10,000

Sub-total II.3: WHF 2000: US\$ 67,000

Total budget Information (II): WHF 2000: US\$ 140,000

III. Internet and WHIN

In September 1999, for the first time, the World Heritage web site received over 1 million "hits" for the month, more than double the number recorded at the same time in 1998. The highest number of hits in July was set on the day following the Extraordinary Session of the Committee with 46,826 hits. The publication of the Report of the July Bureau session was also popular: in the week immediately following its announced availability, over 1,300 individuals had requested the document.

The considerable public interest in World Heritage information is evident in the rapid increase in requests to the World Heritage public web site and in the growing number of individual requests to the Secretariat for detailed information about sites. Currently these are answered by mailing or faxing copies of the nomination text or Advisory Body evaluations. Internet activities will take advantage of the new World Heritage Information System to augment the redesigned World Heritage web pages. Using the new system it will be possible to make greater amounts of information available concerning decisions of the Committee as well as site and State Party information.

In the interim, efforts will be expanded to make new types of site information available. In particular, as greater use is made of Geographic Information Systems by organisations and management authorities around the world, increased efforts will be made to make geographic information available in both graphic and digital form. In 1999 simplified regional and State Party maps were developed for use on the web site. The exercise revealed that much of the information originally presented is insufficiently precise for modern mapping purposes. In 2000, a detailed assessment of the geographic information available concerning World Heritage sites in the Secretariat and Advisory Bodies will be undertaken. The results of this assessment will be reported to the States Parties concerned, so that appropriate action can be taken in the preparation of the periodic reports on the state of conservation.

The Centre is currently exploring with institutional partners the options concerning remote sensing, especially for those natural sites on the list of World Heritage in Danger. Site pages will also carry state of conservation information as reported by the Committee in its annual meeting reports.

State Party data sheets containing information about individual sites, records of international assistance, contact information and other World Heritage activities were published for the first time on the web in 1999. State Parties have been requested to verify the accuracy of this information through a circular letter sent to delegations and national commissions during 1999.

The new site management and State Party contacts indicated in the responses from States Parties will be used to increase the flow of information to WHIN partners through both the *World Heritage Newsletter*, now returned to a bimonthly schedule, and WHNEWS. By the time of the Committee meeting in Marrakesh it is anticipated that WHIN will have been re-launched, in conjunction with site management network discussions at Poitiers, France (17-19 November 1999). More proactive effort to collect news on World Heritage sites will increase the visibility of both the activities of sites and of the Convention.

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

In 1999 the following work was accomplished:

- Links to 1998 State of Conservation reports from the specific site web pages concerned.
- Re-launch of World Heritage Information Network to better identify partner organisations and the benefits of adhesion to WHIN
- Separate web pages established for each of the States Parties to the Convention, highlighting World Heritage Activities of each.¹
- Simplified regional and State-Party maps showing the approximate location of each World Heritage site.

In 2000 the following work activities are proposed:

III.1 Assessment of the state of geographic information on World Heritage sites. The Assessment of files in the Secretariat and Advisory bodies will report on the adequacy of existing information to accurately determine boundary and buffer-zone information for both graphical and digital display (GIS) purposes. The information will be added to the individual web site pages, as well as to the update of the WHL database. Where additional information is necessary, reports will be prepared for the States Parties concerned.

Budget: WHF 2000: US\$ 20,000

III.2 Introduction of Committee decisions on State of Conservation to individual World Heritage site pages. Based on information provided from the State of Conservation database, web page links will be made to the 1999 decisions of the World Heritage Committee. The number of these links will grow as the work on the State of Conservation database expands, allowing a user to easily examine the record of decisions on individual sites by the World Heritage Committee.

¹ Drafts of these pages were submitted to the respective Permanent Delegations and National Commissions as part of the Circular Letter noted above.

Budget: WHF 2000: US\$ 10,000

III.3. World Heritage web site expansion to include new Information Kit sheets (see section II.1.2), articles from the “World Heritage Review”, additional Statutory documents pages with selected older working documents in English and French. Other texts will be included, in association with the Advisory Bodies, such as the management guidelines for site managers, and, where available, proceedings of regional World Heritage workshops and meetings.

Budget: WHF 2000: US\$ 20,000

III.4 Annual update of web pages reflecting decisions of the Committee regarding World Heritage List, List in Danger, Report of the Committee, and selected working documents for public web site.

Budget: WHF 2000: US\$ 5,000

III.5 World Heritage Information Network (WHIN). Implementation of the recommendations of the WHIN review and of the Experts Group on the Data and Information Infrastructure of the World Heritage Centre. In addition to the WHIN re-launch, the work requires a renewed targeting of partner organisations and further definition of other potential information providers.

Budget: WHF 2000: US\$ 15,000

Total budget Internet and WHIN (III): WHF 2000: US\$ 70,000

IV. Self-financing programme on partnerships with the media and publishers

Objectives

In 1999, the Self-financing Programme for Partnerships with the mass media, in accordance with the Strategic Plan for World Heritage Information, Documentation and Education Activities, focused on three main objectives:

- Improve the distribution mechanism of existing World Heritage information materials.
- Encourage the Centre's partners to create specific materials using a more thematic approach.
- Develop new partnerships to respond to the endlessly growing demand for information on World Heritage.

In an attempt to respond to the first objective, existing partnerships were reviewed, in co-operation with UNESCO's Office of Public Information in order to devise a new distribution strategy for all materials produced by outside partners. The results of this internal evaluation showed that there was a need to amend some of the agreements to include a shared ownership clause thus ensuring increased dissemination of the final product. The Centre also focused on selecting new partners with the ability to reach people around the world. Such was the reasoning behind the launch of a partnership with Arts & Entertainment Television

Networks and the History Channel, a television company with a network of over 50 channels around the world (see details in the report below).

To achieve the second objective, emphasis was placed on promoting the production of materials on the List of World Heritage in Danger. Partnerships such as the one established between the Centre and the French jewellery and watch makers, Boucheron, were developed on the basis of this principle.

The establishment of new partnerships, as specified in the third objective, has greatly improved since the adoption of *the Guidelines for the Use of the World Heritage Emblem* and quality control measures by the World Heritage Committee in 1998. These Guidelines have provided the Centre with clear regulations, most notably facilitating the process of selection of new partners for World Heritage promotional activities.

Activities carried out in 1999 and proposed programme for 2000

(i) Film partnerships

Südwestrundfunk (Germany)

According to the terms of the new agreement signed in October 1998 between the Centre and Südwestrundfunk (SWR) for the continued production of the television series entitled "Treasures of the World", SWR has produced another 25 episodes for the series and has planned to complete the production of a total of 30 episodes before the end of the year. The completion of the 200th episode is foreseen in the year 2000. The series is currently transmitted weekly on the German satellite channel 3 SAT, broadcasting in Germany, Austria and Switzerland. SWR Media, the distribution office of SWR, has recently concluded two licence agreements with the Discovery Channel (USA) and La Cinquième (France) for the series to be broadcast on these channels. A direct result of these agreements will be an important increase in the audience. The minimum fee of DM 3,000 per film produced was contributed by SWR to the Fund and earmarked for servicing fees totalling approximately US\$ 46,000.

Earmarked income received in 1999 for servicing:	US\$ 46,000
Expected earmarked income in 2000 for servicing:	US\$ 46,000

Tokyo Broadcasting System (TBS) / National Federation of UNESCO Associations in Japan (Japan)

Tokyo Broadcasting System (TBS) celebrated its third consecutive year of production of the World Heritage television special broadcast weekly in Japan. To commemorate this special event TBS produced "The Colour of Memories": a non-commercial CD-ROM / DVD package designed to promote the television series. It was produced by TBS and sponsored by Sony and includes interviews, photo illustrations of World Heritage sites and brief descriptions in Japanese and English. The Centre, the National Federation of UNESCO Associations in Japan (NFUAJ) and TBS are currently jointly studying the possibility of co-producing a commercial version of the package for distribution world-wide in the year 2000. In 1999, NFUAJ contributed a total amount of US\$ 60,000 to the Fund as per the agreement for this activity, of which US\$ 30,000 is earmarked for servicing fees and US\$ 30,000 is allocated to field activities in Asia.

Earmarked income received in 1999 for servicing:	US\$ 30,000
Income received in 1999 and earmarked for field activities in Asia :	US\$ 30,000
Expected earmarked income in 2000 for servicing:	US\$ 30,000
Expected non-earmarked income in 2000 for the WH Fund:	US\$ 30,000

Arts & Entertainment Television Networks / The History Channel (USA)

The World Heritage Centre and Arts & Entertainment Television Networks (AETN) have agreed to develop a partnership for the production of a series of public service announcements (PSA) on sites inscribed on the List of World Heritage in Danger. The PSAs focus on the need to preserve these threatened sites and encourage the public to actively participate by donating funds through a specially designed web site. Three PSAs have already been completed on Angkor, Jerusalem and Timbuktu and will be broadcast starting November 1999 on 54 channels world-wide.

World Heritage: Ours to Cherish, Ours to Protect

In response to a growing demand for a non-site specific documentary film on World Heritage, the Centre, with the co-operation of its film production partners, initiated the production of a film on the World Heritage conservation process. The film was produced in French and English using funds granted by the World Heritage Committee for this programme in 1997 and funds contributed for this purpose by the Regional Council of Poitou-Charentes. However, due insufficient funds for this project, the duplication and subsequent distribution of the film to the States Parties and the National Commissions for UNESCO cannot be ensured. US\$ 5,000 is requested from the World Heritage Fund for this purpose. In addition, US\$ 3,000 is requested from the Fund to produce a Spanish and Arabic version of the film in 2000.

WHF 2000: US\$ 8,000

(ii) Publication partnerships

Walk Associates Ltd. and Nihon Tushinkyoiku Renmei Co. Ltd. (Japan)

In 1998, Walk Associates Ltd., a Japanese private production company, completed the production of a series of home videos (10-cassette video package) on World Heritage for distribution on the Japanese market. After completion of the first series, Walk Associates Ltd. envisaged the launch of a second series. However, due to lack of funds, the film production could not begin as initially planned. Walk Associates Ltd still hopes to gather sufficient funding support for this activity to take place in the future and for which a new contract should be foreseen.

In 1999, Walk Associates Ltd. and Nihon Tushinkyoiku Renmei Co. Ltd. approached the Centre with a joint proposal for the publication of a work consisting of a three-volume set of books on a selection of World Heritage sites. Upon approval of this proposal by the Japanese Permanent Delegation to UNESCO, a letter of Agreement was signed for this activity between Walk Associates Ltd. and the World Heritage Centre in the summer of 1999. The Agreement foresaw the payment of US\$ 10,000 as an advance payment of royalties from the sale of the books and another US\$ 10,000 to be used to ensure the quality control of the texts and photographs contained in the works. The funds were received and contributed to the World Heritage Fund in September 1999. The books are planned for publication at the beginning of 2000.

Earmarked income received in 1999 for quality control: US\$ 10,000

Non-earmarked income received in 1999 for the WH Fund: US\$ 10,000

Kobi Graphis (Japan)

An agreement was renewed in 1999 for the publication of the sixth series of Panasonic youth and corporate calendars to be published for the year 2000. Both calendars have recently been completed and will be available in November 1999. Kobi Graphis contributes a total of US\$ 50,000 plus royalties to the World Heritage Fund for this activity each year. Part of the funds received from Kobi Graphis in 1999 for the last edition of the calendar were used to develop photographic archives of World Heritage sites, reinforce the Centre's informatic equipment, and prepare a new folder for the World Heritage Centre information material. Negotiations are under way for another series of Panasonic calendars for the year 2001 in which case another US\$ 50,000 plus royalties may be expected.

Non-earmarked income received in 1999 for the WH Fund: US\$ 51,380

Expected non-earmarked income in 2000 for the WH Fund: US\$ 50,000

Verlagshaus Stuttgart, Germany; Kodansha, Japan; Plaza y Janes, Spain and UNESCO's Publishing Office for the World Heritage Encyclopaedia The World Heritage Encyclopaedia, a 12-volume encyclopaedia co-published by UNESCO and Verlagshaus Stuttgart, Plaza y Janes, and Kodansha through a quadriparty agreement, continues to be a very successful publication. All three versions, German, Spanish and Japanese, have been completed for over a year. Other licence agreements have been concluded by UNESCO's Publication Office (UPO) in other countries thus ensuring a wider dissemination of information on World Heritage. New versions of the Encyclopaedia include: Polish, Czech, Slovenian, Greek, and Russian. Royalty fees from the sale of the Encyclopaedia due to UNESCO are shared equally between UPO and the Centre.

In 1999, the World Heritage Fund received a total income of US\$ 44,200 from UPO, of which approximately US\$ 40,000 was the Centre's share of royalties from the sale of the encyclopaedia, and US\$ 4,000 came from the sale of the World Heritage Diary and other publications. Estimations of contributions to the Fund in the year 2000 cannot be precisely predicted.

Non-earmarked income received in 1999 for the WH Fund: US\$ 44,200

Corriere Della Sera (Italy) A partnership was developed between the Italian daily newspaper Corriere della Sera and UNESCO, with the support of the Italian Permanent Delegation of UNESCO, for the elaboration of an effective information campaign on World Heritage to be published in the newspaper. The campaign was launched in August 1999 in two phases. The first phase consisted of publishing a series of three 1-page colour announcements on World Heritage at the rate of one per day for a period of 17 days for inclusion in the Corriere della Sera and the Gazzetta dello Sport. The second phase of the campaign consisted of publishing and distributing a free supplement on a selection of World Heritage sites. The supplement is to be published every Monday, Tuesday and Wednesday for a period of 17 weeks ending in January 2000. The texts published in the supplement were extracted from the Spanish World Heritage Encyclopaedia co-published by UNESCO and Planeta / di Agostini in 1995 and translated into Italian. In developing this partnership and launching this campaign, the Centre aimed to increase awareness of the need to preserve World Heritage, mobilise support from the general public and develop a direct fund-raising campaign in favour of UNESCO's World Heritage Fund. Contributions from the public are

being collected by UNESCO's Bureau for Extra-budgetary Funding (BER) and will be transferred to the World Heritage Fund in 2000.

Editions Art'Kan (France) In 1997 Art'Kan created an innovative educational guide on the banks of the Seine River for the celebration of the heritage days "Journées du Patrimoine" in France. The guide was distributed free of cost to the Parisian public. Another guide on the Cistercian Abbey of Fontenay and the city of Lisbon were also edited subsequently. Art'kan has since then proposed to develop a series of guides based on the same principles. This project proposal was approved by the French National Commission for UNESCO in 1999 and Art'Kan, with the Centre's co-operation, began actively seeking sponsors and partners.

(iii) Other media related activities

RTL (France) As a part of its efforts to promote World Heritage through radio, the Centre participated in developing a series of twenty 4-minute radio programmes broadcast during the summer of 1999 on RTL. 20 World Heritage sites were selected to illustrate 20 centuries of history, century by century. The radio programme received considerable press coverage and was a success. The producers of RTL are currently studying the possibility of creating a weekly or monthly programme based on World Heritage.

Boucheron (France) In 1999, UNESCO's Bureau for Extra-budgetary Funding (BER/PFS) undertook to contact a number of high-profile international corporations throughout the world with a view to generate external financial support for UNESCO's programmes. The French watch and jewellery makers, Boucheron, approached through this fund-raising effort, was particularly interested in UNESCO's World Heritage preservation programme. As a result, a partnership between UNESCO and Boucheron focusing on the promotion of World Heritage was developed. As a part of this partnership, two limited series of watches associated to World Heritage sites were created and produced by Boucheron for commercialisation in the year 2000. A brochure (in English, French, Spanish and Japanese) illustrating the watches was also prepared focusing mainly on World Heritage sites in Danger. A percentage of the funds collected from the sale of these watches (totalling approximately US\$ 250,000) will be contributed to the World Heritage Fund. The funds collected will be used to finance restoration work on the site of Alhambra in Spain and the renovation of the mosaics of the Nartex of Hagia Sophia in Istanbul, Turkey.

Expected earmarked income between 2000-2003 for the WH Fund: US\$ 250,000

Windrose (Germany) In 1999, Windrose Travel, a German tour operator specialising in superior quality tourism products, submitted a project proposal to promote a selection of World Heritage sites in its company brochure by identifying the location of these sites on a map and communicating the fact that they were inscribed on the World Heritage List. The project was supported by the German National Commission for UNESCO. To demonstrate its interest in preserving World Heritage, Windrose Travel has decided to voluntarily contribute DM 20,000 (approximately US\$ 10,000) to the World Heritage Fund, of which US\$ 5,000 will be earmarked for the site of Shibam in Yemen and US\$ 5,000 will be earmarked for Kaziranga in India.

Expected earmarked income in 1999:

US\$ 10,000

Regional Council of Poitou Charentes (France) In 1999, the Regional Council of Poitou-Charentes proposed to host the first conference on the theme of networking and mediation of World Heritage as a part of the Council's Year of Heritage celebrations. This initiative was strongly supported by the French National Commission, the French Permanent Delegation and the Centre. Sessions planned for this conference will focus on existing networks of World Heritage sites and offer prospects for the establishment of new networks. The participating site managers will also be offered the possibility to attend specialised workshops on heritage promotion instruments such as Internet, publishing, and virtual imagery. This conference is expected to be the first of a series of conferences on the subject of networking and promotion for World Heritage sites. The Conference will be held in November 1999 under the patronage of the French Presidency.

In 1998, a total of **US\$ 176,200** was contributed to the World Heritage through the various partnerships between the media and the Centre.

At the end of October 1999, **US\$ 221,600** had already been raised, of which **US\$ 86,000** was earmarked for specific activities, when predictions made in 1998 only foresaw an income of **US\$ 150,000**.

On average, US\$ 70,000 is earmarked each year for the employment of a full-time consultant and to issue fee contracts for specific activities related to this programme. A minimum of US\$ 100,000 can be expected from the Centre's principal partners in 2000 and for many years to come. This assumption is based on the fact that the Centre's two constant media-related partners, SWR and TBS, have aimed to pursue their respective film projects for as long as there will be sites inscribed on the World Heritage List. They will therefore also continue to make yearly contributions to the Fund.

It is proposed that the earmarked income contributions made to the Fund in 1999 be used to ensure the continuance of this programme by renewing the services of a consultant. It is also proposed that non-earmarked income generated by some of the partnerships, for the publication of the World Heritage Encyclopaedia, for instance, be allocated to specific projects developed by the Centre each year, such as the one presented below.

World Natural Heritage – an action plan for building capacity for outreach, promotion and education (COPE) As a follow up to the "Strategic Plan for World Heritage Documentation, Information and Educational Activities" presented to the Committee, at its last session in Kyoto, Japan (1998), the Centre and IUCN propose the organisation of a Task Force meeting in the first half of 2000 to elaborate a 5-year action plan for building capacity to serve outreach, promotional and educational aspects of World Natural Heritage management.

The action plan will define mechanisms for the following:

- co-operation between the Centre and partners;
- demonstrate the use of outreach, promotional and educational activities in selected World Natural Heritage as a mechanism for generating sustainable financing for long-term conservation; and

- demonstrate the use of outreach and educational activities focussed on World Natural Heritage for generating local community support and for raising local and national awareness of global environmental problems and contributions made by the sites in solving those problems.

Partners: WWF, Conservation International (CI), The Nature Conservancy, UN Foundation, MacArthur Foundation, Better World Fund, UN agencies, relevant units of UNESCO (e.g. MAB, EPD etc.) and the US-based Global Learning to Benefit the Environment (GLOBE). The budget required for this project is US\$ 40,000.

Total budget Self-financing Programme on partnerships with the media and publishers:

Earmarked income received in 1999 for servicing:	US\$ 86,000
Non-earmarked income received in 1999 for the WH Fund:	US\$ 135,600
Additional non-earmarked income expected in 1999:	US\$ 10,000
Total income expected in 1999:	US\$ 231,600
Expected earmarked income in 2000 for servicing*:	US\$ 76,000
Expected non-earmarked income in 2000 for the WH Fund**:	US\$ 80,000
Total income expected in 2000:	US\$ 156,000

* This amount does not include the income generated by the Boucheron partnership.

** This amount does not include possible royalty income from the sale of publications such as the World Heritage Encyclopaedia.

Total budget (IV): **WHF 2000: US\$ 8,000**

V. The UNESCO Special Project: *Young People's Participation in World Heritage Preservation and Promotion*

Activities carried out in 1999

The UNESCO Special Project "*Young People's Participation in World Heritage Preservation and Promotion*" continues to be jointly implemented by the World Heritage Centre with the Associated Schools Project Co-ordination Unit (ASPnet) of the Education Sector. The Project aims to develop new educational approaches to provide young people with the necessary knowledge, skills and commitment to become involved in the protection and promotion of the world's outstanding natural and cultural heritage. The Project is generously supported by the Rhône-Poulenc Foundation of France and the Norwegian Agency for Development Cooperation (NORAD), Norway.

The major achievement of 1999 was the publication of the UNESCO World Heritage Educational Resource Kit for Teachers '*World Heritage in young hands*' in English (2500 copies) and French (1500 copies). The Kit was distributed and is being tested in about 600 Associated Schools in more than 110 Member States of UNESCO. In co-operation with UNESCO Field Offices and States Parties, the Kit has been translated and published in Arabic and Spanish language versions and distributed in October 1999. Meanwhile, UNESCO has received 55 requests for translation of the Kit into national language versions. The Kit was

also presented at an international press conference held at UNESCO Headquarters in June 1999, with the presence of the Director-General of UNESCO, Mr Federico Mayor, and the President Director-General of the Rhône-Poulenc Foundation of France, Mr Jean-René Fourtou. The press highly commended the commitment of UNESCO in empowering young people through their participation in World Heritage preservation.

In a series of steps to facilitate the introduction of the Kit and promote the concept of World Heritage Education in classroom teaching, an International Workshop on World Heritage Education was held at Chartres, France, in February 1999 to introduce the Kit to Directors of UNESCO Regional Offices, education experts and international experts from the Advisory Bodies to the World Heritage Committee. The meeting discussed optimal ways of adapting the Kit and formulated a strategy for the future implementation of the Special Project. Following recommendations of the meeting, sub-regional workshops for national teams of teacher-trainers were held in Ecuador, India, Belize, Jordan, Malawi, Oman, the Russian Federation, South Africa, Thailand, Uzbekistan and Fiji in 1999 with support from the World Heritage Fund, extra-budgetary funding received from the NORAD and the Rhône-Poulenc Foundation of France. More than 75 countries have expressed their interest in organizing national workshops for teachers on the use of the Kit.

As a continuation of the implementation of the Special Project in the Nordic countries, the Second Course for Restoring for Youth and a Teacher Training Course on World Heritage Education was conducted in Røros, Norway, with participation of students from the Nordic countries and Eastern Europe. In Sweden, a World Heritage camp was held at the World Heritage site of Tanum with the participation of students and teachers from the Nordic countries. In order to ensure regional as well as international networking in the Baltic Sea region, Finland is in the process of creating a Baltic Sea World Heritage web-site, which will eventually be linked to the World Heritage Centre and the Associated Schools Project web-site. The above-mentioned activities were supported by the World Heritage Fund with cost-sharing from Norway, Sweden and Finland.

Following the success of five international and regional World Heritage Youth Fora held in Norway (1995), Croatia (1996), Zimbabwe (1996), China (1997) and Japan (1998), the Second African World Heritage Youth Forum was held in Dakar and at the Island of Gorée, Senegal from 22 to 26 August 1999. The objective of the Youth Forum was to link the UNESCO Transatlantic Slave Trade Education Project with the World Heritage Education Project. Students and teachers from 21 African countries, 8 countries from the Caribbean and Latin America and 4 countries from Europe participated in the meeting. In addition, the First Arab States World Heritage Youth Forum will be organized in Ifrane, Morocco from 23 to 28 November 1999. This being the first meeting of young people between 15 and 18 years old from the 13 Arab States on the subject of World Heritage preservation and promotion, the Youth Forum is expected to be an important learning experience for both young people and the teachers on how to communicate the importance of heritage protection and promotion through education. It is expected to lay the basis for consolidating the Special Project in the Arab region.

An information video (14 minutes) presenting the history and the activities of the Special Project was produced and distributed (550 copies in Arabic, English, French and Spanish) to Member States in October 1999. The Project brochure was reprinted and distributed in March (3000 copies in English and 1000 copies in French) and with the support from NORAD, the same brochure was reprinted and distributed in Arabic (2000 copies) and Spanish (2000

copies) in October 1999. A bilingual (English and French) information flyer (6000 copies) presenting the Kit was produced and distributed in May 1999. A biannual newsletter entitled "Património's Newsletter" will be published in November 1999 and will be distributed to teachers participating in the Special Project. With extra-budgetary support from NORAD, consultant services and equipment support was secured to ensure the implementation of Project activities. A folder of the Special Project (1000 copies) was also produced with NORAD funds.

Proposed programme for 2000

A full programme of activities for the Special Project is planned for 2000-2001. Whilst many of these activities will be fully funded from other sources, such as UNESCO Regular Programme and extra-budgetary donors (in 2000, a minimum of US\$ 365,000 is expected from extra-budgetary donors), a total of US\$ 80,000 is requested from the World Heritage Fund in 2000. All Special Project activities planned in 2000 and 2001 are summarised below and specific requests for funding from the World Heritage Fund in 2000 are indicated.

V.1 World Heritage Youth Fora planned for 2000 and 2001

V.1.1 To ensure the implementation of the Special Project in Latin America and to launch the Spanish version of the World Heritage Education Kit, a Regional World Heritage Youth Forum is foreseen in **Latin America** in the first half of **2000**. Partners: States Parties, Advisory Bodies, UNESCO Field Offices in Latin America, UNESCO Education Sector, National Commissions for UNESCO, NORAD.

Budget: WHF 2000: US\$ 10,000

V.1.2 As a continuation of the educational activities initiated by the first World Heritage Youth Forum for the Asia – Pacific region held in China 1997, and as follow-up to project implementation being conducted in the Pacific by the UNESCO Office in Samoa, a Sub-Regional World Heritage Youth Forum will be organised for the **Pacific** in the second part of **2000**. Partners: States Parties, Advisory Bodies, UNESCO Field Office for the Pacific, UNESCO Education Sector, National Commissions for UNESCO, NORAD, potential donors.

V.1.3 As a follow up to Caribbean participation in the World Heritage Youth Forum in Senegal 1999, a Sub-Regional World Heritage Youth Forum is foreseen in the **Caribbean region** in **2001**. Partners: States Parties, Advisory Bodies, UNESCO Field Offices, Education Sector, National Commissions for UNESCO and NORAD.

V.1.4 A Regional World Heritage Youth Forum is foreseen for **Europe** in **2000 or 2001** as a follow-up to the First Regional World Heritage Youth Forum for Europe held in Croatia (1996) and the many educational activities carried out at national and sub-regional level. Partners: States Parties, Advisory Bodies, UNESCO Field Offices and Education Sector, potential donors.

Sub-total V.1: WHF 2000: US\$ 10,000

V.2 Support for National Plans of Action

V.2.1 Support for forty World Heritage Education National Plans of Action in 2000 and 2001 as a follow-up to the Sub-Regional Teacher Training Courses conducted in 1999 on the use of the Kit. Funds are to be provided as seed money for translation of the Kit, conduct of teacher-training workshops, site interpretation workshops and development of additional material at the national level. Partners: States Parties, Advisory Bodies, UNESCO Field Offices and Education Sector, NORAD.

Budget: WHF 2000: US\$ 10,000

V.2.2 Support for twenty-two “World Heritage in our country” reports created by students (to be presented in print form, as well as on the Project web-site). These reports should encourage students to present the World Heritage sites in their country or region to students in other parts of the world. Partners: States Parties, UNESCO Field Offices and Education Sector, NORAD.

Sub-total V.2: WHF 2000: US\$ 10,000

V.3 The World Heritage Education Kit

V.3.1 Translation, production and distribution of **Russian, Chinese and Portuguese** versions of the World Heritage Education Kit in 2000. Partners: States Parties, UNESCO Field Offices and Education Sector, NORAD, Rhône-Poulenc, potential donors.

Budget: WHF 2000: US\$ 25,000

V.3.2. Reprint of **English** and **French** version of the World Heritage Education Kit in 2000 (2000 E / 2000 F). Partners: potential donors.

Sub-total V.3: WHF 2000: US\$ 25,000

V.4 Other information and educational material

V.4.1 Establishment of web-site for the Special Project in 2000 and 2001:
1st phase: provide new structure, make all existing information and educational material available on the web-site, establish regional “information desks”.
2nd phase: additional educational material provided, elaboration of interactive sections, discussion-rooms for students and teachers etc..
 Partners: States Parties, UNESCO Field Offices and Education Sector, NORAD.

Budget: WHF 2000: US\$ 25,000

V.4.2 Production and printing of Project brochure (in the 6 official UN languages) in 2000. Partners: UNESCO

V.4.3 Production and distribution of biannual World Heritage Education Newsletter to teachers (also to be provided in electronic version). Partners: States Parties, UNESCO Field Offices and Education Sector, NORAD.

- V.4.4** Creation of thematic educational World Heritage games for web-site and CD-ROM (Further development of prototype created by the design company Art-Kan in 1999). Partners: UNESCO, potential donors.
- V.4.5** Additional 600 copies of the video “World Heritage in young hands” in English, French, Arab and Spanish) for distribution among ASP-schools and relevant organisations. Partners: States Parties, UNESCO Field Offices and Education Sector, potential donors.
- V.4.6** Reproduction of World Heritage slide kit to UNESCO Field Offices for distribution to ASP-schools testing the Kit in 2000 (5 copies per UNESCO Field Office). Partners: States Parties, UNESCO Field Offices and Education Sector.

Budget: WHF 2000: US\$ 10,000

- V.4.7** Production of a travelling exhibition presenting the Special Project and its activities in 2001. Partners: UNESCO Education Sector, NORAD.

Sub-total V.4: WHF 2000: US\$ 35,000

V.5 Project evaluation and strategic development

- V.5.1** Evaluation of the World Heritage Education Kit based on the Evaluation Forms to be submitted by schools in July 2000, as well as on qualitative interviews with teachers selected according to regions. Distribution of final report with recommendations for the future implementation of the Special Project. Partners: State Parties, Advisory Bodies, UNESCO Field Offices, Education Sector, National Commissions for UNESCO, NORAD.
- V.5.2** International workshop for preliminary assessment of the World Heritage Education Kit, Graz, Austria, 2000. Partners: States Parties, Education Sector, National Commissions for UNESCO, City of Graz, potential donors.
- V.5.3** International conference on the development of World Heritage Education focusing on teacher-training and community participation, Egypt 2001. Partners: State Parties, Advisory Bodies, UNESCO Field Offices, Education Sector, National Commissions for UNESCO, NORAD.

V.6 Consultant services and equipment

- V.6.1** Consultant services, support personnel, equipment and overhead costs to ensure implementation of World Heritage Education activities. Partners: UNESCO Education Sector, NORAD.

Total budget Education (V) : WHF 2000: US\$ 80,000