



WORLD HERITAGE 2002
Shared Legacy, Common Responsibility

An International Congress
organized by UNESCO's World Heritage Centre and the UNESCO Regional Bureau
for Science in Europe

with the support of the Italian Government
on the occasion of the 30th anniversary of the World Heritage Convention

Cini Foundation
Island of San Giorgio Maggiore,
Venice, Italy

14-16 November 2002

16 November 2002

INTRODUCTION

The *Convention Concerning the Protection of the World Cultural and Natural Heritage* was adopted by the General Conference of UNESCO at its seventeenth session in Paris on 16 November 1972. Ratified to date by 175 States Parties, it has become the most important international legal instrument for the protection of heritage. 730 cultural and natural sites have so far been inscribed on the World Heritage List, in recognition of their outstanding universal value.

To mark the 30th anniversary of the *Convention*, UNESCO with the support of the Government of Italy, organized an International Congress to reflect on some of the main issues, achievements and challenges of the World Heritage mission. International experts from around the world gathered to discuss the evolution of the *World Heritage Convention* and consider its role for the future.

The objectives for the Congress were three-fold:

1. To assess the past 30 years of implementation of the *World Heritage Convention* with respect to:
 - The protection of natural and cultural heritage worldwide;
 - The development of appropriate national and international heritage protection legislation and practices;
 - Capacity-building at local and regional levels for the management of World Heritage sites.
2. To promote the *World Heritage Convention* by:
 - Increasing the visibility of the Convention and the activities undertaken to protect World Heritage;
 - Developing new activities aimed at ensuring long-term site protection and increasing awareness of the need to preserve World Heritage.
3. To strengthen partnerships for World Heritage conservation by:
 - Identifying opportunities and mobilising support in favour of specific action programmes related to heritage conservation;
 - Creating synergies between World Heritage stakeholders.

Organization:

The Organization of the Congress was managed by the World Heritage Centre in collaboration with the UNESCO Office in Venice, the City of Venice and the Veneto Region. An informal Steering Committee, composed of staff members of UNESCO, Advisory Bodies and other partner organizations, supported the work of the World Heritage Centre in preparing the programme. The logistical aspects of the Congress was managed by a local agency, Citta d'Acqua, in close co-operation with the Centre.

Venue:

The venue for the Conference was the Giorgio Cini Foundation on the island of San Giorgio in Venice, Italy.

Dates:

The Congress lasted two-and-a-half days from 14-16 November 2002. All the sessions were plenary. Nine associated workshops were organized in the preceding days (11-12 November) in different Italian cities.

Participants:

Approximately 650 participants attended the Congress - the final list is being cross checked. All participants, from Governmental and Intergovernmental bodies involved in conservation of cultural and natural heritage; private institutions and foundations engaged in conservation projects; NGOs; research institutions; and the media, attended in their individual capacity.

Travel and accommodation:

A Venice based travel company, Bassani S.p.A., was contracted to provide assistance in handling travel and accommodation requirements.

Patrons:

A number of high profile intellectuals, entrepreneurs and international figures were invited to become patrons for the International Congress. Their role was to act as advocates both for the Congress and for World Heritage and to lend their names to Congress literature. The patrons did not hold any preliminary meetings but were invited to attend the Congress.

The following personalities kindly agreed to support the Congress:

HRH Prince of Wales
HRH Princess Firyal of Jordan
HH Prince Sadruddin Aga Khan
Mr Alpha Oumar Konare
Rt. Hon. Mr P. J. Patterson, Prime Minister of Jamaica
Mrs Suzanne Mubarak
Mr Wole Soyinka
Mrs Marianna Vardinoyannis
Countess Setsuko Klossowska de Rola
Professor Charles Correa
Professor Amartya Sen
Mr Ted Turner

PROGRAMME

14 November 2002

Morning session

9h30-11h30: Inauguration

Mr Marcio Barbosa, Deputy Director-General of UNESCO;
Mr Nicola Bono, Undersecretary of State for Culture, Government of Italy;
Mr Paolo Costa, Mayor of Venice;
Mr Luigino Busatto, President of the Province of Venice;
Mr Francesco Aloisi de Lardere, Ambassador Director General for Cultural Promotion and Cooperation, Italian Ministry of Foreign Affairs

“World Heritage 2002: Shared Legacy, Common Responsibility”

Presented by **Mr Wole Soyinka**, Patron for the Congress, UNESCO Goodwill Ambassador and Nobel Laureate for Literature.

"30 Years of the World Heritage Convention"

Presented by **Mr Tamás Fejérdy**, the Chairperson of the World Heritage Committee

12h00 – 13h00:

Theme: International Co-operation for World Heritage Conservation
Co-Chaired by: Mr Mounir Bouchenaki, ADG/Culture
and Mr Walter Erdelen, ADG/Science

Introduction to the issues by **Mr Bouchenaki** and **Mr Erdelen**

Special presentation by Mr Francesco Aloisi de Lardere, Ambassador Director General for Cultural Promotion and Cooperation, Italian Ministry of Foreign Affairs
World Heritage as a factor in cultural identity and international dialogue

Protecting World Heritage: an International Challenge

Presented by: **Mrs Christina Cameron**, Director-General, National Historic Sites Directorate, Parks Canada

Finding the common interests that exist between potential supporters and the sites themselves may be the best way to address the challenge of protecting World Heritage Sites. This presentation examined the degree of threat to the sites caused by neglect, environmental degradation, development pressures, and, indeed, deliberate destruction to indicate the scope of support that is needed. It then explored the reasons why potential supporters, such as governments, institutions, foundations and non-governmental organizations, might wish to associate themselves with projects that conserve World Heritage Sites and communicate their heritage significance more broadly. Emphasis was given to the value of World Heritage as a storehouse of memory for the earth's natural and human evolution, as well as the role that the Convention might play as a unique instrument to advance the cause of peace and sustainable development.

The International Framework of Legal Instruments

Presented by: **Mr Francesco Francioni**, Chair of International Law and Vice Rector of the University of Siena

This presentation focused on the system of international normative instruments for cultural and natural heritage preservation. It drew attention to the need to strengthen co-operation between International Conventions that concern natural and cultural heritage protection. It further examined how this co-operation could make the World Heritage Convention more effective and examine the current trends affecting the evolution and impact of these international legal instruments.

Discussion and summary

Afternoon session

14 November

14h30 – 16h00:

Theme: Enlarging the Circle of Partners
Chaired by: Mr Jose Maria Ballester, Director,
Culture and Cultural and Natural Heritage (DG 4), Council of Europe

Introduction to the issues by **Mr Ballester**

Interventions by:

Local and Regional Authorities in World Heritage Conservation

Presented by: **Mr Jaime Lerner**, Governor of Paraná, Brazil and President of the International Union of Architects

In recent years there has been increasing co-operation between local and regional governments, and other local institutions involved in World Heritage conservation, aimed at developing and implementing joint projects to address issues of concern to both stakeholders. In some cases, this has been stimulated by specific decentralised co-operation policies promoted by national governments and international development institutions. A greater and more effective involvement of local institutions requires the development of adequate financial and technical support and of a system of “best practice”. The presentation addressed this issue, examined selected case studies and discussed an agenda for the future.

Conservation and Development: the Cities Model

Presented by: **Mr Jean Bakole on behalf of Mrs Anna Kajumolo Tibaijuka**, Executive Director, UN – Habitat

Historic cities constitute one of the largest thematic categories of World Heritage. This has prompted the development of many partnerships for conservation, focusing on the design of management tools and on local capacity building. Social and economic development has been at the forefront of these long-term partnerships. The presentation demonstrated, through case studies, how such partnerships can foster social and economic development.

Multilateral Co-operation for World Heritage Conservation

Presented by: **Mr Franco Passacantando**, Dean of the Executive Board, The World Bank

In the last few years increased attention has been paid by the World Bank and other Multilateral Development Banks (MDBs) on the link between culture, economic growth, sustainable development, and social cohesion. Important initiatives have been taken both to better understand the role of culture in development and to promote preservation and enhancement of cultural values and assets. MDBs contribution in this area can be of key importance, thanks to their capacity to design and implement complex projects, and ability to leverage multiple funding sources.

There are however limits and risks associated with the MDBs involvement, especially at a time in which these institutions face many pressing priorities, ranging from

financial crises, infectious diseases, deficiencies in basic education and health programs, environmental threats. Also, culture requires specific expertise that may not be available in MDBs. The presentation suggested that it is possible to deal with these limits and risks if the MDBs involvement in the area of culture is based on a clear division of labour with respect to other agencies and actors involved in the same area, a mechanism of partnership arrangements with these other players, and innovative mechanisms of financing.

Mr Yves Dauge, Member of the French Senate for the Region of Indre et Loire and Mayor of the City of Chinon, reported back on the proceedings of an associated workshops on Cities and posed questions for debate.

Discussion and summary

16h30 – 18h00

**Theme: Linking World Heritage Conservation and Social and Economic
Development**

Chaired by: Mr Achim Steiner, Director-General, IUCN

Introduction to the issues by **Mr Steiner**

Special presentation: Heritage, Tourism and Development

Presented by: **Mr Paolo Costa**, Mayor of Venice

Participants:

Mr Lota Melamari - DG Tanzania National Parks

Ms Rili Hawari Djohani, Director, Nature Conservancy Coastal and Marine Indonesia Programme

Mr Dawson Munjeri, Cultural Heritage Management Expert

Mr Corrado Cline, Director General of the Ministry for the Environment of Italy

Mr Eugenio Yunis, Head of Sustainable Development of Tourism, World Tourism Organisation

Ms Frances Cairncross, Management Editor, The Economist

The importance of the World Heritage Convention is not only based on the protection of cultural and natural heritage but also on its value to local communities. World Heritage sites, as best examples of conservation, can provide new opportunities for the development of sustainable livelihoods, for example, through ecotourism or heritage tourism as well as increased international support for training and capacity-building. Cultural landscapes also recognize the complex and mutually supportive role of nature and culture and their combined importance for generations of people. Is the Convention succeeding globally in supporting sustainable livelihoods or is it elitist in protecting against social and economic development? These issues were discussed in this panel session

Summary of debate

15 November 2002

Morning session

9h00 - 10h30

**Theme: New Forms of Partnerships for Natural and Cultural Heritage
Conservation**

Chaired by: Mrs Bonnie Burnham, President, World Monuments Fund

Introduction to the issues by **Mrs Burnham**

Participants:

Mr Alvis Zorzi, President of the Association for the Private Committees for the Safeguarding of Venice

Mr Neil Cossons, Chairman, English Heritage

Mr Karan Grover, President, The Heritage Trust, India

Mr Gianfranco Imperatori, Secretary-General, Associazione Civita, Italy

Partnerships between government and non-governmental organizations are an effective vehicle to bolster governments' capacity to manage heritage sites and engage citizen participation and support for conservation. Conservation trusts, which hand over the management of a site to an independent administrative body, have been used effectively for the management of natural sites but heritage conservation trusts are only beginning to emerge as an alternative to governmental site management. The panel considered different models of public-private partnership to explore their respective effectiveness as a mechanism for site management.

Summary of debate

10h30 - 11h30:

Theme: World Heritage as a Flagship Programme for Nature Conservation

Chaired by: Mr Tim Wirth, President, UN Foundation

Introduction to the issues by **Mr Wirth**

Participants:

Mr William M. Eichbaum, World Wildlife Fund;

Mr Russell Mittermeier, Conservation International;

Mr Eddy Boutmans, State Secretary for Development Cooperation, Belgium

The World Heritage List includes 167 sites of acknowledged global significance for nature and biodiversity conservation. Since 1999, the UN Foundation (UNF) has worked with the World Heritage Centre in garnering resources for about half that number of sites of universally outstanding biodiversity value. The World Heritage Centre-UNF relationship has linked with World Heritage priorities of the Government of Belgium, international NGOs such as WWF and Conservation International and multi-lateral institutions like the United Nations Development Programme-Global Environment Facility. The Panel explored World Heritage as a Flagship UNESCO Programme for building innovative partnerships for nature and biodiversity conservation.

11h30 – 13h00:

Theme: Non-governmental Actors in World Heritage Conservation
Chaired by: Mr Tim Whalen, Director, Getty Conservation Institute

Introduction to the issues by **Mr Whalen**

Special presentation: Public and Private Responsibilities in Heritage Conservation - the Case of Venice

Presented by **Mr Paolo Savona**, Consorzio Venezia Nuova

Participants:

Ms Silvia Finguerut, Head of Cultural Heritage Department, Marinho Foundation

Mrs Giulia Maria Crespi, Fondo Ambiente Italiano

Mr Stefano Bianca, Director, Historic Cities Support Programme, The Aga Khan Trust

Mr Martyn Heighton, Territory Director Wales and the West of England, The National Trust for Places of Historic Interest or Natural Beauty

Mr Eduard Sekler, Chairman Emeritus, Kathmandu Valley Preservation Trust

Mr Michael Petzet, President of ICOMOS International and President of Bayerisches Landesamt für Denkmalpflege

Having proliferated enormously over the past two decades, non-governmental organizations today range broadly in form, legal status, capacities, and interests. Creating effective partnerships with them for the purpose of heritage conservation requires that all parties develop a clear understanding of their strengths, and an objective view of the prospective collaboration. Presentations in this panel session examined the diversity of such organizations active in the field, and illustrated examples of operating partnerships - the purposes for which they were created, and the benefits to the heritage that have been derived.

Summary of debate

Mid-day break

**Afternoon Session
15 November**

14h00-15h15

Theme: The Universe of Technical Skills for Cultural Heritage Conservation
Chaired by: **Mr Henrik Lilius**, Director General, National Board of Antiquities,
Finland

World Heritage thematic categories are today very diversified and include, alongside archaeological sites and monuments, cultural landscapes, cities, industrial structures and modern heritage. This great variety of heritage types calls for an increasingly complex range of skills. The panel focused on the current and future needs of technical skills and on the way the World Heritage Advisory bodies and other partners are coping with this task.

Suggested participants

Mr G. A. Gaballa, University of Cairo (Egypt)

Mr Herb Stovel, Director, Heritage Settlements Unit, ICCROM

Mr Marino Folin, Rector, Institute of Architecture of Venice

Mr Giuseppe Proietti, Director-General of Archaeology, Italian Ministry of Culture

Mr Fergus O'Gorman, Course Director, MSc in World Heritage Management,
University College, Dublin

Mr Christopher Young, Head of World Heritage and International Policy, English
Heritage

15h15-16h45

**Theme: Raising Awareness and Building Capacity for World Heritage
Conservation**
Chaired by: **Mr Nicholas Stanley-Price**, Director-General, ICCROM

Introduction to the issues by **Mr Stanley-Price**

Special presentation: Communication: a tool for Conservation

Presented by: Mr William L. Allen, Editor-in-Chief, National Geographic
Magazine

Participants:

Mr Tor Hundloe, Chair, Wet Tropics Management Authority, Australia

Mr Rassool Vatandoost, Director, International Cooperation Division, Iranian
Cultural Heritage Organization

Ms Katya Gonzalez, Heritage Management Expert, Colombia

Mr Christoph Hauser Head of Culture Programming Department, SWR, Germany

Ms Fareera Hassan Soliman, a university professor from Ain Shams University,
Egypt

Ms Margareta Musilova, Foundation for Cultural Heritage Preservation, Slovakia

The concept of World Heritage is still new to many people. How is it successfully communicated, in such a way that people are motivated to want to see not only World

Heritage conserved but natural and cultural heritage in general? And how are education and training used most effectively to build capacity for conserving it? The audiences to reach range from decision-makers to schoolchildren (the decision-makers of the future). By now, there is many years' accumulated experience of communicating the World Heritage message - through education, the media and so on. The panel considered what has proved most effective and how might new approaches be developed for furthering understanding of the World Heritage idea and of the value of heritage conservation?

Summary of debate

17h00-18h00

<p>Theme: Membership Programmes as Vehicles for Raising Awareness Chaired by: Mr Claude Martin, Director-General, WWF International</p>

Introduction to the issues by **Mr Martin**

Participants:

Mr Simon Molesworth, Chairman, The Australian Council of National Trusts

Mr John Fanshawe, Head of Policy and Advocacy, Birdlife International

Ms Franca Coin, Director, Venice International Foundation

Traditionally associations and foundations have built their awareness programmes, fundraising and political influence on membership schemes. Membership can lend an organization legitimacy, but it may be demanding and costly to maintain. With the changing means of modern communications, traditional membership schemes have come under pressure. The information members have access to, e.g. through membership magazines, has lost its exclusiveness, making membership less attractive.

What are the pros and cons of building and maintaining membership schemes in the age of limitless communications? The panelists presented their specific case histories and discussed their experiences with membership schemes as they have evolved over the years.

16 November 2002

Morning session only - proceedings were delayed and curtailed as a result of severe flooding across the city.

Theme: Building Partnerships for World Heritage

Introduction to the issues by Maritta Koch-Weser, President, Earth3000

Presentation by Mr Russell Train on the evolution of the World Heritage Concept and future orientations for the implementation of the Convention

**Presentation of the World Heritage Partnerships Initiative
by Francesco Bandarin**

Participants:

1. **Mr Jose Achache**, Director, Earth Observation Unit, European Space Agency
2. **Mr Gianni Brizzi**, World Bank
3. **Mr Timothy E. Wirth**, President, United Nations Foundation
4. **Mr Eugenio Campon**, on behalf of the Director-General for Development Cooperation, Ministry of Foreign Affairs of Italy

The final Session of the Congress focused on the presentation of partnerships for World Heritage and on exchanging views about the future prospects for strengthening the system of international co-operation between governmental and non-governmental actors.

Closing of the Congress

There were three brief interventions by the following Patrons of the Congress:

Countess Setsuko Klossowska de Rola
Mrs Marianna Vardinoyaniis
HRH Princess Firyal

There then followed the speeches by:

Mr Vittore Branca, on behalf of the President of the Cini Foundation
Mr Paolo Costa, Mayor of Venice
Mr Gian Carlo Galan, President of the Veneto Region
Mr Giovanni Puglisi, Secretary-General of the Italian National Commission for UNESCO
Ms Tullia Caretoni, President of the Italian National Commission for UNESCO
Mr Giuliano Urbani, Minister of Culture of Italy
Mr Koïchiro Matsuura, Director-General of UNESCO

Followed by the presentation of a Cartoon produced by Young people during a Workshop (Treviso) and brief speech by one of them - Noor al-Hassan .

CONGRESS WORKSHOPS

The following thematic workshops were conducted before the Congress (11-12 November).

1. The Legal Tools for World Heritage Conservation

Coordinators: F. Francioni, S. Titchen

WHC Focal Point: K. Lennon, M.L. Bascur

Partners: City of Siena, University of Siena, Fondazione Monte dei Paschi di Siena

Venue: Santa Maria della Scala, Siena

2. Cultural Landscapes: the Challenges of Conservation

Coordinators: P. Ceccarelli, M. Rössler

WHC Focal Point: C. Delsol, K. Lennon

Partners: City of Ferrara, Province of Ferrara, University of Ferrara and the Nordic World Heritage Foundation

Venue: Castello Estense, Ferrara

3. Towards Innovative Partnerships for World Heritage

Coordinators: M. Koch-Weser, F. Bandarin

WHC Focal Point: J. Sullivan, K. Lennon

Partners: City of Venice, Earth 3000 and Fondazione CARIVE

Venue: UNESCO Office, Venice

4. Partnerships for the Conservation of World Heritage Cities

Coordinators: E. Fontanari, M. Yang

WHC Focal Points: J. Phares, K. Lennon

Partners: City of Urbino, City of Pesaro, Institute of Architecture of Venice, France-UNESCO Cooperation Agreement, IFHP, INU

Venue: Urbino, Pesaro

5. Monitoring World Heritage

Coordinator: H. Stovel (ICCROM)

WHC Focal Points: G. Boccardi, K. Lennon

Partners: City of Vicenza, Intesa Bci, ICOMOS and IUCN

Venue: Palazzo Leoni Montanari, Vicenza

6. Partnerships to Conserve Nature and Biodiversity

Coordinators: G. Glaser, N. Ishwaran

WHC Focal Point: K. Lennon

Partners: UNF, IUCN and the City of Trieste

Venue: ICTP, Trieste

7. World Heritage University Training

Coordinators: G. Puglisi, C. Negrin, M. Richon

WHC Focal Point: K. Lennon

Partners: IULM

Venue: IULM Training Centre, Feltre

8. World Heritage Site Management

Coordinators: F. Leblanc, C. Young, J. Taniguchi

WHC Focal Point: K. Lennon

Partners: City of Padova, Fond. CARIPARO, Getty Conservation Institute, English Heritage

Venue: Caffè Pedrocchi, Padova

9. Mobilizing Youth for World Heritage (13-15 November)

Coordinators: Alcuni, E. Khawajkie, V. Vujicic-Lugassy

WHC Focal Points: A. Sauvegrain, K. Lennon

Partners: Alcuni, NORAD

Venue: Treviso

