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World Heritage

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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

Thirty-fourth session

Brasilia, Brazil
25 July – 3 August 2010

**Item 9 of the Provisional Agenda: Global strategy for a representative,
balanced and credible World Heritage List**

**9A: Terms of reference of the Evaluation of the Global Strategy and PACT as
request by Resolution 17GA 9**

SUMMARY

As per Resolution **17 GA 9** adopted by the General Assembly at its 17th session (UNESCO, 2010), requesting “the World Heritage Centre and the Advisory Bodies to provide the General Assembly at its 18th session in 2011 (...) with an independent evaluation by UNESCO’s external auditor on the implementation of the *Global Strategy* from its inception in 1994 to 2011 and the *Partnership for Conservation Initiative (PACT)*, based on indicators and approaches to be developed during the 34th and 35th sessions of the World Heritage Committee

Draft decision: 34 COM 9A, see point II

I. Context of the Decision and Terms of reference

As per Resolution **17 GA 9** adopted by the General Assembly at its 17th session (UNESCO, 2010), requesting “the World Heritage Centre and the Advisory Bodies to provide the General Assembly at its 18th session in 2011 (...) with an independent evaluation by UNESCO’s external auditor on the implementation of the *Global Strategy* from its inception in 1994 to 2011 and the *Partnership for Conservation Initiative (PACT)*, based on indicators and approaches to be developed during the 34th and 35th sessions of the World Heritage Committee.”

Terms of references for these two evaluations have been prepared by the Secretariat in consultation with the Advisory Bodies and the External Auditors for consideration by the World Heritage Committee at its 34th session.

A. Terms of reference for the Evaluation of the Global Strategy for a Representative, Balanced and Credible World Heritage List, 1994-2011

1. Representative, Balanced and Credible World Heritage List

- a) To evaluate the pertinence of the three terms “Representative, Balanced and Credible”. Does a consensus exist on these three terms? Did these three terms have evolved over time?
- b) To review the implementation of the application of the Global Strategy for cultural and natural heritage;
- c) To evaluate how the objectives set for Regional implementation of the Global Strategy have been achieved (see Document *WHC-98/CONF.203/12*):
 - Africa
 - Arab States
 - Asia
 - Pacific
 - Europe and North America
 - Latin America and Caribbean
- d) To consider how the “Gaps analysis” studies¹ by ICOMOS and IUCN have contributed to the implementation of the Global Strategy for a Representative, Balanced and Credible World Heritage List;
- e) To evaluate how far thematic studies have contributed to the Global Strategy;
- f) To evaluate the pertinence of the thematic programmes for the successful implementation of the Global Strategy;

¹ See Documents *WHC-04/COM.28/INF.13A* and *WHC-04/COM.28/INF.13B*

- g) To study whether any withdrawn or deferred nominations within the period 1994-2010 were linked to the Global Strategy;

2. Capacity Building in States Parties

- a) To evaluate how far countries became States Parties to the *Convention*, prepared Tentative Lists and prepared nominations of properties from categories and regions currently not well-represented on the World Heritage List;
- b) To evaluate the contribution of the Tentative Lists in achieving the objectives of the Global Strategy;
- c) To evaluate the effectiveness of the “Suzhou-Cairns Decision” and its implementation;

3. External auditor’s assessment

On the basis of the outcome of the above, to evaluate the current balance, representativity and the credibility of the World Heritage List and overall to assess how far the Global Strategy can be seen to have influenced the current List.

B. Terms of Reference for the Evaluation of the *Partnership for Conservation Initiative (PACT)*

1. To evaluate how far the following processes have been achieved through the specific contribution of the PACT initiative:
 - Broaden awareness of the World Heritage PACT in the private sector through a dedicated programme of outreach and meetings and media coverage including articles, films and television programmes;
 - Arrive at a position where World Heritage is a feature in statements by world political and business leaders and other important personalities.
2. To evaluate how far the following achievements have been met through the specific contribution of the PACT initiative:
 - Develop major World Heritage educational and awareness raising partnerships with NGOs or private sector organisations, including the media;
 - Develop major capacity building partnerships with a NGO or private sector partner;
 - Generate new resources (measured in cash and in-kind) equivalent to the World Heritage Fund since 2003.
3. Evaluate how the Fundamental Principles of the Regulatory Framework for PACT, adopted by the 29th session of the World Heritage Committee (2005), have been respected,
4. Evaluate the relative impact of partnerships towards:
 - increased visibility of World Heritage;
 - increased use of the UNESCO/WHC logo

- rate of implementation of projects developed using funds generated through partnerships
5. Provide an analysis of the use of funds (projects vs non earmarked funding for the Centre).
 6. Evaluate the capacity of the World Heritage Centre, in terms of the level of its human resources, to deal with a high volume of partnerships.
 7. Evaluate the relative increase in value of WH partnerships over time (in financial terms)
 - determine indicators that would allow such a comparison (size of company, duration of partnership, value of activities undertaken).
 8. Evaluate PACT's performance against other similar programmes within UNESCO, and then also possibly within the UN.
 9. Evaluate how PACT has contributed to the achievement of UNESCO MLAs and other UNESCO and/or UN goals.
 10. The audit should be carried out making reference to appropriate indicators including the following performance indicators developed as part of the 32C/5 (2004-2005):
 - *Number and diversity of partners involved*
 - *Number of partnerships concluded and implemented*
 - *Amount of additional funds raised for major conservation projects*
 - *Educational and awareness raising programmes conducted*
 - *Partnerships concluded with media groups*

II. Draft Decision

Draft Decision: 34 COM 9A

The World Heritage Committee,

1. Having examined Document WHC-10/34.COM/9A,
2. Adopts the Terms of Reference for the evaluation of the Global Strategy for a Representative Balanced and Credible World Heritage List;
3. Adopts the Terms of Reference for the evaluation of the Partnership for Conservation Initiative (PACT).