



# **WORLD HERITAGE 2002**

shared legacy, common responsibility

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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



# Preface

**Koïchiro Matsuura,**

*Director-General of UNESCO*

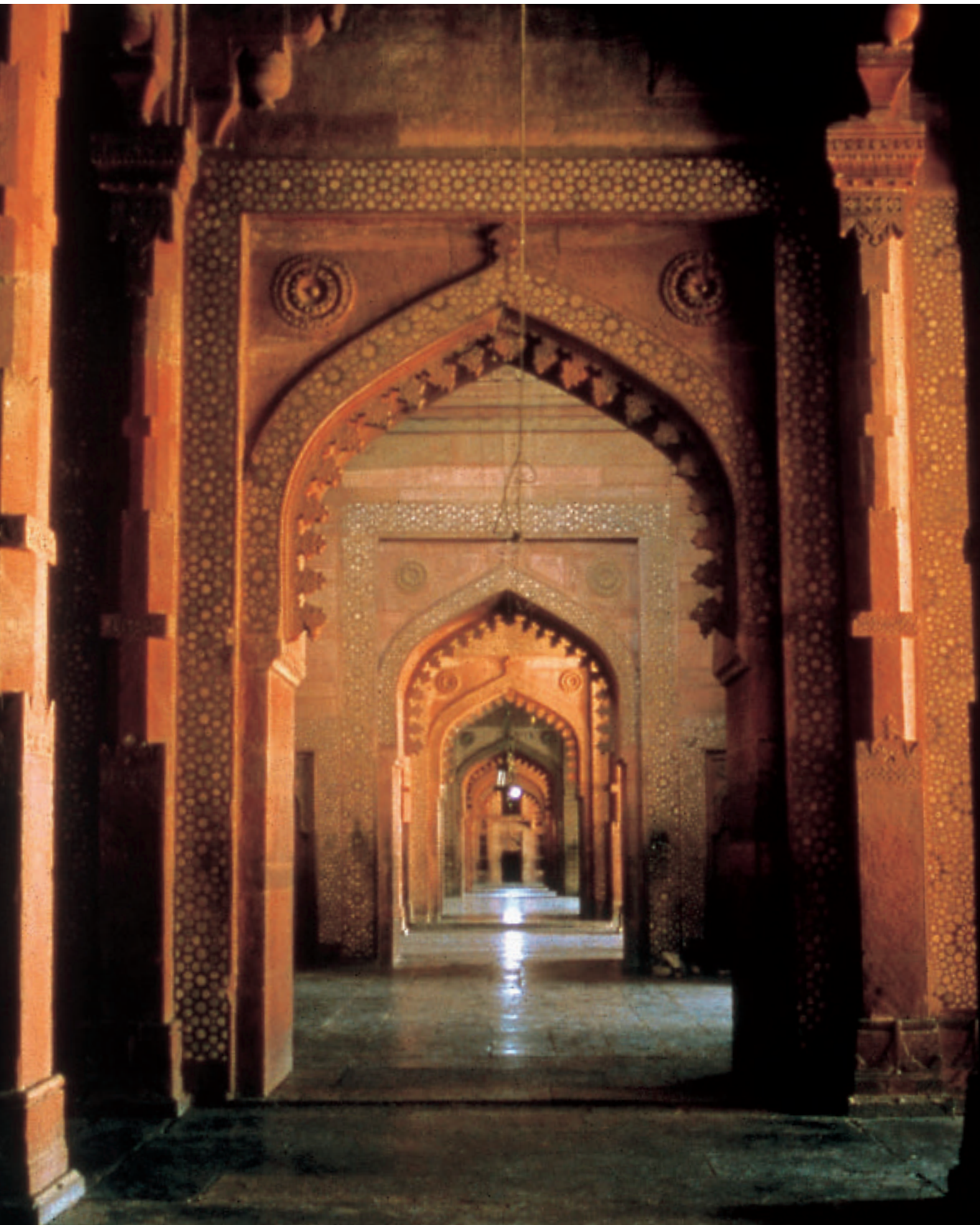
To value our heritage in all its dimensions, to care for it as a treasure bequeathed to us by our ancestors, to recognize that it is our duty to transmit it intact to our children, is a sign of wisdom.

Indeed, if a nation is aware of the factors that have influenced its history and shaped its identity, it is better placed to engage with and build peaceful relations with other peoples and to forge its future. But heritage is not only replete with symbolism rich in meaning and significance. It is also an important dimension of development. There are numerous examples in which a new approach to the management of the cultural and natural heritage has promoted economic growth by creating employment opportunities for local populations, whether through crafts, cultural tourism, the emergence of new trades, or through new forms of creativity.

The full flowering of heritage will only come about through a collective recognition of its importance and through a wide-scale mobilization based on heritage values. Through the *World Heritage PaCt* (Partners for Conservation), UNESCO endeavours to encourage, develop and strengthen cooperative efforts with civil society in order to help ensure long-term conservation of heritage and accomplish our mission to safeguard heritage.

The Venice Congress was a decisive step towards greater mobilization in favour of heritage protection. I hope it will represent the first of a series of forums whereby the World Heritage community periodically examines the situation of conservation, facilitates exchanges between active partners, promotes the development of key programmes and studies innovative means to support the World Heritage mission.





# Table of Contents

Keynote Presentations

18

Reports of the Thematic Sessions

60

Reports of the Workshops

132

Annexes

166



# World Heritage Partners for Conservation

**Francesco Bandarin**

*Director, UNESCO World Heritage Centre*



**to mark the 30th anniversary** of the *Convention Concerning the Protection of the World Cultural and Natural Heritage* (adopted by the General Conference of UNESCO on 16 November 1972), UNESCO with the support of the Government of Italy, organized an International Congress, from 14 to 16 November 2002, to reflect on some of the main issues, achievements and

challenges of the World Heritage mission. The Congress was one of the key events of the United Nations Year for Cultural Heritage, for which UNESCO had been designated lead agency. Over 600 experts from around the world gathered at the Cini Foundation on the island of San Giorgio in Venice (Italy) to discuss the evolution of the *World Heritage Convention* and consider its role for the future around 12 thematic sessions. In addition, 400 experts gathered prior to the Congress on 11 and 12 November at nine associated workshops in different Italian cities. Summary reports of these workshops are included in this report.

The objectives for the Congress were to discuss the evolution of the Convention over the preceding 30 years and consider its role for the future, with a particular emphasis on reinforcing partnerships between governments and civil society for the long-term conservation of World Heritage. The summary reports of the 12 thematic sessions below provide an overview of the wide range of activities currently underway to promote and protect World Heritage and demonstrate the challenges and potential for further enhancing cooperation with both governmental and non-governmental actors.

Ratified to date by 176 States Parties and with 730 cultural and natural sites inscribed on the World Heritage List, the *Convention's* role as the pre-eminent international legal tool for conservation is well established. In ratifying the *Convention*, States Parties commit

to protect and maintain designated sites on their territory and acknowledge that it is the obligation of the world community to protect all sites on the list, no matter where they happen to be located.

Ensuring that World Heritage sites sustain the outstanding universal value for which they have been designated is an increasingly complex challenge. 33 of the 730 World Heritage sites have been formally declared as World Heritage in Danger; many others face ascertained and potential threats to their long-term integrity and survival, as participants at the Congress witnessed for themselves on the last morning of the Congress, 16 November, when Venice experienced its fifth worst flooding since 1900 with the water levels reaching 1.44m. World Heritage sites are vulnerable to the effects of urban development, military and civil unrest, exponential increases in tourism, deterioration, negative impact of infrastructure construction, pollution, the long-term effects of climate change and, occasionally, wanton destruction.

It is therefore vital to mobilize resources to consolidate and expand existing levels of technical and administrative expertise and financial assistance to safeguard the proper management of these outstanding cultural and natural heritage sites. The level of resources currently available to do so is, simply, insufficient.

The *World Heritage Convention* established a World Heritage Fund based on a contribution equal to one percent of the Member States' contribution to UNESCO. Currently totalling about US\$4 million per year, this Fund is largely used to assist States Parties in preserving the World Heritage sites on their territory. Extra-budgetary contributions, arising principally from Funds-in Trust agreements with individual member states and royalties from publications, add around \$5.5 million per year. UNESCO covers administrative costs separately, which brings the total sum available for administering

the *Convention* to US \$12 million per year. This is equivalent to just under \$16,500 per site. The *Convention* recognises the need for States Parties, as the principal stakeholders in the conservation of world cultural and natural heritage, to work with a range of partners. For this purpose, UNESCO and its World Heritage Centre have begun to develop partnership agreements with both governmental and non-governmental organizations for the conservation of World Heritage sites. Significant new partnerships were announced at the Congress including a UNESCO-United Nations Foundation - Conservation International (CI) tri-partite agreement in which CI will match dollar for dollar with UNF for projects for long-term biodiversity conservation, up to \$7.5 million over three years. A similar partnership is under negotiation with WWF US. Flora and Fauna International also pledged, at the associated workshop in Trieste, to co-operate with UNESCO, UNF and other interested partners to build a Rapid Response Mechanism to respond to threats to World Heritage natural sites and generate the initial capital needed for a fund that will support the mechanism's operations.

It now falls to UNESCO and its World Heritage Centre to further develop these existing partnerships and to seek new ones, in order to fulfil the World Heritage conservation mission. Through the *World Heritage Partnerships Initiative*, welcomed by the World Heritage Committee and launched on the occasion of the 30th anniversary of the Convention, UNESCO's World Heritage Centre will seek to work more closely with research institutions, the corporate sector, trust funds, foundations and individuals who express a keen interest in developing long-term international support and solidarity for the conservation of World Heritage. Building and maintaining a system of international co-operation and support requires further efforts, innovation and commitment. This is the challenge that lies ahead of the international community as the *Convention* enters its fourth decade. **Paris, March 2003 ■**









Protecting our heritage is

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Paolo Costa



# Keynote Presentations

**PAGES 20 > 21**

Marcio Barbosa, Deputy Director-General of UNESCO

**PAGES 22 > 23**

Nicola Bono, Under-Secretary for Culture, Italy

**PAGES 24 > 25**

Paolo Costa, Mayor of Venice

**PAGES 26 > 27**

Luigino Busatto, President of the Province of Venice

**PAGES 28 > 31**

Wole Soyinka, UNESCO Goodwill Ambassador, Nobel Laureate for Literature

**PAGES 34 > 35**

Tamás Fejérdy, Chairperson of the World Heritage Committee

**PAGES 36 > 38**

Russell E. Train, Chairman Emeritus, WWF US

**PAGES 39**

Countess Setsuko Klossowska de Rola, Honorary President, Balthus Foundation

**PAGES 40**

Marianna Vardinoyannis, UNESCO Goodwill Ambassador

**PAGES 41**

HRH Princess Firyal of Jordan, UNESCO Goodwill Ambassador

**PAGES 44 > 45**

Giovanni Puglisi, Secretary-General of the Italian National Commission for UNESCO

**PAGES 48 > 49**

Giancarlo Galan, President of the Veneto Region

**PAGES 50**

Tullia Carettoni, President of the Italian National Commission for UNESCO

**PAGES 51**

Giuliano Urbani, Minister of Culture, Italy

**PAGES 52 > 55**


Koïchiro Matsuura, Director-General of UNESCO




# World Heritage 2002: Shared Legacy, Common Responsibility

**Marcio Barbosa**

*Deputy Director-General of UNESCO*



**am delighted** to be with you here today to open this 30th anniversary World Heritage Congress, on the theme of “World Heritage 2002: Shared Legacy, Common Responsibility”.



I would like immediately to thank and pay tribute to the Italian Government, the City of Venice and other Italian authorities, agencies and partners for their key role in making this important Congress possible. You are all to be congratulated for your innovation, creativity and dedication that have brought us together here in Venice this week.

As you know, the United Nations General Assembly proclaimed the year 2002 as the *United Nations Year for Cultural Heritage*. It also invited UNESCO to serve as the lead agency for the Year, which has been a valuable opportunity to deepen and extend international cooperation in the field of heritage protection and the promotion of cultural diversity.

During the UN Year, over and above the promotion of greater public awareness of the importance of cultural heritage, UNESCO has given particular emphasis to three key areas of activity: the role of cultural heritage in economic development; its role in promoting reconciliation, and the importance of partnership.

These emphases are revealing of the way that our approach to World Heritage has not stood still. Far from it! If today we stress the role of heritage for defining individual and group identity, for building social cohesion, for establishing bridges to encourage intercultural dialogue and understanding, for promoting economic growth, and for celebrating cultural diversity in all its forms, this is because we have learned a number of lessons over the past three decades. Our most effective teacher has been life itself, which repeatedly forces us to question our assumptions and to open our eyes to new unseen dimensions of the heritage agenda.

In the perspective of the UNESCO Universal Declaration on Cultural Diversity, the protection of cultural heritage cannot be separated from the preservation of the cultural diversity of humankind. Moreover, at a time when some are talking of a “clash of civilizations”, I believe that intercultural dialogue can only be enhanced by the existence of world cultural heritage, which is everyone’s birthright.

As one of the key events of the Year for Cultural Heritage, the Director-General of UNESCO places great importance on this meeting. Indeed, Mr Matsuura will be joining us on Saturday, November 16 - exactly 30 years since the World Heritage Convention was adopted by the General Conference of UNESCO in 1972.

## **This Congress has three principal aims:**

**The first** is to assess the past three decades of implementation of the *World Heritage Convention*. How has it contributed to the protection of natural and cultural heritage world-wide? What progress has been made in the development of appropriate national and international heritage protection legislation and practices? Has progress been made in building the capacity at local and regional levels for the management of World Heritage cultural and natural sites?

**Our second** goal is to increase the visibility of the *World Heritage Convention* and of UNESCO’s activities to protect World Heritage. We hope that promoting the Convention in this way will lead to new activities to ensure long-term conservation as well as increasing awareness of the need to preserve World Heritage.

**The third** main goal of the Congress is to mobilize support for specific actions and identify fresh opportunities relating to world heritage conservation. We hope to create synergies between World Heritage stakeholders and to encourage the development of targeted partnerships for site protection and presentation.



MR BARBOSA

UNESCO wishes to thank the many partners who, by participating in and contributing to this event, are showing interest in the idea of creating new partnerships for the future and building thereby a broader base of heritage conservation. Some of these partners are new, others have been working in support of World Heritage conservation for many years. We are most grateful to all of them. Since its adoption by UNESCO in November 1972, the *World Heritage Convention* has made an important contribution to the identification and protection of natural and cultural heritage sites considered to be of outstanding universal value to humanity. With 175 States Parties and 730 sites inscribed on the World Heritage List, its role as an important international legal tool for conservation is well-established. Indeed, this Convention is almost universal in its coverage.

Ensuring that World Heritage sites sustain the outstanding universal value for which they have been designated is an increasingly complex challenge. Of the 730 World Heritage sites, 33 have been formally declared as World Heritage in Danger. Many other World Heritage sites face threats to their long-term integrity and survival. It is therefore vital to mobilize resources to consolidate and expand existing levels of technical and administrative expertise and financial assistance to safeguard the proper management of these outstanding sites.

The *World Heritage Convention* established a World Heritage Fund, currently handling about US\$4 million per year. In addition, the *Convention* recognises the need for States Parties, as the principal stakeholders in the conservation of cultural and natural sites of World Heritage value, to work with a range of partners. For this purpose, UNESCO and its World Heritage Centre have begun to develop partnership agreements with both governmental and non-governmental organizations for the conservation of World Heritage sites. Let me express our particular thanks for the contribution made by the United Nations Foundation, which has given a tremendous

boost to our work. The UNF's substantial financial contributions have increased the scale of our operations and also brought a new energy and focus to our work to protect biodiversity through World Heritage conservation.

Building and maintaining a system of international co-operation and support requires further efforts, innovation and commitment. In the period ahead, UNESCO will place special emphasis on building new types of partnerships for World Heritage conservation. We shall foster South-South co-operation, North-South relations that go beyond the conventional donor-recipient arrangements, and partnerships with an increased number of countries, governmental or intergovernmental organisations and NGOs. We shall seek to work more closely with research institutions, the corporate sector, trust funds and foundations and individuals who have expressed a keen interest to contribute to World Heritage conservation.

### We have to create a network!

Our emphasis on partnership rests on a balance between duties and rights. We have to shoulder our responsibility, both individually and collectively, for preserving and protecting our heritage now and in the future. Each of us, every citizen of the world, has our share of the common heritage but this right of enjoyment has corresponding duties – to understand, to protect, to transmit. Moreover, universal enjoyment of heritage generates a global obligation of solidarity. We have a collective responsibility to safeguard our common human heritage. It is a responsibility, furthermore, that links past, present and future generations in a chain of reciprocity and care.

**It is now with pride and pleasure that I declare this World Heritage Congress open. ■**

# A National Perspective on World Heritage

**Nicola Bono**

*Under-Secretary for Culture, Italy*



**May I start by welcoming** you to Italy on behalf of the Italian Government and the Minister of Culture, Mr Giuliano Urbani, who will be here for the closure of the Congress. The 30th anniversary of the *World Heritage Convention* has

given the Director-General of UNESCO the opportunity to call this important meeting, bringing together experts to discuss ways in which we can strengthen the implementation of the *Convention*. The *Convention's* balance sheet of achievements certainly looks positive already, having drawn the attention of those in charge of protecting cultural and natural heritage, as well as those responsible for ever-growing sectors of public opinion. The objective proof of this success is the large number of sites registered on the World Heritage List. From the outset, Italy has shared the spirit of the *Convention*, which requires states to ensure that their respective cultural and natural heritage is identified, protected, conserved, developed and conveyed intact to future generations. In particular, the Ministry of Culture, which I have the honour of representing, has endeavoured, within the limits of its jurisdiction, to define and determine the extent of the various treasures that might be classified as World Heritage. Over the years, therefore, we have worked so that the exceptional nature of our diverse heritage – the result of the activities of the population of this country during the course of many centuries – might be better represented on the World Heritage List, as provided by the *Convention*.

The inclusion of a limited, though highly representative, part of the Italian heritage on the World Heritage List has achieved at least two important results: the first is that public opinion has been made more aware of our heritage, which is also considered as universal heritage in which the whole international community co-operates to ensure its protection; the second is greater attention from those

responsible for protecting heritage, who are required to render an account of their actions on a much wider scale and adapt the quality of conservation and development measures to the global importance of the heritage they manage.

**From this viewpoint**, it is now clear to all Italian administrators that having a heritage treasure entered on the World Heritage List does not simply represent acknowledgement of the exceptional value of a treasure that has been passed down to us. Instead, and above all, it is a pledge of undivided commitment to ensuring that heritage is preserved intact for future generations, both in physical terms and in terms of the values linked to its traditional use and the identity-related importance attributed to it by the local population.

In Italy, summing up the achievements of the first thirty years of the *Convention*, we can thus assess the contribution made to identifying and protecting heritage as a positive action, while it must be said that the *Convention* still has other benefits it can introduce. Recently, the World Heritage Committee, together with its Advisory Bodies, has helped to increase awareness of other issues that have not yet been sufficiently developed in our country. In particular, an important contribution has been made to address the problem of managing heritage. The objective is to back traditional protection practices with suitable instruments, designed to improve co-ordination and harmonization of conservation measures with socio-economic potential, which is a feature of projects to develop heritage without undermining its protection. The models of the management plans we are developing, to present the new candidatures for the World Heritage List in a suitable manner, will also be an important point of reference for the numerous Italian sites of global significance, which we have defined as 'cultural basins'. These are areas in or out of town whose privileged site status, by virtue of their resident cultural activities, means that they can be managed through an integrated system of transport and



MR BONO AND MR BARBOSA

tourist facilities designed to develop and promote the cultural, material and non-material resources there.

**By way of a contribution to the debate** that will be held in Venice over the coming days, I think it would be particularly appropriate to tell you about Italy's trial undertaking involving a new development instrument based on cultural heritage, resulting from a law passed by Parliament last year. I refer to the local tourist systems, i.e. joint ventures between public bodies, community councils and district authorities on the one hand, and private enterprises on the other. These ventures are set up to promote economic growth, investments and increased employment by drawing up projects to support cultural tourism. Tourism meant not just as a system for utilizing and developing the historical, artistic, architectural and monumental heritage of homogeneous and geographically demarcated areas of the country, but a system that is also capable of incorporating a country's other cultural heritage treasures: by way of example, the usage and customs of the people, wine and food, typical local produce – both farm produce and crafts – in short, the colours, the flavours, the quality of life that only the age-old wisdom of the succession of generations has managed to create. These are the values that make it unique, original and unrepeatable, and consequently interesting to visit, to get to know and to experience first hand.

Given the growing interest that the *World Heritage Convention* is arousing in Italy, and the success of the UNESCO protection system, numerous applications are inevitably submitted for inclusion on the list of Italian candidates, though fully aware of the obligations that will be incurred. What we would like is to be able to forward these applications. We think applications could be approved subject to a thorough scientific examination conducted by the competent bodies, as determined by the *Convention*, to ascertain whether they have the required exceptional universal value, thus also aiming to fulfil the engagements undertaken at the ratification of the

*Convention*. At the same time, however, we are aware of the World Heritage Centre's operational problems. The Centre has its hands full managing an increasingly long List, and we fully concur with the objective of improving the balance and making the List more representative. If these problems are to be solved, Italy thinks the international assistance and co-operation system, as laid down in Article 7 of the *Convention*, which is supposed to aid States Parties in their pursuit of preserving and identifying their respective heritage, should receive the utmost support. In this spirit, on 15 March 2001, UNESCO and the Government of the Republic of Italy signed a joint declaration on co-operation regarding cultural and natural heritage. With this document, the two parties launched an undertaking to assist states with a view to making the *Convention* an increasingly effective instrument for the protection and sustainable development of cultural and natural resources, promoting the Global Strategy to make the list more representative and increase the management abilities of registered sites. Concerning the efforts of my ministry, I would simply remind you of the action taken to fulfil the engagements undertaken with the signing of the joint declaration, in particular the select but substantial group of ministry officials who were placed at the World Heritage Centre's disposal. The group has already initiated co-operative action with some states in the fields of assistance for the protection and assessment of the state of conservation of registered sites.

**Finally, I would like to thank the World Heritage Centre** for deciding to organize this event in Italy on the 30th anniversary of the *World Heritage Convention*. I am sure that this Congress – which has brought together such a large number of eminent figures involved with heritage conservation and development – will provide all states with useful instruments for enforcing the *Convention* increasingly effectively. In view of this objective, I wish you all every success. ■



# Venice and its Lagoon: Managing a World Heritage Site

**Paolo Costa**

*Mayor of Venice*

**It is with great pleasure** that I welcome you all, on behalf of the City of Venice, to this important event organized by the World Heritage Centre, which has chosen Venice for the 30th anniversary celebrations of the Convention, an instrument that involves such a great number of countries around the world.

The fact that we currently find ourselves working on this issue in this very city is a privilege for Venice – perhaps a duty, even, that this city feels it must carry out – and, I would hope, an opportunity for yourselves, too. From 1966 onwards, Venice has benefited continually from UNESCO's presence. On occasion, the Organization has played a decisive role, with fundamental contributions, like the first report on Venice, straight after the great flood. This report actually laid down the guidelines for a conservation and development policy for an entire city, seen as one large treasure of cultural heritage. This then evolved into the various ongoing activities of the UNESCO Bureau which continues to work in Venice.

**I am greatly privileged to extend our warmest greetings to you, with the promise of our total support and our collaboration.**

Protecting our cultural heritage is protecting our identity. Acknowledging reciprocal identity is the first step towards knowledge, lessened problems, the true weaving of positive, pacific relations. Venice has always been true to this tradition, it has always endeavoured to play a role that it intends to continue playing. Venice is the place that not only offers its heritage to the world, but also accepts, discusses, incorporates, collaborates with the widest possible range of world cultures, carrying out its duty of peace, of



MR MATSUURA AND MR COSTA

contributing to world peace, which has been part of its past and, I hope, will be part of its future, and indeed a part of yours. But this event is also a great opportunity for our work and for everyone who is working hard to ensure that the world's cultural heritage plays those three roles mentioned earlier: collaboration in the economic growth of some areas of the world; creation of conditions of reciprocal awareness and improvement of relations between cultures, and hence between peoples, as an instrument of peace; and thirdly, establishing co-operation as common practice.

**Venice is a formidable instrument** of communication and has the opportunity at this Congress to offer its ability to acclaim the messages that originate from this city. I am glad that, today, this ability to communicate is being put to the service of those who, just like you, are working to achieve this great and noble end. There is a further opportunity, however, presented by the case of Venice and its history. The Congress organizers have given me the great honour of covering this matter in greater detail this



afternoon. For now, I will briefly mention a point I will return to later. Contemplating the cultural heritage conservation and development problem, we can imagine a cycle that goes from acknowledgement of heritage to identification, and inscription on the World Heritage List, and then preservation and conservation, which concerns the physical aspect in some cases, sometimes to stop these treasures from being needlessly wiped off the face of the earth. Once identified and conserved, heritage can be developed, i.e. put to the service of those three aims mentioned above: growth, peace and co-operation. As part of this process, forms of development may arise that exceed certain limits and, in some cases, might therefore endanger the very treasure itself. In short, every stage of the cycle must be closely controlled.

**Venice could be quoted** as an example not so much of identification – because the city has already distinguished itself in history, in Western tradition – but of conservation, of a joint effort by the Italian Government, local governments and the many

friends of Venice. There are almost thirty international Private Committees involved in the Programme for the Safeguarding of Venice which, joining forces with the authorities and with help from UNESCO, continue to collaborate in maintaining the city's cultural heritage. This heritage is also developed in the most modern way, in that people from all over the world come to visit the city, to learn about it and make contact, to communicate with this heritage. These visits may sometimes be of overwhelming proportions, and this may perhaps give you food for thought. Development must be controlled and the ratio between visitors and resources managed – the main problem to be faced today in conserving and developing the cultural heritage of this city. At various points around the city, you will see examples of these problems and what methods – technical, organizational and other – we are using. Solutions include rationing to limit some visits, management of queuing and, above all, a long-term programme whereby all visitors to Venice would be invited to let us know in good time when they plan to come, to book the visit, to allow us to make suitable arrangements and provide them with the best possible reception. By establishing such orderly visits, Venice's cultural heritage would be given due respect and allowed to play its role in the best possible way. These are just examples to give you something to think about. They are examples that I hope you may take into consideration over the coming days, or when you decide to return to this city to discuss matters with us, to help us to improve these policies or possibly to transfer some of these commendable practices to your own situations, your own circumstances.

**It is in this spirit of gratitude, as well as my assurance that we are more than willing to co-operate, that I thank you for coming to Venice and wish you every success. ■**

# The Challenges of Conservation

**Luigino Busatto**

*President of the Province of Venice*

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**Allow me to start by welcoming** all those attending this international UNESCO Congress and saying how I share the mayor's delight that the organizers chose the city of Venice as the venue of the 30th anniversary celebrations of the *World Heritage Convention*. This choice confirms UNESCO's

generous commitment to protecting the lagoon city, to which the expert cultural activity that its Venice Bureau has promoted over the years attests, offering us many opportunities for initiative, in-depth examination and debate.

Venice, declared a World Heritage site together with its lagoon, is the ideal place for assessing the evolution of the *Convention*, whose very first lines clearly reveal its importance. The deterioration or disappearance of a treasure of cultural and natural heritage constitutes disastrous impoverishment of the heritage of all peoples of the world. I think the objectives that UNESCO set itself thirty years ago by adopting this *Convention* are today more valid than ever. The challenges we are facing are forever increasing: uncontrolled and ill-conceived growth; military or civil conflicts; the escalation of disorderly mass tourism, with its negative effects; the natural catastrophes that cripple our regions more and more frequently; being just some of the factors constantly threatening our planet's heritage. With a setting like Venice – a city for whom risks linked to the fragility of a delicate and frequently imperilled area and environment are an everyday menace – this discussion is even more eloquent. We are the custodians of an example of heritage that is the only one of its kind in the world: the city and lagoon of Venice. The lagoon's ecological and environmental system is highly complex, and despite it still conserving much of its historical, artistic and environmental values, it has been marked by actions over the years that have caused hydro-geological imbalance,

abandonment, and, sometimes, environmental degradation. However, not all the Venetian lagoon has been abandoned: measures to restore many of its islands have recently been readopted. As the district's authorities, we are proud to present the example of San Servolo, an island that has never been abandoned and today makes a perfect home to a university association, the Venice International University, open to all the world's students.

**The Venetian district** authorities have mapped the polluted areas and are involved in the extensive and exacting procedure of cleaning up the lagoon and in the daunting task of environmental reclamation of the industrial Marghera port area. The clean-up is an essential part of protection and the first stage in the procedure. The action of restoring the hydro-geological balance of the sea-lagoon relationship, through the three lagoon entrances and relevant canals, and measures that can make a decisive contribution to attenuating and eliminating the flood problem, depend greatly on the actual quality of the water. By delaying clean-up, we are contradicting the measures to protect Venice and its lagoon. In this sense, I would like to take advantage of the fact that Under-Secretary Bono is in attendance to say how very concerned we are that the Italian Government has entered all the funds for Venice under the heading of the 'MOSE' system of mobile barriers, necessary as they may be, without mention of all the other complex measures required to protect and care for this immense heritage. Protection cannot be achieved with a single project to which is attributed the ability to solve all problems, but must instead be handled through a programme of measures that offers compatible and sustainable short- and long-term solutions to the complexity of this delicate and priceless environment that we are all committed to saving.



MR BUSATTO

It is the duty of our generation to ensure that future generations inherit an area and environment possibly better than those passed down to us. In its own small way, even the authority I have the pleasure of representing, operating within the areas under its direction, aims to ensure that economic growth is reconciled with the safeguarding and protection of small cultural and natural treasures, which are abundant in our district. I refer to historic towns and villages, small but extraordinarily beautiful, to enchanting natural environments, to fascinating architectural sites such as the Venetian villas lining the River Brenta and Terraglio road, to mention but a few examples. It is my conviction that members of the public administration are duty-bound to protect this immense heritage, carrying into effect any collaborative agreement, with private individuals or otherwise, that will yield the necessary financial resources. UNESCO's commitment, which has evolved over these past thirty years in implementing the *World Heritage Convention*, has paved the way, and many others have followed in its footsteps. The work performed by our prestigious Organization to protect the planet's treasures is irreplaceable and crucial, and we are infinitely grateful for this. However, I wish each one of us could play our small part as well, from public and private institutions to the individual citizen. My vision applies, above all, to young people, who are the primary beneficiaries of our collective efforts. It also applies to the schooling of young people: today's schools seem too busy looking to the future to bother with history and teaching our cultural heritage. We, on the other hand, would like to help to focus attention on the subject, especially because of the positive effects it may have in professional terms. Teaching our young people about the prestige of salvaging, restoring and conserving works of art and our culture is an investment that we think is important both for us and for the young people.

In conclusion, I hope that the work performed at your International Congress may give rise to new programmes that aim to involve young people – the citizens of tomorrow – in worldwide promotion and conservation. I wish you every success. ■



# More than Preservation

**Wole Soyinka**

*UNESCO Goodwill Ambassador*

*Nobel Laureate for Literature*

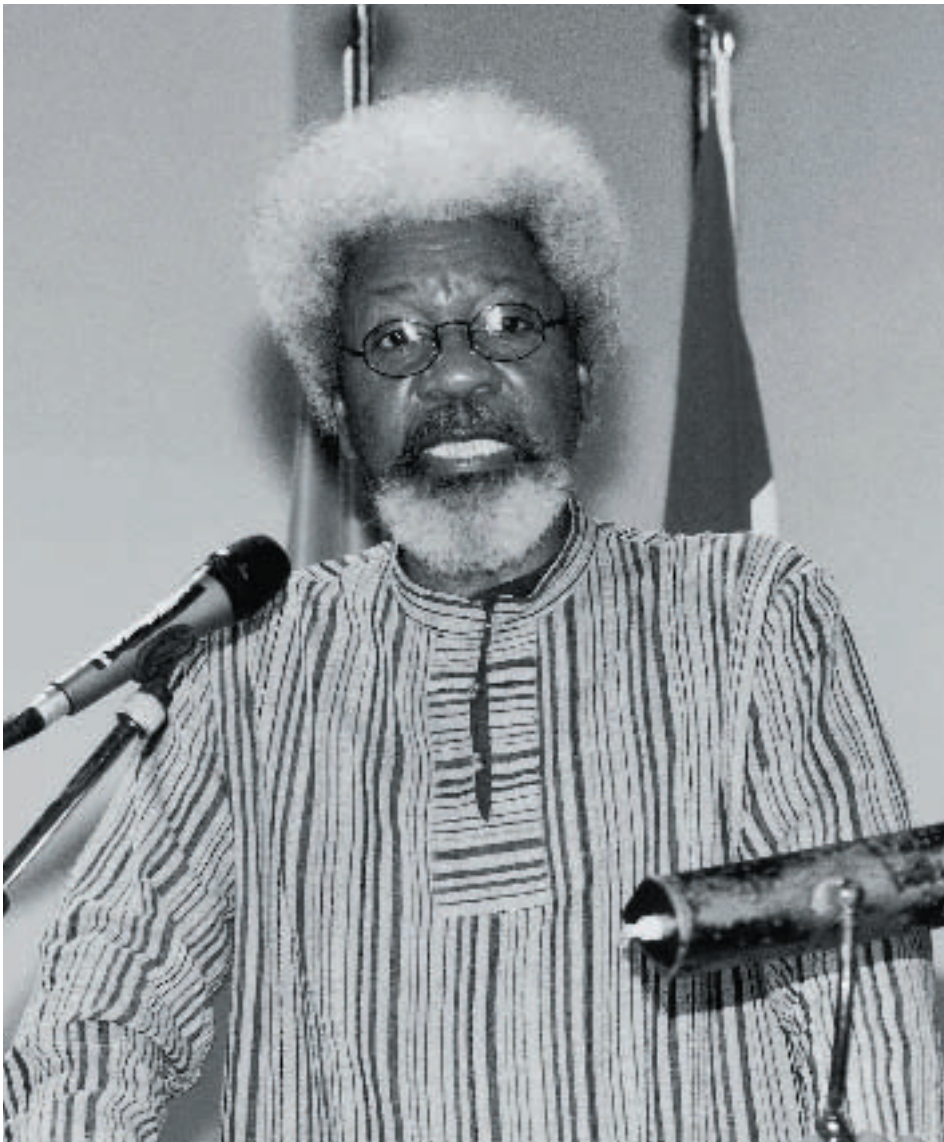


**Can anyone ever forget** the cynical response of those pariahs of the civilized world, the Taliban, when most of that world, across all religious faiths, made desperate appeals that the regime withdraw from its resolve to pulverize the statues of Buddha? After the deed was done, and the outrage of the world

was unremittingly expressed, representatives of the Taliban regime declared that it had gone ahead with the demolition as champions of a humanistic cause. It was affronted – so it claimed – that the protesters considered a few stone statues more important than the plight of thousands of Afghans who were dying of hunger. This was, of course, a simply opportunistic and diversionary response, nor was the thinking behind it as original as the Taliban overlords appeared to think it was. It is a wearisomely familiar ploy of all iconoclasts in power, and I call it to mind only because we tend to forget that this plaint is permanently with us, available for resurrection whenever a community, a society, a nation or a structure of international collaboration dedicates a portion of its time and resources to preserving a heritage that is rightly considered as belonging not merely to the specific locality in which it is found, but to the entire universe of sentient beings.

Except as a reminder of this unsavoury tendency, the declaration of the Taliban would merit no serious comment. It was so preposterous that it quite took one's breath away, leaving in place an aftertaste of disgust. In truth, we need not bother to remark the egregious dishonesty that lay behind such a supposedly pious sentiment. As the most recent and loudly articulated of our universes of outrages, however, it presents us with an opportunity to direct attention to lesser-known assaults committed in a similar anti-humanistic spirit, many of them still ongoing. It reminds us that, closely bound with the material concern with the preservation and enhancement of the palpable manifestation of human intelligence and creativity are also implicated certain ethical principles that are crucial to the pursuit of the goal of peaceful cohabitation among communities, races and cultures – principles such as respect and understanding of others, of the material expression of thought and imagination, of the world view of other human entities.

**The tendency to eradicate** all vestiges of the humanity of others is crucial to the project of domination or diminution of status of others – and by domination I do not refer simply to military or colonial domination, but to ideological, religious, cultural and allied forms of subjugation. At the heart of it lies intolerance, which is as much a child of ignorance as it is of fear of external knowledge, which frequently encompasses a suspicion that such knowledge may question one's own givens. Would those who live outside my own nation, Nigeria, believe for one instant that two centuries after the invasion of that nation space by Christian evangelists, their protégés still surge out periodically, fired by the messianic zeal of conversion, to destroy priceless works of art. Such has been the fate of the *mbari* houses of sculpture, dedicated to the earth goddess Ala. Many within that nation space remain ignorant of the reactivation of this death sentence on traditional heritage. In the



MR SOYINKA

view of these hot-blooded Christian fundamentalist missionaries of the twenty-first century, this priceless heritage of the Igbo people is an affront to Truth, embodied only in their Christian deity and none other. It means nothing to them that the admiring world would have been deprived of the novelist Chinua Achebe – among others – if his environment had been successfully culturally sanitized by their missionary forebears in the preceding centuries, long before their birth.

Travel west of Enungu or Owerri, in the land of Igbo and there, a meeting of iconoclastic minds that would normally be found with drawn hatchets at each other's throats find common ground. In Offa, somewhat to the north of Yorubaland, the Muslim proselytizers of an equally rabid fundamentalist persuasion surge out in an equal frenzy of religious cleansing, demolish historic shrines that are erected to Yoruba autochthonous deities, including even their heroes and heroines such as Moremi, the legendary princess who has inspired countless musical compositions and epic drama. For such atavists, irrespective of the history of these personages, real or mythological, the very existence of the symbolic presences of a people's authentic heritage constitutes an affront in the eyes of their deity. When we come together in these elegant spaces, where the very patina of artworks, the dynamic mythological frameworks of sublime

superstitions – of both the so-called pagan and Christian inspiration – not only co-exist in harmony but are treasured, revered, refurbished and even economically exploited for the millions who swarm over them year after year from all corners of the world, I wonder if the owners of these historic patrimonies are struck by a certain irony. For it is the religious stormtroopers of these very European environments – and their Eastern counterparts – who sowed the seed of the destructive spirit elsewhere, smashing and making bonfires of those very treasures whose spirit animates their own adornment and evokes the admiration of all humanity. To appreciate the philistine absurdity that still affronts one in those beleaguered spaces that are mostly unknown to the outside world, one should simply imagine the Shinto temples of Japan falling victim, one after another in this year 2002, to the upsurge of some dormant religious incontinence.

Let it not be considered for a moment however that the imperatives of preservation of the heritage of the world are limited only to the results of human intelligence and skill. Nature itself remains the original demiurge in the enhancement of its own being. I know that it is fashionable – well, it was, especially in an ideological school of thought that is now somewhat out of favour – it was fashionable to consider Nature as a crude ●●●

●●● undialectical repository of material resources, a kind of intuitively endowed mess of matter upon which man then scribbles and moulds his intelligence. I have always found this curious, and this of course without even accepting the need to offer the opposing view of a Master-Mind at work, mysteriously shaping and reshaping Nature according to the dictates of his supra-Intelligence. It is sufficient, in my experience, to recognize the breathtaking variety of the natural environment, all products – accidental or conscious, we can argue until Doomsday – of certain physical adjustments to climactic and other factors. Some of the causative factors of the mutations that provide an infinitely entrancing variety of such magnitude will remain totally mysterious to all but the most confident scientific minds that preoccupy themselves with solving the hidden processes of Nature.

For most of us, it is sufficient to encounter a grove of Osun – an example again drawn from my own part of the world and one that has been adopted by UNESCO – and experience a mystic aura, one which, in our humane enlargement, we feel deserves to be accessible to all for eternity, not sacrificed to the profit and destructive lust of a few timber merchants. We are speaking of difference, the indescribable difference that makes one walk past another part of the forestry without so much as pausing, while, on the other hand, time vanishes totally within this and similar ‘accidents’ of Nature. Let us leave the question of a conscious aesthetic intelligence in Nature aside, accepting that the peacock, for instance, flaunts the difference that is manifested in the extravagance of its courtship feathers as a mere vagary of evolution. We are free to insist that a riveting waterfall is the accidental product of a climactic change or some indigestion in the earth’s womb at some forgotten time – it suffices that humanity instinctively pauses beside this difference in Nature’s manifestations. Before the former is rendered extinct as a result

of some genetic interference from our experimental hubris, or the latter’s aesthetic rendition is annulled by the march of progress and the undeniable benefits of hydroelectric power, we have a right to insist on some kind of accommodation that does not deprive the world of a share in the aesthetic solace or spiritual excitation of either, or indeed simply of the archival access that goes with the preservation of those enriching differences, even while we seek solutions to the world’s need for cheap and efficient power. Humanity does not lack the creative intelligence to do this, and it is only an attitude of mental laziness, a tendency towards the simplistic lure of its destructiveness, that prevents us from having our cake and eating it.

I began by speaking of that hideous crime against our common heritage that was so contemptuously committed by those lunatics of faith, the Taliban, but must remind us yet again that this was merely the latest in notoriety from a long line of destructiveness, and a continuing one in obscure places, and that we would be wise to remain conscious of this. Who dares forget the conduct of the Khmer Rouge in their treatment of Cambodian treasures, Angkor Wat most notoriously, that wrung from me in an article I wrote at the time the comment that these were not progress-driven revolutionaries of any persuasion but simply ‘mean-spirited thugs’. I never did return to that subject for obvious reasons. As knowledge of the horrendous decimation of Cambodian humanity gained affirmation, it would have appeared indecent to dwell on the fate of mere inanimate products of that devastated humanity. Yet there is a lesson of correlation in all this, one that we would do well to keep in mind. It does not matter which comes first – throughout history we discover again and again that crimes against humanity, including forced displacement, tortures and genocide, tend to accompany the destruction of the victims’ culture. This should not be surprising. They are both indications of the project to destroy the humanity of others, a project that is

most obviously effected either by crushing the spirit of the victims through the physical mutilation of their being and outright elimination, or by pulverizing the palpable precipitation of their humanity – their arts, cultures, monuments and observances – almost unexceptionally a combination of both. We see it happening everywhere, even today. We witnessed it in Yugoslavia where the project of both human and cultural cleansing finally aroused the world to a scenario that it had sworn would never happen again. It happened in Rwanda. We watch it happening today – understated though it may appear in proportion – in the Middle East.

For us in the so-called developing world – the last word. The primacy of development, especially in its technological aspects, is a seductive but purely fallacious concept wherever posited in opposition to, or even competition with, the preservation of heritage. In nine cases out of ten, there are always alternatives. I call to mind – and here comes my final cautionary example – the inundation of the Nubian valley in preparation for the construction of the Aswan Dam. What is not generally known is that scientific experts of UNESCO offered alternative blueprints that would have saved, not simply the Abu Simbel monuments but also the ancient, organic cultures of the Nubians that had served the affected peoples for centuries before the commencement of the millennial count. There are cultures from which – for we do not speak of monumentalism as the sum of cultures – cultures from whose ancient but living actualities the world may yet find solutions to many of the contradictions that now plague its march towards an unreflective globalization. Those alternatives were rejected, the valley was inundated and with it, much of the unique culture of Nubia, a crucial and rich component in the recapturing of the authentic history of the African continent and obtaining a holistic apprehension of its culture.

The Aswan Dam was built, the communities displaced and relocated. From the surge of power that transforms the environment and the admitted marvel of such human ingenuities, there is indeed pride and even light but, just think of what we may have lost in – illumination! ■










# Thirty Years of the World Heritage Convention

## Tamás Fejérdy

Chairperson of the World Heritage Committee



It is a great honour for me to address you at this Congress to celebrate thirty years of UNESCO's *World Heritage Convention*. I am proud to be part of this moment in history. It is a significant milestone in our work to conserve the world's outstanding cultural and natural heritage.

I am glad to see so many friends and colleagues here today. I welcome my fellow members of the World Heritage Committee and those who were my predecessors as Chairperson. In my capacity as Chairperson I would like to convey the thanks of the Committee to the Italian Government for offering to host and participate in the funding of the Congress.

At its most recent meeting in June this year in my own country of Hungary, the twenty-one members of the Committee endorsed the objectives of this Congress. The Committee also encouraged countries around the world to develop and implement activities to promote the anniversary of the adoption of the *World Heritage Convention* by UNESCO's General Conference thirty years ago. Your participation in this Congress, and your work in favour of World Heritage, is a demonstration of your interest and commitment. This is a Congress about commitment and, more particularly, partnerships.

**The World Heritage Committee**, in recently adopting the *Budapest Declaration* on World Heritage, has provided the strategic framework for existing and new World Heritage partnerships. The Committee adopted the *Budapest Declaration* in acknowledgement of 2002 as the United Nations Year for Cultural Heritage and the 30th anniversary of the *Convention concerning the Protection of the World Cultural and Natural Heritage* adopted by the General Conference of UNESCO in 1972.

The Committee has also acknowledged that, in thirty years, the *Convention* has proved to be a unique instrument of international co-operation in the protection of cultural and natural heritage of outstanding universal value.

Furthermore, the Committee has recognized the universality of the 1972 *Convention* and the consequent need to ensure that it applies to heritage in all its diversity, as an instrument for the sustainable development of all societies through dialogue and mutual understanding.

The Committee considers that the properties on the World Heritage List are assets held in trust to pass on to future generations as their rightful inheritance.

**As you are all aware, our shared heritage is facing increasing challenges.**

Although the *Convention* is nearly universal in membership, a number of countries still require encouragement to join it and other related international heritage protection instruments.

States Parties to the *Convention* are invited to identify and nominate cultural and natural heritage properties representing heritage in all its diversity, for inclusion on the World Heritage List. They are also asked to seek to ensure an appropriate and equitable balance between conservation, sustainability and development, so that World Heritage properties can be protected through appropriate activities contributing to the social and economic development and the quality of life of our communities.

The Committee is calling for countries around the world to join together and co-operate in the protection of heritage, recognizing that to harm such heritage is to harm, at the same





MR FEJRDY

time, the human spirit and the world's inheritance. The Committee is also committed to promoting World Heritage through communication, education, research, training and public awareness strategies. Finally, and perhaps most importantly, the Committee places great emphasis on securing the active involvement of our local communities at all levels in the identification, protection and management of our World Heritage properties. Of course these tasks and objectives cannot be fulfilled by countries working alone, or by a top-down approach of the intergovernmental World Heritage Committee. Indeed the Committee, in updating its strategic focus, has given its commitment and expressed its will to co-operate and seek the assistance of all partners for the support of World Heritage.

**For this purpose, the World Heritage Committee invites all interested parties to co-operate and to promote the following objectives:**

- To strengthen the credibility of the World Heritage List, as a representative and geographically balanced testimony of cultural and natural properties of outstanding universal value.
- To ensure the effective conservation of World Heritage properties.
- To promote the development of effective capacity-building measures, including assistance for preparing the nomination of properties to the World Heritage List, for the understanding and implementation of the *World Heritage Convention* and related instruments.
- To increase public awareness, involvement and support for World Heritage through communication.


I conclude today by asking you all to take up the collective challenge. Let us all work together, with co-operation and commitment, to ensure credibility, conservation, capacity building and communication in support of our World Heritage. ■



# World Heritage: A Vision for the Future

## Russell E. Train

Chairman Emeritus, WWF US



**It is a great honour** for me to participate with you in this International Congress celebrating the 30th anniversary of the *World Heritage Convention*. WWF has, of course, been closely involved in the conservation of many World Heritage sites for many years and will continue to be. I join all of you, I am sure, in expressing gratitude to UNESCO, the Italian Government

and the Cini Foundation for making this meeting possible.

It is especially fitting that we should be meeting here in Venice, which, together with its lagoon, is a World Heritage site – and which epitomizes the essential interrelationship of the natural and man-made environments. On a personal note, it is a special pleasure that we should be meeting here at San Giorgio Maggiore in the midst of the lagoon. An eighteenth-century oil painting of this storied isle hangs in my living room in Washington.

Thirty-five years ago, in 1967, when I was the new president of the Conservation Foundation, since merged with WWF, I participated in an International Congress on Nature and Man in Amsterdam, and I gave an address entitled *A World Heritage Trust*.

As part of that speech I said:

“ I believe it is particularly appropriate at this Congress on ‘Nature and Man’ to urge the launching of an international co-operative effort that brings together in a unified programme a common concern for both man’s natural heritage and his cultural heritage. In so doing, we will be recognizing that our civilization, past and present, is inextricably linked to our physical environment. Indeed, the works of man are necessarily founded upon and moulded by the natural environment. Can we conceive of a Venice in isolation from the sea? ”

Let me go back for a moment and outline the historical background of the World Heritage concept.

In 1965, I participated in a White House Conference on International Cooperation in Washington and was a member of its Committee on Natural Resources. The idea for a World Heritage Trust, combining both natural and cultural values, emerged in discussions between Dr Joseph Fisher, Chairman of the Committee, and myself. Our Committee Report declared that certain scenic, historic, and natural resources are part of man’s heritage, and that their survival is a matter of major concern to all.

Our recommendation was:

“ That there be established a Trust for the World Heritage that would be responsible to the world community for the stimulation of international co-operative efforts to identify, establish, develop, and manage the world’s superb natural and scenic areas and historic sites for the present and future benefit of the entire world citizenry. ”

**That recommendation was submitted** to President Lyndon Johnson but no action was taken. A year later, in 1966, the World Conservation Union (IUCN) at its biannual world congress, held that year at Lausanne, endorsed the principle of a World Heritage Trust in a resolution drafted by Joseph Fisher, Harold Coolidge and myself. From that date, IUCN and the International Council on Monuments and Sites (ICOMOS) separately developed their own drafts of such a trust convention. Then, in 1967, I gave the speech in Amsterdam from which I have already quoted. That speech assumed one World Heritage programme to embrace both natural and cultural sites.

In 1970, the Council on Environmental Quality was established in the Nixon White House, and I was named its first Chairman.



MR TRAIN AND MR MATSUURA

Among the Council's responsibilities was the preparation of an annual environmental report by the President to the Congress. President Nixon was determined that he should have a strong environmental record. And he was determined that his environmental initiatives should have a major dimension of international co-operation.

In that latter regard, Nixon's 1971 environmental message, written in my office, declared in general: "It is my intention that we will develop a firm and effective fabric of co-operation among the nations of the world on these environmental issues."

His message then went on to say:

"As the United States approaches the centennial celebration in 1972 of the establishment of Yellowstone National Park, it would be appropriate to mark this historic event by a new international initiative. (...) Yellowstone is the first national park to have been created in the modern world, and the national park concept has represented a major contribution to world culture. Similar systems have now been established throughout the world (...) It would be fitting by 1972 for the nations of the world to agree to the principle that there are certain areas of such unique world-wide value that they should be treated as part of the heritage of all mankind and accorded special recognition as a part of a World Heritage Trust. (...) I believe that such an initiative can add a new dimension to international co-operation.

I am directing the Secretary of the Interior, in co-ordination with the Council of Environment Quality, and under the foreign policy guidance of the Secretary of State, to develop initiatives for presentation in appropriate international forums to further the objective of a World Heritage Trust. "

In preparation for the 1972 United Nations Conference on the Human Environment to be held at Stockholm, the United States supported the concept of a single World Heritage programme

embracing both natural and cultural areas, supported the role of UNESCO in providing a home for the World Heritage Centre, and also supported the continuing substantive advisory roles of IUCN and ICOMOS. In addition, the US insisted on making financial contributions by member states voluntary. Unfortunately, this rule has led the US to contribute to the programme relatively small amounts – amounts which are in my view inconsistent with the leadership role of the US in bringing the World Heritage concept into reality in the first place.

In June 1972, at the Stockholm Conference to which I headed the US delegation, I put forward the World Heritage in my address to the conference. The delegates later voted overwhelmingly to endorse the World Heritage concept and the adoption of a convention to that effect, at the General Conference of UNESCO later that year. And, of course, the *Convention* was duly adopted on 16 November 1972.

While I have been sometimes described as the 'father of the World Heritage' that overstates my role. There were many who played an important part in its creation. I have already mentioned in this respect Joseph Fisher and Harold Coolidge. Assistant Secretary of the Interior, Nathaniel Reed, and Senior Scientist of the Council on Environmental Quality, Lee Talbot, played important roles in the preparatory work leading up to the 1972 Stockholm Conference, while Michel Batisse played an important role for UNESCO. However, while I do not claim paternity, the fact is that I was fortuitously situated to move the Trust concept forward on the international agenda.

*In any event, whether a parent or not, I am very proud of our offspring on this, its 30th birthday.*

### ●●● So much for history.

I applaud the emphasis that is being given in this programme to building partnerships that can help to promote the World Heritage. I applaud the leadership of the United Nations Foundation in encouraging such partnerships in the private sector, and I congratulate the wisdom and foresight of Ted Turner in helping to make this possible.

The whole World Heritage concept is based upon a series of partnerships and interrelationships. The *World Heritage Convention* itself represents a partnership among 175 nations, a partnership that recognizes the integral interrelationship between humanity and environment as well as between the natural environment and the man-made environment.

I believe that this concept of partnership provides a vitally important insight and a guideline for the future of the World Heritage programme, an insight and a guideline that take on new urgency with every passing day. From the beginning, I have seen the purpose of the World Heritage as being something more than simply helping to assure protection and quality management for unique natural and cultural sites around the world – as critically important as that goal is. Above and beyond that goal, I see the programme as an opportunity to convey the idea of a common heritage among nations and peoples everywhere! I see it as a compelling idea that can help to unite people rather than divide them. I see it as an idea that can help to build a sense of community among people throughout the world. I see it as an idea whose time has truly come.

Two months ago, my wife and I had the privilege of visiting Australia. We visited Lamington National Park in Queensland and the Great Barrier Reef. Both areas make major efforts to explain their World Heritage status, a matter of pride among many

Australians. I regret to say that few Americans have any knowledge whatsoever of the World Heritage.

At this particular time in history, as the fabric of civilized human society seems increasingly under attack by forces that deny the very existence of a shared heritage, forces that strike at the very heart of our sense of community, I am convinced that the World Heritage holds out a contrary and positive vision of human society and our human future.

We need to promote that vision by educational programmes in our schools and at World Heritage sites worldwide. The citizens of Venice should feel not only pride in the status of Venice as a World Heritage site but should develop a sense of pride and even ownership, albeit spiritual ownership, in Yellowstone, in the Acropolis, in the Serengeti, in Angkor Wat, in the Galápagos and so on around the world.

The vision I leave with you is that the World Heritage should not only ensure the protection of the world's unique natural and cultural sites but should help to instil in the world's peoples a new sense of our kinship with one another as part of a single, global community. ■

# World Heritage in Young Hands

## Countess Setsuko Klossowska de Rola

*Honorary President, Balthus Foundation*

**It is a great honour** for me to accept the invitation of the UNESCO Director-General, Mr Koichiro Matsuura. I am very pleased to be here among you who have devoted your professional life to our heritage. It always saddens me to learn of the destruction of our ancestral heritage. For example at this moment, in Kyoto, the ancient imperial capital of Japan, the

Hanshoyama Hill situated near the Silver Pavilion, a temple which is part of the site inscribed on the World Heritage List, is being destroyed by a private housing development. In spite of strong protest by the inhabitants of Kyoto and Oriental heritage specialists, the grandeur of the hill diminishes day by day.

Why do such things happen? It is probably due to the ignorance or the indifference of the local authorities who sometimes support a project solely for its economic value. The most effective means to avoid disastrous results would be to establish a management system based on spiritual and ethical values. This is why UNESCO's World Heritage Education Project launched by the World Heritage Centre, which especially targets young people, and the UNESCO Associated Schools Project Network, are so important.

Since 1994, the educational kit *World Heritage in Young Hands* has offered many practical activities that can be adapted to schools of different countries and cultures. Consequently, it is fundamental to transmit heritage values to children when they are very young, by means of sensations and emotions. Everything that we see, everything that we feel in childhood, becomes a part of ourselves when we grow up with this treasure.

I fully support UNESCO's work in education for youth and I am thus delighted to give my sponsorship to this important event and to celebrate the 30th anniversary of the *World Heritage Convention's* contribution to our common heritage. ■




COUNTESS KLOSSOWSKA DE ROLA



# Beyond the Passage of Time

**Marianna Vardinoyannis**

UNESCO Goodwill Ambassador



**believe that all of us** who have the pleasure and the honour to be here today, in the historic city of Venice, feel the same optimism for the international movement which finds its practical expression in the extremely significant UNESCO initiative for the protection of the World Cultural and Natural Heritage. The signature of the corresponding *Convention*, which took place in Paris

thirty years ago, represents the considerable effort based on the ideals and principles of UNESCO's philosophy, the principles which have made UNESCO the champion of peace, international solidarity and culture.

The protection of the world's cultural heritage is not only our obligation to the past, but also our duty to the future. The monuments that our ancestors have left us are the living proof and testimony to the history of peoples, and to the factors that shaped their identity. These monuments go beyond the passage of time. They are symbols, both national and universal, in the same way that the messages we draw from them are universal.

Today, the protection of cultural heritage is closely linked to the promotion of dialogue between cultures, as it is culture that brings people closer, contributes to mutual understanding and is a safeguard of peace.

**This outstanding concept of UNESCO** gives us all the right to feel proud. Numerous examples of the rescue, conservation and restoration of monuments, in so many countries, are the best possible proof of the success accomplished and the achievements yet to come. Who can forget the ground-breaking initiative of UNESCO when, in 1959, it launched an international campaign to restore Egyptian and Sudanese cultural heritage sites: an attempt to save the Abu Simbel temples in the Nile Valley, which were threatened with flooding as a result of the construction of the Aswan High Dam. This effort paved the way for the *Convention concerning the Protection of the World Cultural and Natural Heritage*.

I am particularly pleased that my native Greece was among the first twenty countries to ratify the *Convention* in December 1972.

I could not imagine more efficient protection for World Heritage than the love extended to it by every citizen of the world. I believe that within this framework we have to discover ways of making both the *Convention*, and UNESCO's efforts to protect World Heritage, better known. A decisive role in the realization of this goal must be played by the provision of suitable education for children and families. It is precisely this idea which is promoted by the Foundation for the Child and the Family, of which I am President

At this point I would like to emphasize the substantial contribution of the Director-General of UNESCO, Koïchiro Matsuura, to this great endeavour which encourages and sets an example, by giving an even greater impetus both to international co-operation and to individual countries' efforts in the protection of cultural and natural heritage.

**The invaluable support afforded** to this conference by the Italian Government and by the City of Venice underlines once more the rich cultural history and tradition of this country, and in this respect its contribution to world culture. The organizers have given this conference the setting it deserves, as Venice has a long-standing friendship with UNESCO. I well remember the international campaign that UNESCO launched to save Venice after disastrous floods threatened the city on 4 November 1966.

All those participating in, and supporting, this conference, have demonstrated their affection for culture. I believe that it has reinforced the significance of this alliance of people from so many different countries, sharing a common vision of culture and a common aim: to hand it over to succeeding generations. ■

# World Heritage: the Foundation for Peace

## HRH Princess Firyal of Jordan

UNESCO Goodwill Ambassador

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**r Director-General** and distinguished colleagues, there is not much I can add to what you have heard so far from all the esteemed speakers – but I have enjoyed and learned so much from being here and listening to some of the talks. It

is a source of great pride to me to be part of UNESCO, which plays such an important role in the protection and safeguard of World Heritage – whether it is cultural or natural.

Some of the proudest moments I have are when travelling in the remotest parts of the world, and seeing the sign of UNESCO declaring the place protected from the elements and from humanity – for humanity and posterity.

Someone mentioned yesterday that these monuments are best preserved when they are actively enjoyed and put to use. Take the example of the amphitheatre in Verona. It comes to life with the music and words of the performances. It becomes a magical backdrop and enhances the production of any opera or performance. This marriage of live performances and heritage has led to the founding of the International Institute for Opera and Poetry, sponsored by UNESCO.

**UNESCO contributes to peace.** I know that sounds like a big word. Let me tell you my understanding of it by drawing on an example in Bosnia. The two religious groups destroyed the Mostar Bridge that linked the two different ethnic areas, with the intention of destroying the union. UNESCO helped to rebuild that bridge, advocating the need for union and peace. While talking to Ambassador Caruso of Italy last night, I came to realize that the greater contribution of cultural heritage is that it forces us to respect and accept diversity, which is the foundation of peace. Respect, celebrate and learn from our differences.



PRINCESS FIRYAL AND MS VARDINOYANNIS

Once, I had the privilege of spending Christmas Eve in Bethlehem, representing the sovereign, and walked in the procession on a cold, crisp night with thousands and thousands of people of every description, young and old, on foot, some in wheelchairs, all marching in an orderly manner, holding candles, praying and singing. That sight brought peace. I, as a Muslim, was rejoicing in the power of that magic and that peace. I am confident that eventually we can isolate violence and offer generosity and understanding through the new globalization that UNESCO is inspiring.

To quote the Director-General of UNESCO, Mr Koïchiro Matsuura: 'It is a noble, vital force in the world, fostering peaceful coexistence and honouring our past in equal measure with our future. ■











# The Role of the UNESCO National Commissions

**Giovanni Puglisi**

*Secretary-General of the Italian National Commission for UNESCO*



**am particularly honoured** to address this illustrious gathering and welcome you on behalf of the Italian National Commission for UNESCO.

Having National Commissions is a quality and an institutional and organizational feature unique to UNESCO. Through them, diplomacy is supported by the role and activity of human society and the institutional culture of each Member State. In a certain way, they are the institutional form through which UNESCO creates a relationship with the vitality and planning process of individual national cultures. In these National Commissions, as in the UNESCO Clubs to some extent, we encounter the simplicity and more human and people-oriented heart of an Organization whose life and relationship are as intense as they are distant from the pressures of culture and of its intellectuals. The language and forms of diplomacy in UNESCO, therefore, live alongside the language and forms of culture, and it is this dimension and this pressure that have helped, outside this Organization and its initiatives, to develop solidarity and participation that other organizations owe to the particular nature of their humanitarian objectives.

**If and when UNESCO** wins its fight to eradicate illiteracy worldwide; its fight for lifelong education that is far reaching, from east to west, from north to south; for a culture of diversities, which give a sense or purpose instead of grounds for outcasting; for a society in which differences are a source of pride and wealth and not an excuse for frustration and ghettoizing – if and when UNESCO wins its fight for a world in which scientific knowledge is a source and reason for freedom and not inferiority, then and only then can we really start talking about the culture of peace and education, regarding the culture of peace as a true dimension of life and not just as an educational programme. The

development of the heritage of humanity by UNESCO over the last thirty years has played a decisive role in this sense. It has been a source of rediscoveries and diversified cultural pride varying from region to region and from national culture to national culture, while deeply united in the conviction of the moral strength of its tradition and its expressiveness.

Curiosity and knowledge are the two guiding parameters that inspire UNESCO's action in its approach to its programmes. When the *World Heritage Convention* was signed thirty years ago, times and conditions were very different from today: the attention and pressure that characterized decisions taken by the governments of the signatories at the time were more politically oriented than geared towards cultural awareness. The thirty years since then have been fundamental for understanding how development of heritage is an extra resource of each country. The extension of the World Heritage List to include cultural landscapes attests to the fact that political-cultural centrality of the notion of humanity's cultural heritage has been achieved. The history of culture, which has come such a long way over recent decades in its social and political perceptions, has shown us how radical the transformation of museum culture has been, going from the era of 'alienating' conservation to the more current era of 'living' conservation.

The National Commissions have made a serious, important contribution to attaining this objective. This year, the Italian UNESCO Commission has given its already intense activity a substantial boost by setting up a number of specific World Heritage initiatives, such as translating the *World Heritage in Young Hands* kit into Italian, made possible thanks to a generous contribution from a major bank foundation; the production of a series of articles entitled *Bel Paese* (fair country, as Italy is sometimes referred to), in association with the Istituto



MR PUGLISI

Poligrafico Zecca dello Stato, containing monographs devoted to the individual sites in our country on the World Heritage List; a television programme made with Rai International on the signs of man (*Segni dell'Uomo*), which also focuses on UNESCO's sites as well as a major conference in Urbino to define with the Carta di Urbino a document that, signed by all those in charge of Italian World Heritage sites, serves as a declaration of intent for the correct conservation, management and communication of those sites; an international conference in Lipari, *Il Fuoco tra l'Aria e l'Acqua*, in conjunction with Sicily's regional authorities, for the protection and development of the volcanic islands; and the European EUROMAB meeting held in Rome. Lastly, again with the exceptional collaboration of the printing works of the state Mint, we have cast a medal to commemorate this 30th anniversary of the signing of the *World Heritage Convention*, along with a folder of drawings designed and produced ad hoc, which will shortly be offered with our compliments to the Director-General of UNESCO by the President of the Italian National Commission, Senator Carettoni.

Lastly, I cannot nor would I dream of leaving out the great role played this year by the Italian schools associated with UNESCO, the Clubs Federation and the individual UNESCO Clubs, the Associazione delle Città Italiane Patrimonio dell'Umanità and the Associazione dei Giovani Tirocinanti della Commissione Nazionale Italiana. I would like to say thank you and render homage to them all because I know, and would like everyone else to know, that the work they have put in has been as hard and generous as it was voluntary and exemplary. To everyone, especially the Director-General and Director of the World Heritage Centre, my very best wishes for the next thirty years – if they are as intense as the first, they will most definitely lead to UNESCO's achievement of the goals set for its mission of civilization. ■












# World Heritage: a Regional Perspective

**Giancarlo Galan**

*President of the Veneto Region*



**would like to begin** by thanking UNESCO for choosing Venice as the venue for an International Congress of such weight and prestige, given that it has been conceived and organized to review the achievements of the thirty years following the adoption of the *Convention concerning the Protection of the World Cultural and Natural Heritage* at the 1972 General Conference of

UNESCO. Exactly ten years earlier, in 1962, it was here at the Cini Foundation that a landmark international conference was held to discuss the Venice problem. It is only fair, therefore, to remind you that Venice was already benefiting from UNESCO's support all those years ago, with its commitment, with its passion for culture, with its skills, capable of bringing the issues and problems associated with conserving and defending Venice's historical-artistic-monumental and natural heritage into focus from a scientific as well as an operational point of view. The 1962 conference was attended by many great intellectuals, including our friend Prof. Vittore Branca, who ended his speech with these words: 'We are right, then, in asking all civilized men, for whom Venice represents the ideal homeland and city, not for pietistic, ineffective and rhetorical declarations, but for help not just to cherish these hopes but also to put pressure on international organizations, with a movement of world public opinion, so that they might realize them without delay and actively as essential conditions for the conservation and very life of a Venice that must not be transformed into a museum-city, but instead remain alive and operational.'

**Though not everything** went exactly as Prof. Branca had hoped forty years ago, we must admit that much has been done to ensure that the extraordinary heritage that Venice and its lagoon represent will still be there for future generations. UNESCO and the Private Committees for the Safeguarding of Venice have done a great deal, as has the Italian state, which for the last twenty years has been funding measures deemed necessary to protect this city and its natural environment. In these days of acqua alta, when the alarm bells are ringing and rubber boots are a way of life in Venice, we are nonetheless finally witnessing the actual implementation of the vast project that will save one of the greatest treasures of World Heritage from a total flood that, unfortunately, is still a very real possibility. Italy's current government and the Veneto Region authorities are committed to have the mobile barriers at the three lagoon inlets up and running in a matter of a few years. These works are designed to safeguard and defend Venice while preserving the special nature and immeasurable value of its landscape. Any one of you, however, is fully aware that we have many other 'Venices', in the sense that cultural heritage, which is to be found almost everywhere in the Veneto Region, is just as precious.

**Everyone knows Vicenza**, Verona, Padua, Treviso and the dozens of villas that make the region's landscape so unique. Sites and monuments that already constitute World Heritage according to UNESCO's definition are the City of Vicenza and the Palladian Villas of the Veneto, the Botanical Garden (Orto Botanico), Padua, the City of Verona, and Venice and its Lagoon. On the 'waiting list' are the Scrovegni Chapel, the Dolomites and Lake Garda, while Castelfranco, Asolo, Monselice and Bassano are all deserving towns. I have to draw the line somewhere or I would have to list almost all the historic towns and villages in the Veneto Region, small in size but great in worth. To address and solve the immense problems associated with protecting and developing such an important cultural and



MR COSTA, MR MATSUURA, MR URBANI AND MR GALAN

environmental heritage, we must clarify what the regional authorities, private individuals, bank foundations, local authorities and the Ministry of Cultural Heritage itself can and cannot do.

For example, the question posed by the current splitting of jurisdiction between central government and regional authorities – which, as you know, see protection tasks as distinct from the tasks of developing and managing heritage – can only be addressed and solved profitably by adopting the line of co-operation between institutions aimed from the outset at developing greater and greater integration in heritage policies. It seems to me that, in the Veneto Region, this conviction is becoming a clear reality, given the extraordinary integration between the identity of our territory and the wealth of its cultural heritage.

Lastly, once the regional authorities have been assigned their due areas of jurisdiction and relevant duties, they can and must take a front seat in making effective collaborative arrangements between public and private bodies for the sole purpose of preserving some of the greatest treasures of cultural heritage in the world today.

Thank you for coming and listening to us today. I wish I could say that nature is responsible for the flooding problem in Venice, but it is just not true: we are responsible for it, what we have not managed to *do* over the years is responsible for it, and the solution will depend on what we do manage to do in the coming years. I am confident of success, so I shall say farewell and look forward to seeing you again when flood waters in this city are a thing of the past. ■

# Cultural, Social and Economic Development Through Heritage

## **Tullia Carettoni**

*President of the Italian National Commission for UNESCO*

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irector-General, as mentioned by our Secretary-General, the Italian National Commission has asked the State Mint to cast a medal to commemorate this event, and I would like to present you with it as President of the Commission. A National Commission is important as it represents a democratic link, between the decision-

making centre of an agency and the population. I believe, and shall never tire of saying so, that the existence of this link and this act of democracy in the UNESCO system is an exemplary fact. I also believe it is an example to be followed, not least because the goals our *Convention* and all the other Conventions set themselves will not be realized unless we enter the heart of the citizens, unless they feel as if the goals are their own. Nothing can be realized if this type of consent and common responsibility is missing.

Venice is, in a certain way, a symbol of the world's artistic heritage and, as President Galan has said, it was on the receiving end of one of UNESCO's first major protection projects. That very first project determined the fact that has brought us here today, acknowledging that heritage, as Mr Bandarin, Director of the World Heritage Centre, is fond of saying, is the starting point of cultural, social and economic development. These first measures led to a system in its own right, a system that has created a new conscience. That new conscience aroused in the heart of the citizens has made it possible to extend UNESCO's reach to almost the whole of Italy – an issue mentioned by Secretary-General Puglisi – and, together with a number of prestigious civil institutions, to mobilize some very important local organizations, central powers and citizens' associations. Today, Director-General, UNESCO is not the business of an elite in our country, but the business of the citizens.



MR MATSUURA AND MS CARETTONI

Returning to the medal and the concepts it is intended to evoke, it helps us to understand that the ribbon connecting Venice's districts to the five continents symbolizes something that we all feel inside. It also reminds us of something else: that the golden thread that UNESCO has been unravelling from the outset, that thread of peace, has recently led the Organization to pronounce two solemn 'nos' – no to the violence of man with the reconstruction of Mostar, no to the violence of nature with the reconstruction of Assisi. This is the spirit in which we work, this is the spirit with which I am offering you this humble medal, this is the spirit that has led me to speak in Italian because I would like to convey this testimony to all Italian citizens. ■

# The Imperative of International Co-operation

**Giuliano Urbani**

*Minister of Culture, Italy*

It has indeed been a great honour and pleasure for Italy to host this Congress on such an important topic. Its title is very apt: we share an invaluable heritage, an exhilarating legacy. But this legacy carries with it an increasing responsibility and, moreover, it implicates everyone in the obligation of finding common solutions. Each of us has had the chance to share their experiences at this meeting in Venice, which may be seen as a symbolic encounter. What Venice represents is unique in the world, but at the same time it poses a wide range of challenges that are common to all the great historic cities. The specific challenges, the specific experiences, will obviously be the primary responsibility of each country concerned. But we also foresee the inevitability of new forms of international co-operation. Such co-operation has often been offered in the case of Venice, for which, as an Italian, I must express the most profound gratitude to many countries and to UNESCO in particular.

The common challenges that involve all countries to some extent will require additional effort, which will mean sharing all our experiences of achieving successful solutions. It will thus perhaps be easier to face the common threats together – threats such as pollution, the reduction of biodiversity, climate change, the unlimited development of tourism. Venice is very familiar with threats of this nature, with recurrent environmental problems, the struggle against looting and theft, illegal commerce, and so on. In all these fields, UNESCO will probably need new ad hoc services in the future, in order to shed new light on the issues and the opportunities to solve problems. If we succeed in all our endeavours, as we are determined to do, the concept of a common cultural heritage will also greatly contribute to developments in other directions. The possibility will arise of using culture as a constructive and effective tool for the development of a new civilization, a new way of living together in the world.



MR URBANI


I would like to thank you once again for your attendance and, most of all, for the collective works that you are planning for the present and for the future. ■



# World Heritage: the Challenges of the 21st Century

**Koïchiro Matsuura**

Director-General of UNESCO



**It is a great pleasure** for me to be with you on this historic day which marks the 30th anniversary of one of the most well-known Conventions of UNESCO: the *Convention concerning the Protection of the World Cultural and Natural Heritage*, adopted in Paris on 16 November 1972. I wish to express my most sincere gratitude to our Italian hosts. I

particularly wish to thank most warmly the Italian Government for the unceasing support it gives to UNESCO in many fields, and more especially in the field of heritage, as can be witnessed today by the presence of Mr Giuliano Urbani, Minister of Culture. Of course, I also wish to convey special thanks to the regional, provincial and municipal authorities, and in particular to Mr Paolo Costa, Mayor of Venice, who have spared no efforts to make possible this Congress and the workshops which were held during the week.

My heartfelt thanks also go to Prof. Giovanni Bazoli, President of the Cini Foundation, for having made available such a magnificent setting for this meeting. I would also like to take this opportunity to thank the 175 States Parties to the *Convention*, as well as the World Heritage Committee, the true artisan of the implementation of the *Convention*. During its last meeting in Budapest, the Committee celebrated this 30th anniversary, and I am very pleased with the Declaration that was adopted on that occasion. I would also like to address my most cordial greetings to the Advisory Bodies of the Committee – ICOMOS, IUCN and ICCROM – as well as to the many organizations and individuals who, throughout the world, have contributed to the global movement for the conservation of World Heritage initiated thirty years ago.

Finally, I would like to thank the participants in this Congress, from different parts of the world but all members of the great heritage family, who have given body and substance to the Congress.

**The marvellous city of Venice**, which welcomes us today, is a particularly appropriate venue for such a meeting. Venice is a World Heritage site, sharing a long and fruitful history with UNESCO. We have only to recall that, in 1964, an international expert meeting held in Venice gave birth to the famous *Venice Charter*, one of the most important documents in the field of heritage conservation policies. Also, in 1970, the first international meeting of ministers of culture laid down the conceptual bases for the *Convention* that we are celebrating today. The UNESCO Bureau in Venice was opened in 1966, primarily to orchestrate the International Campaign for the Safeguarding of Venice. Since then, its activities have greatly expanded as it has become a Regional Bureau for Science in Europe, and I have just recently strengthened its cultural component. This morning, I had the pleasure of inaugurating its new and magnificent offices in the Palazzo Zorzi.

This Congress is being held on an anniversary date, that of the 1972 *Convention*, but in the framework of a wider celebration: that of the United Nations Year for Cultural Heritage. One of the great challenges facing UNESCO, designated lead agency for this Year, was to make the public authorities, the private sector and civil society aware that heritage, over and above its purely historic and aesthetic value, is both an instrument of peace and reconciliation, and a factor for development.

The *World Heritage Convention* stems from two distinct movements: one based on the preservation of cultural monuments and the other on nature conservation. It is the



MR MATSUURA

articulation and fusion of these two movements which gave birth to our action in favour of World Heritage, providing a platform for the protection of both cultural heritage and the environment, be it natural or cultural, as is illustrated in the concept of 'cultural landscapes'. The extraordinary success of this Convention deserves to be celebrated. But we also have to consider the future and reflect upon the challenges that we are facing at the beginning of this twenty-first century. There are good reasons for paying more attention to heritage. UNESCO must spare no efforts to implement the World Heritage Convention and to reverse certain recent and unfortunate tendencies in the evolution of societies. Not only must we work closely with our States Parties, we also have much work to accomplish vis-à-vis public opinion.

**Unprecedented changes** have occurred within the last two centuries, be it in the technical, political, ideological, economic or cultural spheres. Millions of men and women have had to leave their traditional environment and their ancestral family tasks to adapt to new roles, often obliging them to renounce what constitutes the very basis of their identity.

I certainly do not wish to blindly embrace the past and reject all forms of modernity. But I wish to highlight an aspect that marks a rupture between yesterday's world and that of today: that of sense, meaning both 'significance' and 'direction'. ●●●

● ● ● The modern world has increasingly considered the past as 'old-fashioned', without any relevance to contemporary concerns. And in many ways it may appear to be ill-adapted to respond to the demands of daily life. Nevertheless – and there are many who have learned this at their own expense – the identity of peoples and the cohesion of societies are deeply rooted in the symbolic tissue of the past. In other words, the conditions for peace reside, to a large extent, in each individual's pride in their cultural roots, and the recognition of equal dignity of all cultures.

**This is why our work** with World Heritage is essentially linked to the sites that we consider to be emblematic of the identity and cohesion of societies, and which seem to be threatened. An extraordinary energy has been devoted to the identification, preservation and protection of sites of universal value and of which the significance, for the countries in which they are located, but also for the whole of humanity, has an outstanding character.

### But we cannot stop there.

Looking at the past with enchantment, devotion and nostalgia, while ignoring the present and rejecting the idea of change, is totally sterile. The past cannot be converted into ideology, nor transformed into theme parks, thus making it a run-of-the-mill generator of folkloric and picturesque income. This is why the founding concept of World Heritage has led us down the path of sustainable development.

'Sustainable' from the ecological perspective as well as the heritage aspect. And I am very happy to see that, during the Johannesburg Summit, the need was strongly emphasized for culture to be recognized as the fourth pillar of sustainable development, together with economic, environmental and social concerns.

This concept of heritage calls upon each and every one of us to respect the transhistorical significance of the sites, not only those inscribed on the List, but also those which, while possessing comparable significance, have not been listed and perhaps never will be. World Heritage sites should serve as an example and become models of conservation for all sites, including those of more local interest.

Over the thirty years of the *Convention's* existence, a great deal of ground has been covered. But, as many of you know only too well, the protection of the sites remains a continual struggle. Today, the *Convention* covers 175 States Parties and 730 sites listed in 125 countries. This shows that there still exists an important imbalance between countries, some of which have several sites listed on their territory, while others have none at all. We are working energetically to rectify this imbalance. The conservation and development of heritage sites has mobilized the energies of an impressive number of institutions, groups and individuals, who have accumulated a considerable capital of experience and expertise. Their commitment is equal to the passion that drives them, as eloquently witnessed by your presence here.

But the task faced by these institutions is becoming increasingly arduous, in part due to the ever-increasing number of listed sites. We cannot make satisfactory progress without mobilizing new energies, expertise and greater human and financial resources. This is the leitmotiv of this Congress, which seeks to bring together a very wide away of heritage actors to define new interactions and forms of future co-operation.

**Our devotion to heritage** is not a question of hedonism. It is linked to our deep respect for the diversity of world concepts that it channels and the notion of humankind that derives therefrom.



It is in this spirit that we are working on a draft Convention for the protection of intangible heritage, which is an echo of the original concept that led to the formulation of the *World Heritage Convention*.

**We know from experience** that there is a vast reserve of expertise and goodwill over and above the solid circle of institutions that are our traditional partners, who are only too happy to be recognized and called upon. And the increasing needs of World Heritage make better interaction between World Heritage institutions and their partners absolutely vital. For this, each actor must be fully recognized and identified, and communication between all partners must be set up so that links can be easily established, particularly concerning internal control mechanisms and accounting standards.

**The development of these partnerships**, as you are aware, has been the principal objective of this Congress, which has brought together a wide variety of actors in the field of heritage conservation. We should aim at a stronger and an even wider range of partnerships, not only between governments and governmental institutions, but also with a broad selection of organizations belonging to civil society, by mobilizing more NGOs, more universities, more foundations, more societies. This is the objective of the World Heritage Partnerships Initiative, which was very favourably welcomed by the World Heritage Committee during its session in Budapest last June, and which has just been presented to you by the Director of the World Heritage Centre, Francesco Bandarin.

If we wish to conserve our efficacy in the future, we will have to move towards this type of mobilization. This naturally implies strengthened co-operation between governments, who have until now played a fundamental role in this respect, by devoting

important resources through bilateral protocols with UNESCO or through direct partnerships with a certain number of countries. I take the opportunity to congratulate and thank them most warmly for their generous and appropriate initiatives.

**I am convinced that the many challenges facing World Heritage conservation will only be met if we pursue this line of action.**

The Congress that is drawing to a close, and the associated workshops that you have honoured with your presence and your work, will not remain isolated events. I personally feel that this is the first of a series of forums of the World Heritage community which should periodically examine the situation as concerns conservation, facilitate exchanges between active partners, promote the development of key programmes and study increasingly innovative means to support the World Heritage mission.

16 November marks another anniversary dear to UNESCO: that of its Constitutional Act, which is 57 years old today. The famous phrase of its Preamble,

**‘Since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed’,**

echoes again in the spirit of all those who, like you today, are mobilized to make the intellectual and moral strength of humanity the true tool to bring about long-lasting peace. Heritage and its protection share this same objective. ■









Throughout history we discover again & again that crimes against humanity tend to accompany the destruction of the victims' culture. They are both indications of the project to destroy the humanity of others.

Wole Soyinka





# Reports of the Thematic Sessions

**PAGES 62 > 67**

International Co-operation for World  
Heritage Conservation

**PAGES 90 > 94**

World Heritage as a Flagship  
Programme for Nature Conservation

**PAGES 118 > 120**

Membership Programmes as Vehicles  
for Raising Awareness

**PAGES 70 > 75**

Enlarging the Circle of Partners

**PAGES 95 > 99**

Non-Governmental Actors in World  
Heritage Conservation

**PAGES 121 > 126**

Building Partnerships for World  
Heritage

**PAGES 78 > 83**

Linking World Heritage Conservation  
and Social and Economic Development

**PAGES 104 > 107**

The Universe of Technical Skills for  
Cultural Heritage Conservation

**PAGES 127**

Closing Session

**PAGES 86 > 89**

New Forms of Partnerships  
for Natural and Cultural Heritage  
Conservation

**PAGES 110 > 115**

Raising Awareness and Building  
Capacity for World Heritage  
Conservation

# International Co-operation for World Heritage Conservation



**ounir Bouchenaki, UNESCO Assistant Director-General for Culture and Mr Walter Erdelen, UNESCO Assistant Director-General for Science co-chaired this session.**

**Mr Bouchenaki** said that this co-chairmanship of the panel was

symbolic of a shared vision within UNESCO and the international community and of a process that had resulted in a monumental action in favour of heritage and the environment. Venice was perhaps the perfect place to hold such a meeting because international co-operation and partnerships had played a major role in its preservation.

International co-operation was the foundation of all activities of the 1972 *Heritage Convention* which, on the one hand, brought together cultural and natural elements and, on the other, embraced in its spirit the notion of solidarity and co-operation as the basis for action. Of the many people who had been involved in its development, a few merited particular mention in the context of this meeting: Mr Roque Carneiro, former Representative of Brazil on UNESCO's Executive Board, who had elaborated the concept of a Convention on World Heritage; Professor Salim Abdulkhak, former Director of Cultural Heritage at UNESCO, who had organized the meetings of experts that led to the *Convention*; Mr Michel Batisse, formerly of UNESCO's Culture Sector, and Mr Gerard Bolla, former Assistant Director-General for Science who, with Mr Lee Talbot, Senior Scientist of the Council on Environmental Quality in the United States, were instrumental in forming the idea of including culture and nature in the *Convention*; Mr Michel Parent, former President of ICOMOS, who had chaired the drafting committee for the *Convention*; and Mr Russell Train, the driving force behind the concept of a World Heritage List. The Italian Government was to be praised for its continual actions and support in favour of cultural heritage and specifically for the voluntary contributions that Italy

had made to UNESCO, which had helped to safeguard the heritage of other countries including the Stone Town of Zanzibar, the Medina of Fez and the reconstruction of Afghanistan.

**Mr Erdelen** said that good science, linked with effective co-operation between relevant organizations, particularly in a multi-stakeholder context, was vital for good World Heritage outcomes. He emphasized the importance of moving the focus of international co-operation from individual sites to networks of sites and developing links between protected areas, such as seascapes and landscapes. He also informed the meeting that the Chairpersons of the UNESCO Man and the Biosphere (MAB) Programme and the World Heritage Committee would meet to reinforce the links between World Heritage and MAB.

Discussions on implementing the World Summit on Sustainable Development (Johannesburg, 2002) had focused on the need to effectively conserve and sustainably use biodiversity, promote and support initiatives for hot spots and other areas essential for biodiversity, and promote the development of national and regional ecological networks and corridors. These challenges for co-operation had to involve the whole of the international community, linking efforts and making real strides towards better global conservation and management of biodiversity. World Heritage was one instrument for doing so, in full co-operation with all the others available and underpinned by education and public awareness.

**Mr Francesco Aloisi de Larderel, Ambassador Director-General for Cultural Promotion and Co-operation of the Italian Ministry of Foreign Affairs**, gave a presentation entitled *World Heritage as a Factor in Cultural Identity and International Dialogue*. He said that as a country whose national identity was firmly rooted in its cultural heritage, Italy had been in the forefront of the implementation of the *World Heritage Convention* in



MR ALOISI DE LARDEREL

letter and spirit both at home, with thirty-six sites on the World Heritage List, and internationally. The preservation of cultural heritage was one of the aims and priorities of Italian bilateral and multilateral international aid. Together with the World Bank, in 1999 Italy had organized a major conference on this theme, entitled *Culture Counts: Financing, Resources, and the Economics of Culture in Sustainable Development*. In parallel, and notwithstanding severe budgetary constraints, Italy had provided one of the largest voluntary contributions to UNESCO, primarily for the conservation of cultural heritage, as follows: approximately US\$2.2 million in 2000, US\$2.9 million in 2001 and US\$2.4 million in 2002.

The thirty years since the adoption of the *World Heritage Convention* had witnessed an explosion in the dissemination of information, including cultural information, through the new media, mainly satellite television and the Internet. Globalization brought with it a debate about the possible dilution of our respective cultures. In this new context, our cultural heritage, and therefore, the *Convention*, had increasing relevance. A strong attachment to cultural heritage was the foundation of national identity and a contributor to social stability. Scientific and economic progress was often accompanied by phenomena that could destabilize the social fabric: profound economic transformations, demographic change and economic migration. But at the same time as our societies confronted rapid change, the information revolution multiplied the interactions between the respective cultures of very different societies, increasing cultural strains that often resulted in political confrontations and conflicts. A better awareness of a common World Heritage should

lead to a better understanding of cultural difference and mutual enrichment, rather than tension and conflict.

Apart from the *World Heritage Convention*, other important legal instruments for the international protection of heritage had

been developed: the 1954 *UNESCO Convention for the Protection of Cultural Property in the Event of Armed Conflict, and its Second Protocol*, signed in 1999; the 1970 *UNESCO Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property* and the reciprocal 1995 *UNIDROIT Convention on Stolen or Illegally Exported Cultural Objects*; and the 2001 *UNESCO Convention on the Protection of the Underwater Cultural Heritage*. Together, these international agreements provided a legal framework for the conservation of natural and cultural heritage. They also stimulated and strengthened the protection and long-term conservation of heritage sites on a national level by requiring that nominated sites had adequate legal protection and management plans and ensuring through systematic monitoring that the original parameters justifying the inscriptions did not deteriorate.

Conservation remained a key issue for the World Heritage List. High standards were essential for the conservation, management and monitoring of each inscribed site. This implied the exchange and transfer of experiences, good practices, skills and expertise between States Parties. The implementation of the *Convention* had, on the one hand, encouraged international debate on technical issues concerning management and conservation of sites, while on the other hand it had stimulated demand for and provision of training programmes for experts in the field and many forms of international co-operation, whether technical or financial. Much interesting work had been done to highlight the economic dimension of cultural heritage preservation and its potential links to economic and social development.



●●● International assistance had proved to be one of the most effective tools for the implementation of the *Convention*. In addition to the resources of the World Heritage Fund, voluntary contributions had increasingly supported training or technical co-operation activities through bilateral agreements between UNESCO and States Parties or private donors, such as that between UNESCO and Italy. As the length of the List increased, and with it the awareness that the World Heritage Fund was inadequate to provide the necessary resources to protect the sites inscribed, it had become crucial both to find innovative solutions and devise new types of partnerships, and to concentrate available resources on a few carefully identified targets. At the regional level, it would be essential to connect monitoring reports to assistance programmes, to circulate information and research results, to develop methodological approaches and frameworks to common problems.

The 1972 *Convention* had been suggested as a model for the protection of another kind of heritage, possibly even more fragile and threatened: intangible heritage. While there were substantial differences between the two kinds of heritage, which required substantially different tools to protect them, some of the experience acquired in the past thirty years and some of the strategies, mechanisms and tools developed in the field of tangible heritage could be fruitfully used for the protection of intangible heritage as well. This was important work: intangible heritage was a mirror of cultural diversity, as necessary for humanity as biodiversity was for nature. Tangible and intangible heritage were deeply connected in defining cultural identity. If we were to make the effort not to view our culture in isolation, developing in that regard a more global approach, it would be easier to see how intangible and tangible cultural heritage were interconnected and influenced each other.

In conclusion, Mr Aloisi de Larderel said that a fundamental issue for this meeting was to ensure that public opinion fully supported the aims of the *Convention* and that civil society was actively involved in

its implementation. The signatory governments alone could not reach the objectives of the *Convention*: strong support from local institutions and civil society was essential. The concept that the protection of cultural heritage is as important as political security and economic development cannot be imposed from above. It must come from the fabric of our societies. Progress in this direction had been made in many countries but further work in gathering support for public opinion had to be a primary goal. It was in this spirit that the Italian Government, the Region of Venice and the City of Venice had given their full support to this Congress.

**Ms Christina Cameron, Director-General of the National Historic Sites Directorate, Parks Canada and former Chairperson of the World Heritage Committee**, gave a presentation entitled *Protecting World Heritage: An International Challenge*. She said that World Heritage sites were sometimes referred to as storehouses of memory for the earth's natural and cultural evolution. They responded to the deepest kind of human need to locate ourselves in time and place. Each of us had an obligation to do what we could to protect these special repositories of the planet's past. In the words of the Haida elders, 'we do not inherit this land from our ancestors, we borrow it from our children'. The 30th anniversary of the *World Heritage Convention* found the international community at a crossroads in its implementation. Depending on the choices made, it would either be praised for its stewardship or stand condemned for failing to prevent the rapid and irreversible loss of many World Heritage sites.

There could be no doubt that World Heritage sites were really under threat. For example, Everglades National Park in the United States is of outstanding universal value as a sanctuary for birds, reptiles and threatened species such as the Florida panther, the American crocodile and the manatee. This fragile ecosystem was inscribed on the List of World Heritage in Danger in 1993 due to serious degradation caused by urban growth, pollutants, low water levels and the hurricane. The



MR FRANCONI, MR ERDELEN AND MR BOUCHENAKI

US Government had responded admirably by approving the thirty-year comprehensive Everglades Restoration Plan and so far, had invested more than US\$300 million in research, planned acquisition and water management features. This example also put the scale of the task in perspective: expenditure on this one site was over seventy times greater than the entire World Heritage Fund.

This and other examples illustrated just how pervasive the threats were and that rehabilitation was a lengthy and expensive process. Although there was clearly a chronic shortage of project funding, we should be cautious about simply throwing money at the problem. These special places must be treated with caution and care. They should be models of management and the management of change. It was critical to determine what kind of interventions were required before intervening, which meant research, analysis, technical expertise and understanding of the sites in all their complexity.

As World Heritage moved from its initial growth phase to a mature system, it needed to reposition itself in the international community. Current levels of support would not meet the challenge. The World Heritage Fund, made up of obligatory contributions from States Parties, was so small that it could not properly address the needs of one threatened site, let alone the thirty-three sites currently on the List of World Heritage in Danger, and others that are in danger but are not necessarily listed. The Chairperson of the Committee had recently asked States Parties if, as a means of addressing the situation, they would permanently double their contribution to the World Heritage Fund through an annual voluntary donation. The collective response had been a resounding no.

How then to re-engineer the global heritage delivery system? How to broaden the base to engage those who traditionally have not been involved? Guidance might be found by borrowing concepts from the field of marketing. Marketing need not be crass and exploitative; it could also be altruistic, rooted in the concept of aligning the common

interests that may exist between untapped potential donors and the product itself. If we accepted the premise that the official intergovernmental heritage delivery system had reached its capacity, then the burden for protecting World Heritage had to fall elsewhere.

The challenge was to engage civil society organizations in World Heritage matters, to align their global spending priorities with World Heritage needs. A pre-conference workshop, *Towards Innovative Financial Partnerships for World Heritage*, had aired many stimulating ideas in support of public-private partnerships (summary report in Section 3). For the *World Heritage Convention* to be effective, priority should be given to those sites identified by the Committee as threatened by serious and specific dangers. Indeed, the *Convention* called for the publication of the List of World Heritage in Danger, along with major conservation requirements, including costs. In this way, the Committee could play a unique role by identifying what was significant, as it did now through its designation process, and by preparing and publishing accurate cost figures for conservation needs, which it did not currently do.

World Heritage sites contribute to economic well-being by supporting local community benefits through sustainable tourism, the largest economic generator in the world. World Heritage sites contribute to sustaining biodiversity by providing protected areas where flora and fauna can flourish and evolve. World Heritage sites are laboratories where scientists could study complex ecosystems and propose strategies to improve the global environment. World Heritage sites are storehouses of memory for the world's natural and human evolution and thereby contribute to our understanding of our roots and our connections to each other. World Heritage can serve as a unique instrument of peace. By understanding other places and other cultures, we increase the chance of developing shared values and common interests. Who would not want to be associated with such a noble cause?

Global partnerships were clearly envisaged in the Preamble to the *Convention*: '... it is incumbent on the international ●●●

● ● ● community as a whole to participate in the protection of the cultural and natural heritage of outstanding universal value, by the granting of collective assistance ...'. The challenge was to fulfil the vision of those who crafted this treaty by collectively developing a strategy that would communicate the critical importance of World Heritage and thereby engage all sectors of society, governmental and non-governmental, in a concerted effort to protect these places for our grandchildren. We could claim success if in the year 2022, on the 50th anniversary of the signing of the *Convention*, there were fewer sites on the endangered list and greater global efforts to protect our world's special places.

**Mr Francesco Francioni, Chair of International Law and Vice-Rector of the University of Siena, former Chairperson of the World Heritage Committee,** briefly presented the results of the pre-Congress workshop on *The Legal Tools for World Heritage Conservation* held in Siena (summary report in section 3), before giving a personal reflection on the place of the *World Heritage Convention* in the present legal framework of international law.

Noting that international law was in constant flux and that any assessment of the place of the *World Heritage Convention* had to be in relation to a dynamic legal framework, Mr Francioni said that his presentation would relate to some basic principles that had informed the development of international law since 1972 in the areas of relevance to the *Convention*.

The principle of preventive action and precautionary approach had not existed in international law, except in the limited area of transboundary pollution, before 1972. Today, it was also applicable to parts of the environment, the natural heritage located within the territory of the state itself, and concerned a whole series of actions that were required before a project was implemented, that is, the device of the environmental impact statement or a statement on the cultural impact of a project of economic importance. This principle

now underpinned many instruments: for example, the 1982 *World Charter for Nature*; the 1992 *Rio Declaration, Principle 11*; the 1991 *Alpine Convention*; and the *European Union Treaty, Article 174*.

For cultural heritage, the evolution of the law was less eloquent and conclusive with regard to the principle of preventive action. There was a weakness in international law concerning the duty to prevent destruction or damage to cultural property. However, it would be to turn a blind eye to the development of international law to say that nothing had happened since 1972. The value of cultural diversity was now enshrined in the 2001 *UNESCO Declaration*, entailing the duty to safeguard all the tangible expressions of cultural diversity within the territory of every state. Secondly, the case law of the International Criminal Tribunal for the former Yugoslavia (ICTY) had recognized that the destruction of cultural heritage that belonged to ethnic or cultural groups might amount to a crime or persecution. And, finally, it should be remembered that acts of destruction, including the destruction of the bridge at Mostar, had attracted a remarkable wave of challenges and condemnations on the basis of international law. It would be impossible to ignore the reaction of the international community towards such acts.

The principle of the common concern of humanity was also relevant. This was now a component of many environmental protection regimes. It had been recognized in Article 3 of the IUCN *Draft International Covenant on Environment and Development*, and was consistent with the idea of World Heritage. This meant a step further in our understanding of the *Convention*, in the sense that this principle must also be applied to the heritage that is located in a national territory.

The third principle was the overarching principle of co-operation. This was fundamental to the area of international law today. Besides its early enunciation in the *Charter of the United Nations* in the 1970 General Assembly Declaration, this principle had found a specific





MS CAMERON

application in Article 6 of the *World Heritage Convention*. But what did it mean in practice? It entailed, for example, that States Parties to the *Convention* may be required to facilitate fact-finding missions in their territories in order to establish the state of conservation of a site. It required the reporting on the state of conservation of cultural and natural sites. It required co-operation between the World Heritage Committee and the territorial state in determining the conditions for inscription of a site on the List of World Heritage in Danger. In short, this co-operation should be fully understood as a duty, not as an option. It possibly entailed something even bolder: i.e. the duty of two states maintaining overlapping claims, territorial claims over an area, not to reject entirely the possibility of identifying and presenting the World Heritage site, but of co-operating without prejudice with their particular claims. This was consistent with other models such as the 1991 *Antarctic Treaty*.

In the area of cultural heritage, the inclusion of the principle of co-operation in some of the important treaties, such as the *UNIDROIT Convention* concerning the return or restitution of stolen or illegally exported objects, was particularly intriguing. Here, the principle of co-operation entailed that a state must take into account what is the notion of stolen property, cultural property, in another state, contrary to the tradition that public law is entirely irrelevant and we do not even want to hear about what it entails in another state. It may involve co-operation being achieved with regard to the conditions under which an object must be returned and the possessors must be identified. It may also involve a common understanding and uniform rules on the timeliness for the presentation of a request or claim for restitution. In this context, the principle of co-operation became an indispensable legal instrument to find a balance between the need to preserve security of commerce and trade in cultural objects, and the need to pay due attention to the ethical and political interests of returning cultural objects that form part of the heritage of a particular state. Mr Francioni suggested some areas that he believed could be identified as “gaps and weaknesses” in the *Convention*. The first

such gap was inherent in the system of World Heritage listing which entails the duty of conservation under the Convention only for the sites inscribed in the List and contemplated by Articles 11 and 20, whereas the UNESCO recommendation of 1972 referred to a general duty of preserving and protecting natural and cultural heritage that every State owes towards its own people and the international community. The rigid requirement of the territorial state’s consent for the inscription of a property on the World Heritage List was a particular gap in the *Convention*. This may be consistent with the protection of its World Heritage value by the state itself, but the question has arisen as to what happens when a certain property of potential natural or cultural value is not presented because of indifference by the government towards the people in that particular state. The tragic fate of the Buddhas of Bamyan or the bombing of Dubrovnic, were sad reminders of this shortcoming.

There were also more specific shortcomings with regard to assistance, the lack of power of the Committee to act *ex officio* and the problems that arose with regard to the placing of the property on the List of World Heritage in Danger, given the very difficult on-going legal discussion on the necessity of consent of the territorial State to put the property on the World Heritage List.

In conclusion, Mr Francioni identified three linked areas for action:

- The World Heritage Committee should undertake as a priority to collect the body of the practice of World Heritage, to establish a repertory to help those who have to identify the strength of the World Heritage in the light of its own implementing practice.
- The development of a system of accommodation between different States Parties or between the Committee and a State Party whenever there is a disagreement concerning the universal value for presentation, the placement of a property on the List of World Heritage in Danger, or the state of conservation of that property, etc.
- The necessity of streamlining and harmonizing UNESCO’s work in the areas of cultural and natural heritage to maximize synergies between the various committees and units. ■









# Enlarging the Circle of Partners



**José Maria Ballester, Director of Culture and Cultural and Natural Heritage, Council of Europe,** introduced the session devoted to ways of widening the circle of partners in the field of cultural and natural heritage. The Council of Europe is a political intergovernmental organization, where the notion of shared cultural heritage is one of the pillars of its present strategies for the development of the rule of law, parliamentary democracies, promotion of

universality and the indivisibility of human rights. Mr Ballester emphasized the notion of complementarity in the way in which the partners work together towards a common goal, with each partner contributing its specific competency. The work of the Council of Europe is, in this respect, complementary to that of UNESCO and the *World Heritage Convention*, by the simple fact that the *Convention* is geographically universal, whereas the conventions elaborated by the Council of Europe applied to a more restricted geographical area. In this context, the Council of Europe had established four conventions: *the Convention on the Conservation of European Wildlife and Natural Habitats (Bern Convention, 1979)*, *the Convention for the Protection of the Architectural Heritage of Europe (Granada Convention, 1985)*; *the European Convention on the Protection of the Archaeological Heritage (Malta Convention, 1992)* and *the European Landscape Convention (2000)*.

A new convention on cultural heritage was being elaborated. This would deal with the notion of heritage as a vehicle for sustainable development and social cohesion, as it was clear that the international community needed to work together for conflict prevention by increasing its intercultural and interreligious knowledge in order to promote cultural diversity. Cultural heritage could be a vector for sustainable development, especially in fragile societies.

**Mr Jaime Lerner, Governor of the State of Paraná, Brazil, and President of the International Union of Architects,** in his presentation *Local and Regional Authorities in World Heritage Conservation*, discussed the role of cities, which were perhaps the places where natural and cultural heritage issues could best be summarized. Taking a philosophical approach based on long experience of developing and implementing policies in cities, he argued that enhancing the quality of life was a learning process and that learning to understand the problem was the key to preservation. It was not just a question of finding the funds but having the political will, solidarity, strategy and responsibility to accomplish the task.

For example, in Paraná, coastal bays were being cleaned in agreement with fishermen. If a fisherman caught fish, they belonged to him. If he caught garbage, the state bought it. This system seemed to work well: if a day was not good for fishing, the fishermen would fish for garbage. The more they fished for garbage, the cleaner the bay became, leading ultimately to more fish to catch.

Solidarity was central to cultural and natural heritage protection. Cities had to be structures in which people could live and work together. A good, human, city was characterized by mixed housing, mixed working areas, mixed leisure, mixed ages, mixed incomes, mixed everything. The more you mixed, the more human the city became.

The idea of heritage was frequently reduced to the preservation of the past, like some kind of untouchable monument, which created resistance and much questioning in respect of the resources involved. To preserve was not a whim but a necessity. It was perhaps more easily perceived in the environmental case. In the case of cultural treasures and values, perception was more dependent on stimuli and embraced more subjective factors. As a counter to globalization, it was more and more essential to value our local treasures to maintain their specific identities, the day-to-day



MR BAKOLE AND MR PASSACANTANDO

references of the community. Learning to care for local treasures would engender a better understanding of World Heritage. Heritage was not only the past in the form of buildings or landscapes that still exist, but also what was being built now. A construction that had recently left the drawing board to become an important reference in the urban landscape was also heritage. So was the recuperation of riversides, woods and the parks created around them as an affirmation of a particular community's ecological contribution in a particular era. The whole landscape was heritage. Surroundings should harmonize with the treasures and the values to be preserved, not contribute to their degeneration. Preservation came through understanding. Enhancing heritage was a learning process. People could not love that which they did not understand. People had to be able to reach the dimension of the values to be preserved. Only in this way could they embrace preservation as a cause.

If understanding was a basic premise of preservation, another was that of use. The best way to preserve was to find suitable uses, as use stimulated care. Maps, especially city maps, should reflect this in some way, so that people could easily recognize on the maps of their city or neighbourhood the existence of rivers, woods and treasures that deserved special care.

To achieve this, a scenario must be proposed which everyone, or the great majority, could understand as being desirable. Cities were humanity's greatest invention. They constituted a large and fundamental part of our heritage. Thinking of the city as solidarity's last refuge was a big step towards its preservation. It was fundamental that city administrators should create an environment of respect,

offering the community installations of quality, in harmony with the surroundings, as one way to respect the population and to stimulate their respect for the city. Making every installation, every construction, a reference for simplicity, for beauty, was one way to awaken a sense of preservation in users.

In conclusion, Mr Lerner said that in the forthcoming months the International Union of Architects would promote a very simple idea: urban acupuncture, aimed at helping cities to improve. This idea was based on the premise that every architect in the world had ideas about their own city. Competitions in every city with an institute or college of architects would provide the catalyst for discussions about particular cities, so that in around 600 cities new ideas about how to improve, how to project, how to enhance our heritage would be discussed.

**Mr Franco Passacantando, Dean of the Executive Board of the World Bank**, in *Multilateral Co-operation for World Heritage Conservation*, gave a personal exposition of the activities of the World Bank and other multilateral development banks (MDBs) in the area of World Heritage conservation, and the challenges they have faced in the three years since 1999 when the *Culture Counts* conference was held in Florence, Italy. This had been a very important event because for the first time, MDBs ●●●

●●● including the World Bank, UNESCO, ministers of finance, ministers of culture and others met to discuss cultural heritage.

World Bank activity in cultural heritage falls into two categories. One, known as safeguard policy, aims to prevent projects undertaken by the World Bank from damaging cultural sites. The second category was the lending and analytic programme in support of cultural heritage. Activities in this area covered a wide range of sectors: redevelopment of historic sites in urban and rural areas, community development, support for government policies in the area of culture, support for the private sector, and educational programmes as related to museums, libraries and archives. Regional development banks had recently stepped up their involvement in the area of cultural heritage, especially the Inter-American Development Bank in the area of urban historic preservation and the Asian Development Bank, which together with UNESCO had worked in areas listed or proposed as World Heritage sites.

The World Bank programme in this area is small but it is not insignificant. However, it remained one of the Bank's more contentious areas of activity. For some, the involvement of the Bank in cultural heritage was a sign of an institution that risked losing touch with its mission to promote growth in poor countries. For others, the failures of the Bank and the distortion and strains created by globalization arose mainly from lack of attention to the issue of culture.

There was a view that cultural heritage activities are not consistent with the Bank's mandate, which makes explicit reference to poverty reduction. However, like educational programmes, cultural heritage enhances human capital, one of the key factors in promoting development. There was also clear evidence that investing in culture strengthens social cohesion and the identities of communities, an important factor, especially for communities that had undergone very rapid transformations. For example, in post-conflict countries, restoring symbolic sites can be a key step in the peace process.



MR BALLESTER, MR LERNER AND MR BANDARIN

Heritage conservation can also be an important source of job creation. For example, the World Bank had intervened in China's Yunnan province following an earthquake and a request by the local government that US\$7 million of the overall US\$30 million loan be dedicated to the restoration of Lijiang, an ancient city. The results of this intervention had been impressive. Lijiang had become one of the most important tourist destinations in China and the local economy had boomed: evidence that if properly oriented, cultural heritage preservation is a powerful source of poverty reduction.

A second objection was that cultural heritage is outside of the core mandate of MDBs. However the priorities of development assistance vary across time and across countries. For example, when the international community first discussed issues of environmental sustainability fifteen years ago, many had objected to a MDB involvement. It was interesting to note that for cultural heritage activities, it is mainly the governments of the countries with which the World Bank works that request bank involvement in this area, so the process is very much demand driven.

The third argument was that MDBs have no competitive advantage in this area. While banks do not and should not have the specific in-house expertise on issues such as archaeological excavations or monumental restorations, they can play a useful role in integrating specialized organizations and individuals into broader social and economic programmes. A fourth objection was that it is not in countries' best interests to increase their foreign currency debt to invest in cultural heritage preservation





programmes. However, the same argument was valid for the areas of health and education where, on the contrary, the World Bank is actively engaged. Indeed, one of the initiatives that could be considered is how to identify resources that could be used by these countries to reduce their debt service burden on the loans provided by MDBs. Such schemes have been created for health programmes on tuberculosis and could be replicated for cultural heritage.

Perhaps the most contentious issue was the availability of resources. Citing an initiative to reduce the debt of the poorest countries, Mr Passacantando said that in 1996, when the initiative had been launched, the total cost was estimated at US\$5.6 billion in net present value. Today, the total cost is estimated at US\$37.2 billion to be provided by donors and MDBs. For the Global Fund to Fight AIDS, Tuberculosis and Malaria launched in 2001, donors had pledged approximately US\$2 billion, whereas the needs are estimated to amount to US\$7 billion a year.

Looking ahead, the possibility remains of forging a new partnership between MDBs and other institutions. But first, three sets of problems had to be addressed. The first was the need to find an appropriate balance between policies aimed at conservation and policies that pursued development objectives. The challenge was to give priority to projects that placed adequate emphasis on preservation, but also had a clear and measurable development impact. The second major challenge was to find an appropriate equilibrium between the need to establish extensive partnerships

and the need to ensure the necessary leadership. A cultural heritage partnership had to be much broader and diffuse than other partnerships for development programmes, involving categories and institutions that rarely interact among themselves. Such partnerships could not rely on formal government structures like those created for the Global Environment Facility and the Global Fund to Fight AIDS, Tuberculosis and Malaria, because the international community would not support the creation of another international bureaucracy. This partnership had to take a completely new form: UNESCO's World Heritage Partnerships Initiative was a promising framework that could be further developed. Finally, additional funding sources needed to be identified, while at the same time continuing government support for heritage programmes should be secured. The requirements for cultural heritage were massive and the resources extremely scarce. Government resources were scarce at a time when so many developing countries were still engaged in restricted budgetary policies to correct past distortions. Multilateral institutions and bilateral donors also faced the pressure of growing needs. Additional sources of funding had to be identified and tapped, while at the same time governmental responsibilities and commitments should be reaffirmed and strengthened. This cause could not be won without government commitment.

In conclusion, Mr Passacantando recommended realism but warned against pessimism. While it was true that the challenges were more complex than those envisaged a few years earlier, there was now a better and more realistic understanding of the issues among Multilateral Development Banks and greater, albeit cautious, support for its inclusion in development programmes.

**Mr Jean Bakole, in a presentation on behalf of the Executive Director of UN-HABITAT (United Nations Human Settlements Programme) Ms Anna Kajumolo-Tibaijuka, entitled *Conservation and Development: The*** ●●●

● ● ● *Cities Model*, said that historic cities faced two fundamental tasks: preservation of their cultural and architectural heritage, and maintenance of their economic and social equilibrium. Both were necessary in the context of good urban management, which must ensure not only the integrity of the historic fabric but also the material foundations for a decent standard of living for the entire municipal population.

Urban societies of the twenty-first century would be able to survive only if they continued to find ways to develop and function within the framework of reference points that mainly spring from the depth of the cultural memory represented by the city itself. At a time when social diversity was everywhere leading to urban fragmentation, too often in the physical segregation of marginalized population groups, the shared cultural memory embedded in the physical place would help to maintain the indispensable social bond that allows a mosaic of people of different origins and cultures and generations to live together.

To support their work, the managers and planners of historic cities used many urban conservation tools. The real challenge was to define an appropriate approach to the conservation of a city's urban heritage that could be agreed upon by all actors, from city officials to individual citizens. All too frequently, historic urban centres coincided with decaying areas inhabited by the inner-city poor. Abandoned by the middle- and higher-income groups decades earlier, dilapidated inner-city buildings were frequently the sole centrally located shelter affordable to the lowest income groups, who needed the urban centrality to eke out an existence. In this sense, the preservation of our historic architecture and urban fabric acquired a social component that was sometimes overlooked. The upgrading of historic districts could be an example of neighbourhood gentrification – the process whereby urban renewal or neighbourhood revitalization renders the upgraded area fashionable again and, in so doing, forces out the former residents

in favour of the economically more powerful. The process of urban gentrification in itself was neither good nor bad; it was rather a matter of whether urban managers dealt responsibly with the groups who would otherwise be displaced by the upgrading of their neighbourhood.

Fortunately, many city officials did take seriously their responsibilities vis-à-vis historic preservation and the possible negative aspects of gentrification. The recently completed 2002 selection round of the UN-HABITAT Best Practices Programme had produced an award winner in precisely this area.

The protection and rehabilitation of the historic site of Santiago de Compostela (Spain) combined environmentally sound and socially inclusive approaches to preserving the cultural environment of a historic city while simultaneously avoiding the ubiquitous problems of gentrification. The programme had been selected as an award winner because it met the criteria of impact, partnership, sustainability, community empowerment and innovation within a local context. Extensive communication with all actors involved and the creation of effective partnerships to execute the plan were the key to achieving the goals that the municipality set for itself.

Over the years, Santiago de Compostela had experienced considerable counter-urbanization, an ageing population, traffic congestion and poorly maintained open spaces. In an effort to reverse a trend of deterioration in the city's historic architecture, in 1994 the municipal council had approved a Historical City Protection and Rehabilitation Programme, a comprehensive rehabilitation plan that also encompassed the creation of green space and the development of a new traffic system. The proposal first went through various phases of public information and debate. Although the conservation projects initially faced serious opposition from the public, extensive sensitization and training programmes were established to encourage the agreement and co-operation of all stakeholders. The state,

regional and local administrations, the residents and people working in the city financed the plan in a grand partnership. As the rehabilitation projects became eligible for funding through general housing programmes, the historic preservation initiative also provided improved housing to residents at affordable cost.

Following the success of the project, further initiatives along similar lines had been initiated exclusively by the private sector – a stable and growing trend that bode well for the goal of comprehensive rehabilitation of the historic sections of the city. Santiago de Compostela is currently a partner in the European Union FINESTRA programme that encourages the exchange of public-private collaboration experiences between European cities.

This example made clear that there was no need for historic conservation projects to have negative social fallout. On the contrary, benefits were to be gained from partnership, participation and co-operation among all urban actors. By taking note of the possible negative ramifications of the upgrading of a central urban area and by linking the goals of the rehabilitation exercise to existing housing policies, part of the project could be financed through non-local resources. The close co-operation with the private sector and the well-thought-out control of the economic impact of urban rehabilitation had made this exercise exemplary in all respects.

**Mr Yves Dauge, Member of the French Senate for the Region of Indre et Loire and Mayor of the City of Chinon**, reported on an associated workshop on the theme, *Partnerships for World Heritage Cities: Culture as a Vector for Sustainable Urban Development* (summary report in section 3) and posed some questions on promoting networking and decentralization.

While it was essential to encourage the commitment of States Parties to the World Heritage Convention, it was equally important that they in turn facilitated the participation of regions and towns.



MR DAUGE

Any imposed safeguarding plan, not approved by the population, was surely doomed to failure. This was a process that should be developed for the long-term and required strong political support at the national and international levels. Indeed, legislation represented the first type of partnership between UNESCO and its Member States. The Convention was one example of this.

It was also important to recognize that the legal framework was not set in stone and it must evolve with the times. Each State Party to the World Heritage Convention should evaluate the national laws concerning the protection of natural and cultural heritage on its territory, and then share its experience with other countries. The cultural force of towns was a force linked to a synthesis between all forms of culture. Cities were, in some ways, the most complete and the most shared works of art, places of creation, invention and imagination. While there should not be boundaries between the central quarters, the historic areas and the entire city, neither should there be a division between the safeguarding and development of the heritage. Underlying all this was the vital role of experts – the network of architects, town planners and sociologists. These networks could be national and incorporated into the France-UNESCO Convention, for example, or international in partnership with major operators such as the German corporation for international co-operation, GTZ. Partnerships in the field of knowledge were also crucial. For example, in the Loire Valley, UNESCO, the World Heritage Centre and Tours University were co-operating on the creation of a Heritage Institute on the subject of rivers. ■











# Linking World Heritage Conservation and Social and Economic Development



**achim Steiner, Director-General of IUCN (World Conservation Union),** chaired this panel which took as its starting point the premise that 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. Mr Steiner said that 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?

IUCN had been a companion, a beneficiary, an inspirer and a catalyst over the thirty years of the *Convention's* life to date. IUCN was extremely proud of the success that the *Convention* had had as an instrument of international co-operation and a spotlight on issues that are so often overlooked when discussing development and reducing it to economic issues: culture and nature, the foundations of civilization.

**Mr Paolo Costa, Mayor of Venice,** gave a special presentation entitled *Heritage, Tourism and Development*, focusing on Venice's longstanding and complex relationship with tourists, who visited at a rate of 12 million per year, three-quarters of whom were day trippers. Mr Costa said that, given the unique geography of the city, it could accommodate some 40,000 visitors a day, but 'if it goes beyond that it becomes almost unbearable'. It was thus imperative to try to define means

of reducing the pressure of visitors on the city by examining various aspects of its carrying capacity. Concerning physical capacity, there was clearly a limit beyond which serious damage would be incurred. For example, too large a number of people entering the Basilica of San Marco in Venice would have a damaging effect on the conservation of the mosaics.

**Economic capacity was connected to the quality of the visitor's experience: if the city was overcrowded, the experience of staying in the city was diminished.**

A third, arguably the most important, point was that the success of tourism was shutting out other activities. The balance between the ability of the destination to attract tourism and the possibility of the benefits accruing being greater than the negative effects thus became more and more crucial. For this reason, there was so much discussion about how to identify policies that could reduce the impact of tourism on Venice without giving up the possibility of exploiting the resources, in the economic, social and cultural senses.

Different types of tourists used different kinds of resources: hotels, restaurants, parking lots, urban transport. Each 'subsystem' implied some cost or benefit for different categories of tourism. For example, hotels would presumably like to have more beds in order to accommodate more people, just as restaurants would like to have more seats in order to provide more meals. But the municipality would face problems in disposing of the ensuing larger quantity of waste.

Venice's tourist season was only 'low' for about two months in the year, so there was little scope for extending the season. The city had therefore begun to try to control demand through pricing and ticketing mechanisms. The 'Venice Card', which





MR STEINER

worked by inviting advance booking, was one example. This allowed visitors to book museums, public transport, and shows, among other attractions. The success of such an initiative also carried benefits for tourists in that the quality of their visit would be enhanced if their queuing time were reduced.

The second tool was related to pricing. From March to October, 33,000 buses arrive in the city. 25,000 of these carried day trippers who almost by definition made a smaller contribution to the economy of the city than an overnight visitor. The city had therefore decided to impose a small entry fee, intended to indicate that visitors should contribute to the life of the city. The money raised was used to provide the public services necessary to service the visitors. Such a strategy could be adapted to other successful destinations.

**Ms Frances Cairncross, Management Editor, The Economist,** posed the question of how to assign an economic value to heritage and culture, and suggested that the best solution to the tourism boom may be to 'ration our heritage' by 'using market forces to help rather than damage our beauty'.

It was relatively straightforward to value something like clean water because if it was polluted it would be necessary to pay for the water to be cleaned so that people could drink it. The cost of doing so gave a clue to the value of clean, drinkable water. It was rather more difficult to attach a value to heritage sites. ● ● ●



MR MUNJERI



MS HAWARI DJOHANI



MR CLINI

●●● A random survey was carried out about fifteen years ago by the main conservation organization in Norway, asking people what they would be willing to pay to support the organization. Of around 800 people surveyed, 101 wrote back with a higher figure than membership of the conservation organization actually cost. Those 101 respondents were then asked to post a cheque for the amount that they had said they would pay. Six did so.

A key question was how to link tourism with heritage and cultural protection. Figures from the Travel Industry Association of America showed that 14% of tourist trips in the United States included a visit to a historic place or museum. Most of these people were older than other tourists and part of a predominantly professional and managerial group with a high median household income, spending nearly 50% more than ordinary travellers and staying for longer. Four possible ground rules were offered as food for thought:

- Aim for the top of the market' rather than trying to get as many people as possible to a destination. Try for as much money per visitor as you can.
- Be unique'. All over the world, developing countries offer tourists sun, sand and sea and hope to make a sustainable living from it. Such commodity tourism involved competition in price not quality. However, World Heritage sites were unique.
- Make them buy the post cards'. Many heritage sites in developing countries did not exploit the potential of associated retail opportunities. The general rule of thumb of museums in rich countries was to have tourists spend as much in the museum shop as they spent on the admission price.
- Don't be afraid to ration beauty'. Venice had begun to experiment with this. Some American National Parks had gone even further, making tourists book to visit popular sites in order to restrict the carrying capacity. Further steps in this direction are essential to effectively combine tourism as a source of revenue with the protection of heritage and cultural sites.

**Mr Corrado Clini, Director-General of the Ministry for the Environment, Italy,** discussed ways in which partnerships between the private sector and environmental agencies can improve the quality of tourist destinations and simultaneously boost the economy, when they are guided by appropriate laws, best practices and voluntary agreements. A forthcoming agreement between the Italian Ministry for the Environment and UNESCO would initiate a common programme for the integration of heritage conservation into strategies and policies for the protection of the environment and sustainable development. Tourism provided a good case study of the relationship and conflicts between economic growth and the protection of natural resources, as a means of understanding the best way of integrating economic growth with the protection of the environment and of cultural heritage in the management policy of tourist areas.

The measures set out by previous speakers had made clear that the best way to add value to tourist activities was in the form of sustainable tourism. Current examples included the Italian Government's co-financing, with the private sector, a programme to supply hotels and other tourist facilities with renewable energy and clean water. The protection of the environment in tourist areas lay in using the best technologies to reduce the environmental impacts of tourism.

In the Mediterranean region, in co-operation with the United Nations Environment Programme, the International Energy Agency and the Organisation Méditerranée de l'Énergie, Italy was developing programmes in tourist areas that combine the realization of new infrastructure using the best technologies to reduce emissions and the use of water and other natural resources. The cycle was simple. If emissions are reduced, so are pollutants, thereby better facilitating tourist activities and better protecting natural resources and the cultural heritage.



MR COSTA AND MR YUNIS



MS CAIRNCROSS

**Ms Rili Hawari Djohani, Director of the Nature Conservancy Coastal and Marine Programme, Indonesia,** discussed the search for equitable ways of distributing the benefits of tourism. More than 70% of the planet was ocean environment, but less than 1% of that was officially in protected areas. Of the 730 World Heritage sites, there are only 167 natural heritage sites, of which less than ten are marine. However, given that 50% of the global population live in coastal areas, and marine resources are under increasing threat from a variety of sources, there is an urgent need to focus on marine World Heritage sites, which could help to protect biodiversity. There was currently much debate about how to design such sites, as regards critical habitats, breeding grounds, feeding grounds and spawning sites for fish, as well as ways of increasing the resilience of coral reefs to bleaching and global warming. Marine protected areas were among the best tools for fisheries management and in establishing these sites it was hoped to replenish fisheries and encourage greater species diversity.

The island of Pulumisa, just outside the World Heritage site of Komodo National Park (Indonesia), provided a striking illustration of the conservation/development dilemma. The village people were firmly rooted there and their income was dependent on the resources of the park. At stake was the issue of trying to reconcile the long-term benefits of a World Heritage site such as Komodo with the short-term needs of the local population. The challenge was to explain to fishing communities the potential long-term benefits for everyone living around this park in terms of fisheries and tourism. Over the previous seven years this project had focused on developing alternative economic benefits for the communities, trying to steer them away from the coral reef area towards the open sea, outside the park boundaries where fish aggregation devices had been established and the fishermen trained in alternative methods of fishing. Several

ecotourism projects had been established with the local communities. Community awareness and development went hand in hand, based on building up a sense of pride and ownership in their own resources. Outreach and development were part of a more comprehensive management plan developed with all the stakeholders in the park. Law enforcement was also critical.

The Indonesian and other South-East Asia governments had acknowledged that they could not do this work alone. There were clear opportunities for World Heritage partnerships to help government to set up management frameworks to embrace such partnerships in the field.

**Mr Lota Melamari, former Director-General of Tanzania National Parks,** discussed means of strengthening the role of the community in the management of heritage sites.

The sites on the World Heritage List represented prestigious national treasures, unique in all possessing very rich characteristics offering a wide range of opportunities for management and use for the social and economic well-being of nations. Natural heritage sites had the advantage of being self-replenishing, meaning that under careful management they provided harvestable products and by-products that could be harnessed sustainably. But the ability to conserve and use such sites sustainably was the biggest challenge faced by managers and nations.

Capacity building remained a critical and long-term issue. The need to develop networks and partnerships among stakeholders could not be overemphasized. Management plans needed an integrated approach, taking cultural and natural resources into account, while giving the communities a stronger role in their management. Transparent governance and clear strategic and management plans for sites were equally crucial. ● ● ●



●●● A recent review suggested that performance was below expectations, revealing that African heritage was still underdeveloped in terms of its representation on the World Heritage List, that many African countries still did not have a single site inscribed on the List, and that World Heritage sites in Africa formed almost 25% of those on the List of World Heritage in Danger, facing threats arising from war, environmental degradation and poor management among others. African countries continued to face severe hurdles and constraints arising from a lack of resources and capacity in their quest to obtain World Heritage designation for sites. Designated sites often lacked proper management plans, while the policy, legal and institutional frameworks in many African countries were not yet sufficiently adapted to the reality of the central role of communities in the management of heritage. Constraints therefore remained on the involvement of local communities in the management of World Heritage sites. Collaboration, partnerships and the development of viable networks were fundamental to the sustainability of activities. The Serengeti National Park in the United Republic of Tanzania, the Greater St Lucia Wetland Park in South Africa, or the Rwenzori Mountains National Park in Uganda were examples of sites with strong local involvement and integrated management plans, where economic activities were integrated, properly harnessing natural resources with tourism.

In a meeting held prior to the World Summit on Sustainable Development (Johannesburg, 2002), African heritage managers issued a special appeal to development partners to help to address these identified weaknesses by continuing to support through financial, technical and administrative measures the efforts of African countries to achieve World Heritage status for sites; to support efforts to link heritage, culture and sustainable development; and to review the conditions and procedures of

funding, particularly to ensure that appropriate linkages are provided for funding frameworks for African heritage sites.

**Mr Dawson Munjeri, Cultural Heritage Management Expert from Zimbabwe**, reported on an associated workshop on the theme *Cultural Landscapes: The Challenges of Conservation* (summary report in section 3). Noting that, despite expectations that the listing of cultural landscapes would improve the regional balance of the World Heritage List, most cultural landscapes so far inscribed are in Europe, the region which also has the most sites overall.

**Mr Eugenio Yunis, Head of Sustainable Development of Tourism, World Tourism Organization (WTO)**, discussed the need for the 'wise management' of tourism flows. Heritage has value by being used, he noted, only if it is used in a reasonable and sustainable manner. The impressive growth of tourism was one of the most remarkable economic and social phenomena of the past few decades. International tourist arrivals had grown in real terms from a mere 25 million in 1950 to 698 million in 2000, which is an annual growth rate of 7% over the period. The receipts generated by these arrivals, which exclude air fares and domestic tourism, had increased at 12% per year over the same period, well above the average economic growth rate. Receipts reached US\$476 billion in 2000, and represent today the number one item in world trade and services. Conservative estimates by the WTO indicated that this trend would continue. International arrivals were expected to increase to more than 1 billion in 2010 and reach 1.5 billion in 2020. It was therefore reasonable to assume that tourism at World Heritage sites would develop along similar lines.

World Heritage sites were becoming favoured destinations for an increasing number of tourists. A study by the European



MR MELAMARI

Commission suggested that 20% of tourist visits in Europe responded to cultural motivations, while 60% of European tourists were interested in cultural discovery during their trips.

The central issues were how to ensure that the development and management of tourism at cultural and natural heritage sites was sustainable from the economic, environmental, social and cultural points of view, and how to establish the right balance between the needs, interests and facilities required for the tourists and the conservation objectives, without affecting the site's physical fabric or its symbolic or spiritual value for the local community.

The WTO supported the view that tourism and World Heritage sites could establish a mutually beneficial relationship. Nevertheless, access to heritage sites required clear, strong regulations and wise management of tourist flows of the sort that Mayor Costa had discussed. Other key elements included management plans and zoning the sites in different areas, improving access and regulating parking. The WTO was committed to ensuring that tourism at World Heritage sites was developed and managed in a sustainable manner, and that in this effort it was ready and willing to collaborate with UNESCO, the World Heritage Centre and other partners. ■







We are at a crossroads:  
we will either be praised for our stewardship or we  
will stand condemned for failing to prevent the rapid  
and irreversible loss of many World Heritage Sites.

**Christina Cameron**

# New Forms of Partnerships for Natural & Cultural Heritage Conservation



**onnie Burnham, President of the World Monuments Fund**, chaired this panel, examining the question of whether partnerships between government and non-governmental organizations are an effective vehicle to bolster government 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 were only just beginning to emerge as an alternative to governmental site management. The panel examined different models of public-private partnership to explore their respective effectiveness as a mechanism for site management.

In opening the session, Ms Burnham commented that the private sector did a range of things in the heritage arena, from managing properties to owning them, advocating their conservation on a community level, raising funds and acting as voice for the public, on the grounds that Governments held patrimony on behalf of the public which therefore had the right to a voice in how heritage was managed. There was a need for a formal structure for participation and collaboration between the public and private sectors to provide a solid grounding in planning work that integrated the voices of the various stakeholders in any situation.

There were many different models for private sectors involvement in conservation, although very little information was available in published form. In fact, as a result of the organization of this meeting by UNESCO, several new studies had been undertaken. These would be made available, along with numerous links to

heritage trusts that are operating on a new website being developed: [heritagetrust.org](http://heritagetrust.org). The aim of the portal would be to strengthen existing networks and disseminate information about how different trusts are working their impact on the ground, and their different relationships with governmental organizations.

**Mr Neil Cossons, Chairman of English Heritage**, described the complex partnerships working to rehabilitate Stonehenge, a World Heritage site which had been described in Parliamentary debate as a 'national disgrace' because of poor visitor facilities, and a landscape criss-crossed by two major roads. A partnership between English Heritage (the government body responsible for managing the site), the National Trust (a NGO), the Ministry of Defence, the Highways Agency, the Department for Culture, Media and Sport and local authorities and residents, aimed to restore 'the dignity of the land, the dignity of the stones.' Henceforth, Stonehenge would sit in a properly managed landscape, where largely 20th century intrusions had been eliminated or minimized and where the National Trust and English Heritage between them could manage that landscape for its own value, for its archaeological qualities, in order that large numbers of people from all over the world could have the benefits of gaining inspiration from Stonehenge without the dis-benefits that large numbers of people can impose upon landscapes if those landscapes are not properly managed.

The plan involved diverting one of the roads, grassing over its route and boring an underground road tunnel, in addition to building new visitor facilities away from the site, at an estimated cost of 350 million euros, much of it public money. The partnership brought together the various stakeholders and allowed their views to be taken into account as a management plan was developed. This was an important point for wider debate, for one of the key aspects of partnership was the power





MS BURNHAM, MR ZORZI AND MR COSSONS



that the partnership of people - people living on the ground, wider audiences with historic and archaeological interests, and governmental and non-governmental agencies - could bring to bear on key sources of government money, and the government policy behind that money. Reviewing the past two to five years of developing policy on Stonehenge, it was clear that a large part of the effectiveness of the partnership had been the voice of English Heritage working with the National Trust, and their influence on government at local, at regional and at national level, and those of local communities through their respective councils, together providing a united, strong and firm voice committed to the management plan, gathered around a group of common objectives and common principles.

**Mr Karan Grover, President of the Heritage Trust, India,** recounted efforts to “disinter time” at Champaner, an archaeological puzzle concealing layers of history including the Rajput era of the 10th to 15th centuries and the Islamic period from the 15th-17th centuries. The Heritage Trust had been formed in the early 1980s by a small group bound together by their focus on the site and a belief that by teaching children that our heritage will become a perishable commodity if ignored, future generations

could learn how to care for their heritage. To lose our origins, would be to lose our identity. It was not feasible to come up with a plan for development that ignored environment and culture.

Mr Grover highlighted a selection of initiatives and interventions at Champaner:

- A 1986 international workshop which brought all the 17 stakeholders together for the first time.
- A public interest litigation against the 114 quarries within five kilometres of the site that led to the Supreme Court of India banning quarrying in forest lands and 102 quarries thus ceasing to exist.
- The introduction of the Champaner Festival, a synergy of the unique collaboration of arts and conservation to create media focus, public awareness and funding opportunities.
- The nomination of Champaner to the World Monument Watch List of 100 most endangered sites for the year 2000, and the Indian Government's decision to bid for World Heritage site status in 2004.
- The use of landscape design as a conservation tool to consolidate the buried city and its monuments above the ground. ●●●





MR IMPERATORI AND MR GROVER



- The creation of the Heritage Club for children which now boasts of 2,500 members.
- Six partnerships with universities from Australia, India, Singapore, and the United States to work with the site.
- Initiatives with the Government and the archaeological survey of India to produce two monographs, a book for children and posters for schools and colleges.
- The detailed documentation of 120 buildings at the site, 50 of which have been recorded for the first time. The first comprehensive plan of a buried city with the living layer was supplemented by a collaborative effort with the Indian Space Research Organization, which obtained a remote sensing satellite image of the site.
- A new model for conservation, the archaeological park, promoting a sustainable development process with local participation as an interpretive, educational and recreational resource, including the training and development of a local cadre of guides, selection of alternative sites for quarry, revival of cottage industry, promotion of a leopard sanctuary, adventure sports and a long term management plan through dialogue with stakeholders.

T.S. Eliot had defined heritage as: “not the pastness of the past but the presence of the past.” In closing, Mr Grover said that the past speaks to us through its silences. To listen with all our being and to make that silence speak was our greatest tribute to our heritage.

**Mr Gianfranco Imperatori, Secretary-General of the Associazione Civita, Italy,** described its work in managing seventy-eight public sites and museums throughout the country. Working with 110 partners comprising a selection of enterprises, banks, insurance companies and bank foundations, the Associazione Civita sought to develop Italian cultural heritage and was the only Italian association uniting culture, growth and

development. Civita's experience over the past ten years augured well for the future promotion and enhancement of Italy's historic legacy, as its projects considered the entire context of a property to give added value and a more competitive edge to the monument itself.

There were four particular experiences to share in the context of this meeting. The first concerned the public-private relationship: until ten years ago, everything had been handled by the state. Private individuals had no part in developing the cultural heritage. However, experience had shown that utilization and conservation could go hand in hand, if it was accepted that heritage belonged to the state and that autonomous management could contribute to its development. Pompeii was a good example.

The second experience concerned planning, an area where Civita really came into its own. The Association believed that development and planning went hand in hand. It had launched the concept of cultural districts, based on the idea that monuments should no longer be considered as single elements on their own but as part of a heritage system. This certainly created added value for the actual heritage, in addition to a competitive value. Italy is a country with a vast heritage, with much culture and no shortage of local pride, but the tendency towards parochialism should be curtailed to avoid spreading energy and resources too thinly. The cultural district thus reshaped all this activity into a system that gave the initiative added value.

A third lesson was that Civita is a non-profit association characterized by the fact that its partners are operators or industrialists, bankers or insurance companies, with a growing desire to take part in terms of investments, rather than sponsorship. The most important result is that, in Italy, culture becomes a route, a path for communication. In the third

millennium, the communication industry is huge, and if this huge industry salvages culture as a message and as a language, it would certainly be a great help in enriching our heritage. Civita was convinced that if culture became part of the communication process, communication itself would be enriched, as would the cultural heritage of Italy.

The fourth experience derived from work in the field is related to the management problem. Civita was not an academic association but one that got its hands dirty by going into the field to work, in both management and planning terms. This was an area where Civita believed there was much room for improvement and it was urging for economy and management to be given a particularly important and significant role.

**Mr Alvise Zorzi, President of the Association of Private Committees for the Safeguarding of Venice**, discussed the continuing work of an organisation that arose from the UNESCO campaign to rescue the city of Venice from the devastating floods of 1966. The experience of the UNESCO Private Committees Programme for the Safeguarding of Venice was a remarkable example of successful partnership in the preservation of natural and cultural heritage involving the active collaboration of State organs, private initiative and UNESCO, demonstrating how the public interest can cross national borders.

The association, under a UNESCO administrative framework, had been involved in the restoration of almost 100 monuments and 1,000 artworks. Every year the superintendencies, the local organs of the Italian Ministry of Culture responsible for conservation of the architectural environmental, artistic, historical and archaeological heritage, proposed a number of restoration projects to the Programme, ranging widely in type, scale, cost and location. They may also agree to plan and direct restorations proposed by the

Programme. The Private Committees selected and provided finance for the projects, singly or in ad hoc groupings. The Committees were entirely free to choose the projects they wished to finance. There were a few simple prerequisites: the object of the restoration was not normally privately owned; it should be of some monumental, artistic, historical or cultural importance; no other means of financing available; and after the restoration, it must be accessible to the general public.

Each Committee was able to offer corporate and individual donors serial benefits and guarantees, arising in part from the nature and structure of the Programme: cost effectiveness enhanced by the technical contribution of the superintendencies; tax exemptions in Italy in addition to the tax incentives available to such actions in the country where the Committee operates; and the prestige of participating in a national public interest campaign sponsored by a United Nations organization.

The Committees all belong to and finance the Association of Private Committees for the Safeguarding of Venice, which acted as the interface with UNESCO. Its officers undertook most of the day-to-day administration of the projects and co-ordinated the flow of information. UNESCO provided the administrative framework for the Programme and acted as a kind of international trustee. In return for an absolute guarantee that all necessary funds are placed in a UNESCO bank account, the Organization agrees to provide sponsorship for specific projects. This formality triggered the relationship with the superintendencies, UNESCO being the legal commissioner of all work and recipient of all invoices. Invoices were paid when the superintendency and the financing committee declared that the work had been satisfactorily completed. ■

# World Heritage as a Flagship Programme for Nature Conservation



**timothy E. Wirth, President of the United Nations Foundation (UNF)**, chaired this session, exploring World Heritage as a flagship UNESCO programme for building innovative partnerships for nature and biodiversity conservation. The World Heritage List includes 167 sites of acknowledged global significance for nature and biodiversity conservation. The UNF had worked with the World Heritage Centre since

1999 in garnering resources for sites of outstanding biodiversity value. The World Heritage Centre-UNF relationship had links with World Heritage priorities of the Government of Belgium, international NGOs such as WWF and Conservation International and multilateral institutions such as the United Nations Development Programme Global Environment Facility.

Mr Wirth said that the UNF had committed more than US\$30 million over the last five years to World Heritage, by getting the private sector to work with the public sector, and ensuring in this way a mutual understanding. Noting that poverty surrounded too many of the World Heritage sites, particularly natural World Heritage sites, it was essential that conservation measures focused on the well-being of the people living at or around the sites. This raised a discussion on the imperative of eradicating poverty and its attendant causes.

The *World Heritage Convention* was one of the first international environmental treaties, and as such had been 'ahead of its time' through its focus on the common heritage of humanity and its system of international co-operation and assistance. The importance of having World Heritage operating under policy agreed by the Member States of the United Nations was an extraordinarily important part of its power. This political basis and set of agreements were extremely important to the future of heritage and a very significant heritage resource. However, the potential of this innovative instrument had thus far only been scratched.

Bringing conservation and heritage into the economic framework of the Millennium Development Goals and its focus on poverty reduction could be a tool to engage constituencies in major conservation efforts. World Heritage required significant political as well as economic co-operation between all levels of government, between governments, NGOs and the private sector, and the development of political pressure where necessary against those who would desecrate great places of global significance. This pressure was being used against political bandits who would sell national patrimonies to timber companies in return for cheap political payoffs, used against economic bandits who would destroy heritage for short-term gain as in killing rhinoceros for the bush-meat trade, or used to help to provide higher corporate principles, as the UN has begun to do through the Global Reporting Initiative and the Global Compact. It was clear that World Heritage had great economic and political potential.

UNF had developed a number of World Heritage partnerships. Through the Galápagos project, involving WWF and other NGOs, the E7 group of the largest utilities in the world, UNESCO, UNEP and UNDP, and national and local governments, UNF hoped to create a model in sustainable energy which could be exported to a number of other important and fragile small island states. In Suriname, UNF was working with CI, WWF, UNDP and UNESCO on a development programme related to habitat and species, which would ensure the long-term sustainability of the region. A third example focused on a number of sites in the Congo basin, where a project involving UNESCO, a multi-NGO partnership and the Government of Belgium aimed to stabilize the war-torn area of the east coast by using World Heritage and the co-operation that comes with it.

**Mr Eddy Boutmans, State Secretary for Development Cooperation, Belgium**, discussed the role of development co-operation in the framework of World Natural Heritage. His organizational mandate was to fight poverty on a world scale and





MR MITTERMEIER AND MR BOUTMANS

to realize the Millennium Development Goals set by the United Nations in partnership with governments, NGOs, multilateral organizations, civil society and local communities in developing countries. This must be done by conserving, defending and integrating environmental issues into the idea of development.

Mr Boutmans elaborated on the two ways in which the environment is integrated in Belgium's development policies, first as a mainstreaming element within health, educational, social development and economic programmes, and second by supporting specific programmes on environmental conservation.

Within this environmental mainstreaming, Belgium had set some priorities: those of conservation and sustainable management of forests, and biodiversity. Belgium funds different programmes or assists developing countries in funding and setting up programmes to implement the 1992 UNEP *Convention on Biological Diversity*, the 1971 *Ramsar Convention on Wetlands* and, of course, the *World Heritage Convention*.

Mr Boutmans underlined the close link between poverty and environmental and natural conservation or destruction. Poverty was often both a cause and a consequence of environmental degradation, for example, for people who have no alternative but to rely on logging, hunting and consuming or selling bush

meat. This link between poverty reduction and conservation of natural heritage was the axis on which Belgium based its policies. The Belgium-UNESCO agreement should lead to a more profound partnership, with different donors, such as conservationists and development organizations, local governments and communities. Many people had revenues or relied on economic supplies from these forests or other natural heritage sites. Without their collaboration and support, the battle was lost.

**Mr Russell Mittermeier, President of Conservation International (CI)**, argued that World Heritage was more than a flagship programme for nature and biodiversity conservation: if used to its full potential, World Heritage was perhaps the most important mechanism available in biodiversity conservation. Protected areas were the single most critical element in maintaining biodiversity and preventing extinctions. For example, one-third of the 600 species of primates were considered endangered or critically endangered: without protected areas, it was reasonable to assume that none of these critical and endangered primates would survive to 2050. Protected areas were thus fundamental. At present, the global coverage of protected areas is about 10%. The *World Heritage Convention* could provide enormous added value and incentives for enhancing protection of existing areas and also for the creation of new areas. ● ● ●

●●● The Conservation International approach focused on biodiversity hot spots and wilderness areas. Developed by Norman Meyers, the biodiversity hot spot concept was based on endemism, particularly plant endemism. An analysis conducted at the end of the 1990s indicated that there were 25 biodiversity hot spots. They originally occupied an area of about 12% of the land surface of the planet. Almost 90% of these hot spots had already been lost, leaving about 2 million square kilometres, or 1.4% of the land surface of the planet. These areas contain endemic species found nowhere else: 44% of all plants, and about 35% of all vertebrates. Madagascar was an example, counting ten endemic plant families, five endemic bird families and five endemic primate families. Looking at protected area coverage of the hot spot, about 40% of what remains is protected by the Convention. But 60% is unprotected.

A global wilderness analysis carried out by CI indicated 37 wilderness areas covering about 50% of the land area of the planet. There were five high biodiversity wilderness areas, including Amazonia, the Congo forest of Central Africa and the island of New Guinea. These occupied an area of about 9 million square kilometres or about 6.1% of the land surface of the planet. They were home to numerous endemic species found nowhere else: about 17% of all plants, and about 8% of all vertebrates.

Combining the hot spots and the wilderness areas showed that 62% of all plants and about 43% of all vertebrates are confined to about 7.5% of the land surface of the planet. There are currently 167 natural and mixed World Heritage sites, occupying about 1.5 million square kilometres in total. Fifty-four of these are in hot spots, and about 11% of the total area covered by natural World Heritage sites is also in hot spots. Of the total coverage of what remains in the hot spots, only about 21% was considered World Heritage. More such sites were needed in these critically important areas of outstanding universal value. Thirteen World Heritage sites were

located in wilderness areas. They occupy 238 square kilometres, or 7.8% of the total surface of these areas, which is the equivalent of about 15% of the land area occupied by the natural World Heritage sites. But World Heritage's contribution to the total area remaining of high biodiversity wilderness areas was less than 3%.

There was a need to maximize the scale of World Heritage action in terms of biodiversity conservation. CI hoped to see a tenfold increase in World Heritage natural properties focused on biodiversity over the next decade. One way was through the idea of cluster sites or serial nomination, as in the case of the Discovery Corridor in the Atlantic forest region of Brazil. This method was important for conservation and had tremendous economic implications in terms of the ecotourism potential of these areas.

Other emphases included the concept of conservation corridors as World Heritage sites, linking protected areas in broader landscapes, such as the corridors that had been proposed for the central Brazilian Amazon, and the concept of transboundary conservation areas. For example, the Congo Basin Forest Partnership would receive US\$37 million of support from the United States Government to be matched by WWF, CI and the Wildlife Conservation Society over the next ten years. Another concept was that of World Heritage species. Overall, it was important to look at expanding the existing network and working in partnership to create and finance new protected areas, elevating the most important of these to World Heritage status.

The CI Global Conservation Fund was one example of a private sector initiative. It began with the Central Suriname Nature Reserve, in the Guyana Shield region, an area with enormous opportunity for protecting the least-disturbed tropical forest area on earth. The Central Suriname Nature Reserve is now a World Heritage site. A series of other areas could be incorporated into a broad corridor for conservation, of potential World Heritage status. Through the

Global Conservation Fund, 50 million hectares of new conservation areas in key tropical regions, particularly in the wilderness areas, some in hot spots, are protected. US\$100 million has been made available over the next five years to create trust funds and other mechanisms.

Mr Mittermeier closed by announcing CI's partnership with UNF and the World Heritage Centre: a three-year partnership to identify opportunities to conserve biodiversity in existing and proposed sites, in which CI will match UNF dollar for dollar up to US\$7.5 million to support projects that establish long-term funding mechanisms to preserve these areas. CI wanted to explore further opportunities to promote the *World Heritage Convention* as a major biodiversity conservation tool. If the right kinds of partnership could be developed, and this vision expanded, the course of conservation history could be changed.

**Mr William Eichbaum, Vice-President, Endangered Spaces Programme, WWF US**, said that in spite of all the efforts made by many organizations in co-operation with UNESCO, the battle to conserve biodiversity worldwide was being lost. A different scale and a different level of intensity needed to be developed in order to move beyond a programme that preserved sites almost as museum specimens rather than as living landscapes. To this end WWF has developed the 'Global 200' ecoregions to identify those critical places around the world that have to be conserved if the bulk, richness and diversity of life on earth is to be preserved.

WWF had a particular conservation strategy to apply in these large-scale ecoregions. The first characteristic was to operate on a large scale: the size of the Bering Sea, the Sulu-Sulawesi Seas, or the forests of the western Congo basin, for example. Secondly, WWF made a long-term commitment to be present in these places to make conservation happen – on a timescale of fifty years. Its basic work was founded on the principles of conservation biology.



MR WIRTH

This large-scale effort could enrich and be the basis for a strengthened application of World Heritage site principles.

As a science-based strategy, there were at least two new or expanded ideas for World Heritage site establishment. One was the creation of a network and system which, if highly protected, could be the anchor point for preserving the overall biodiversity of an area. Secondly, under the sponsorship of UNESCO and UNF, an important meeting had been held in Hanoi several months earlier to begin the process of identifying a long-term, systematic approach to creating World Heritage sites in the marine environment.

Moving beyond science, heritage sites in a system of large-scale conservation played an important role in improving the economic and social well-being of people, thanks notably to the opportunities for communities adjacent to heritage site protected areas. For example, on the border between Nepal and India, the Royal Chitwan National Park, a World Heritage site, had an impressive programme whereby the fees paid by visitors are returned to the adjacent communities. This method gave local communities a stake in the conservation agenda and improved their livelihoods. In addition, the connective strategies, ●●●





MR EICHBAUM

● ● ● which will build corridors from the protected areas, could also offer richer opportunities to community forestry and community development opportunities to improve people's livelihoods.

Large-scale conservation could play another vital role in heritage sites through the development of partnerships. The Mesoamerican Caribbean Reef system, for example, has four countries that have come together to build a financial partnership to support long-term sustainable conservation. Whether NGOs, government or enterprise, co-ordination on this large scale can be incredibly important, not only for dollars but for other resources and commitment.

Heritage sites needed to be protected through adequate enforcement of national and local laws. In the Galápagos Islands, partnerships built between the NGO community and the government have allowed for the creation of a framework for meaningful protection of the marine component of the World Heritage site. Whereas good enforcement may be difficult on a site basis, when set in a larger context it is possible to bring together a variety of forces to achieve compliance.

Another critical role that NGOs could play in partnership with UNESCO is to ensure adequate communication. There had been a significant increase in attention, not only within the NGO community but also in the broader community, on the role that heritage sites can play in conserving our natural heritage. Like CI, WWF was reaching out with the UNF to build a partnership to provide increased funding opportunities for particular systems of heritage sites across the world. Mr Eichbaum concluded by reiterating the urgency of reversing the trends for the loss of biodiversity, and the place of UNESCO World Heritage sites as a vital part of that process.

Closing the session, **Mr Wirth** commented that we needed to set our sights high. There are plans for a Rift Valley conservation corridor running all the way from Turkey down the Rift Valley to Botswana, with 22 countries involved. Opportunities for new financial mechanisms would be critical. The Global Environment Facility had been extraordinarily helpful and the World Bank was becoming more creative in a number of financial mechanisms. Governments were focusing increasingly on this great opportunity, and there were huge opportunities in the private sector. A key question was how to forge these partnerships and really make them work. 'Those partnerships don't just happen by talking about them, they happen because we work at them and think about what the private sector want to do that fits into a broader vision.' ■

# Non-Governmental Actors in World Heritage Conservation

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**Timothy Whalen, Director of the Getty Conservation Institute**, chaired this panel examining the role of non-governmental actors in the conservation and sustainable development of World Heritage sites. In the best cases, their actions in the field, their attention to social equity and their regard for the transfer of knowledge could make them key partners in any World Heritage

conservation strategy. As a class of organization, NGOs had proliferated enormously over the past two decades. Within their ranks there was extraordinary diversity and form, legal status, capacities and interests. In the context of World Heritage conservation, four types of NGO were most prominent: operating organizations, grant-making foundations, professional associations and advocacy groups.

Each kind of NGO was good at something, but none was good at everything. NGOs could use their strength to complement existing partnerships and often helped to leverage other resources. A conservation effort at a World Heritage site could be proposed as a component of a development project funded by an international bank, for example, with supplementary support of an NGO to local agencies. In these cases, each entity could leverage the impact of the other.

Article 4 of the *World Heritage Convention* emphasizes the primacy of States Parties' responsibility for the long-term protection of their cultural and natural heritage, recommending that they do all they can to this end. Article 7 declares that a system of international co-operation and assistance would support the states in this work. In fact, such a system has not really formally materialized. The Operational Guidelines for the implementation of the *World Heritage Convention* specify only the World Heritage Fund and the Advisory Bodies of IUCN, ICOMOS and ICCROM for the assistance they might offer. The international assistance noted in Article 13 of the *Convention* is



MS FINGUERUT

the World Heritage Fund, an extraordinarily important but relatively small amount of funding, given the challenges at hand. The Fund must cover an increasingly large body of work, as determined by the Committee, with careful consultation and agreement of all parties concerned. More assistance is needed. A greater range of expertise, enhanced technical preparation and management professionalism are also crucial.

The J. Paul Getty Trust provides an example of the scope of funding and assistance that just one NGO could provide. The J. Paul Getty Trust is an umbrella organization of two different entities that support the conservation of World Heritage: the Getty Grant Program and the Getty Conservation Institute (GCI). In 2002, the Getty Grant Program provided just over US\$1.5 million in direct and indirect funding for World Heritage site-related conservation and research, while the GCI was providing expertise and supporting research and publications to site management and the conservation of stone, adobe, mosaics and other physical components of the heritage to the amount of US\$3.5 million. The GCI's direct action on World Heritage sites in this past year amounted to about US\$850,000 and, over recent years, it had provided about US\$4.5 million in support to World Heritage sites in Benin, China, Cyprus, the Czech Republic, Ecuador, Egypt, El Salvador, Honduras and the United Republic of Tanzania.

● ● ● **Mr Paolo Savona, President of Consorzio Venezia Nuova (CVN)**, a private body with the aim of accomplishing the ambitious and complex objective delegated by the state, of achieving and protecting the quality of the lagoon ecosystem, gave a special presentation, *Public and Private Responsibilities in Heritage Conservation – the Case of Venice*, about CVN's work over the past twenty years to address the causes rather than the effects of the flooding (acqua alta) that posed such a continuing threat to Venice.

As a private body carrying out public work, the Consorzio Venezia Nuova was made up of large national and local companies. To carry out its tasks of analysis and study, experimentation, planning, implementation and management of measures, the consortium had developed a structure able to design, organize and manage the various contributions throughout the different phases of execution, while at the operational level acting as an interface between the administration and the implementing bodies (designers, specialists performing studies and experimentation, companies that carry out the measures).

The flood waters that participants to the meeting had experienced in reaching the Cini Foundation that morning should come as no surprise because, over the last seventy years, the high-water levels in Piazza San Marco had increased. Expert discussions in Venice now concentrated on interventions at the inlets (*bocche di porto*), of which there are three: one near Tocchioggia, one in Malamocco, and a third near the Lido. Mr Savona described these interventions with illustrations, emphasizing that they should be considered as a system: the reinforcement of the coastline; the rebuilding of salt marshes – fundamentally important to the ecological equilibrium of the lagoon, which is constantly eroded by the sea; and the installation of mobile barriers at the lagoon inlets – the latter being somewhat controversial.

**Mr Stefano Bianca, Director of the Historic Cities Support Programme at the Aga Khan Trust for Culture (AKTC)**, described the work of the Trust, geographically focused on the Islamic world and thematically focused on the built environment. AKTC worked to improve the quality of architecture in the Muslim world, to assist in the conservation and rehabilitation of the physical heritage of selected Islamic cities and sites, to revitalize the social and economic forces which have generated and must sustain a given cultural heritage, to promote the knowledge needed for achieving proper architectural design as well as conservation, and finally to encourage the formation of local institutions which can take responsibility for their own built environment.

The Trust realized these goals through three distinct but closely associated programmes: the Aga Khan Award for Architecture; the Aga Khan Programme for Islamic Architecture; and the Historic Cities Support Programme (HCSP). HCSP concentrated on the restoration and rehabilitation of historic structures and public spaces in ways that can spur economic and cultural development. The programme aimed to build up exemplary projects showing how conservation, rehabilitation and development could be linked in order to form models of appropriate combined conservation and development.

All HCSP projects covered a large range of interventions which created interactive synergies between different professional components, including conservation of landmark buildings and monuments, but also and very importantly, the adaptive reuse of these buildings in order to make them significant for the local communities who use them and also to allow them to generate the economic resources needed for their permanent maintenance. Strategic planning for the physical and environmental context of individual buildings was also important and HCSP was involved in





MS MOZZONI CRESPI, MR BIANCA AND MR WHALEN

housing improvement and socio-economic development projects to improve living conditions. Finally, HCSP engaged very strongly in the training of local professionals and creating employment through conservation and rehabilitation projects.

Mr Bianca emphasized four particular HCSP strengths:

- The ability to co-operate directly with local governments, local NGOs and local communities without necessarily going through central government agencies and central bureaucracies and administrative systems. While HCSP work was sanctioned and approved by the central authorities, it tried where possible to work directly with the beneficiaries without passing through central government.
- HCSP funding and donors funding was invested directly and fully in local communities.
- The capacity to pursue pragmatic, incremental project growth based on actual feedback from the field.
- A preference for small-scale but comprehensive and fully integrated projects, each one combining social, economic and physical rehabilitation at grass-roots level rather than pursuing a large-scale development in isolated sectors.

**Ms Giulia Maria Mozzoni Crespi, President of Fondo Ambiente Italiano (FAI)**, described the evolution of the organization she had founded in 1974 to save from abandonment and deterioration precious examples of Italian artistic, monumental and natural interest entrusted to FAI through donations and bequests.

Originally modelled on the National Trust in the United Kingdom, FAI now comprises a Foundation and an association with 52,000 members, 82 local offices or delegations in Italy, a fledgling American Friends of FAI and a select group of 560 sponsors. Italian bank foundations had been a great source of financial support

which she described as 'like yeast in the bread – yeast isn't seen but it makes the bread rise'. A core issue was education and the need to mobilize people through their hearts as well as their minds. In addition to its core educational work, each year FAI held the Giornata FAI di Primavera (FAI Spring Day) during which monuments, castles, gardens, palaces and churches that were usually closed to the public were opened under the supervision of the FAI delegation and around 3,000 volunteers. FAI also sought to involve communities in its work because if people were not interested in the work being undertaken, it was rather difficult to carry on. It was important to show people that through the protection of art and nature, employment could also be created. In response to demands from public organizations seeking help in restoring monuments, FAI had developed the concept of creating short- or long-term 'bailments' by which FAI took over the monument for a certain time and restored it.

Ms Mozzoni Crespi concluded that only non-profit associations or public institutions could properly safeguard important buildings and landscapes because such organizations worked in the public interest.

**Ms Silvia Finguerut, Head of the Cultural Heritage Department at the Roberto Marinho Foundation, Brazil**, described the work of the Foundation, part of the Globo Network and Organization, the largest of media and communications group in Brazil, and demonstrated how a media group can contribute to the preservation of our cultural heritage. The media group includes among its principles the value of Brazilian culture. The television network, set up 37 years ago, covered most of the country. As such it had a role to play in helping to build the identity of the people. The Foundation's national outreach meant that it could mobilize on a national level. This was also helpful in assembling broad alliances of groups of NGOs, government bodies and private companies. Partners were given high visibility as ●●●



MR PETZET, MR HEIGHTON, MR SEKLER AND MR SAVONA



● ● ● television was the medium used to promote these projects. In the cultural heritage area, the Foundation worked to restore monuments, rehabilitate historic districts, and to facilitate economic development in many historic districts by improving cultural tourism and cultural awareness of preservation. It attempted to ensure that all projects were economically sustainable. Partnership projects were important in building strong social capital and grass-roots citizenship values.

Using sample television clips, Ms Finguerut demonstrated how the Foundation used the medium to promote World Heritage sites, including the cities of Salvador de Bahia, São Luís and Goiás.

**Mr Martyn Highton, Territory Director for Wales and the West of England at the National Trust for Places of Historic Interest or Natural Beauty**, said that from the outset the National Trust had been an access-based conservation society with the stunning promise, 'forever for everyone', still its motto today. The Trust had 3 million members and 40,000 active volunteers. The owner of over a quarter of a million hectares of land, it was the largest private landowner in the country with a profile covering great houses, farms, natural landscapes, urban centres, and over 1,000 km of protected coastline. Five World Heritage sites were within its care.

The Trust worked within a range of partnerships. Successful partnership required recognition of the needs of the various stakeholders, whether members, donors of property or government. There had to be mutual benefit and a shared vision. There also had to be the confidence to challenge at times, so that all partners could have robust discussions, out of which could emerge something very remarkable. Above all, respect was required in a partnership because without respect it would not work.

Applying these principles to the National Trust and World Heritage sites, two contrasting examples were offered. At the first, the Giant's Causeway and Causeway Coast in Northern Ireland, the Trust had not yet been able to set up any kind of meaningful partnership. The site was threatened by plans to develop outside the World Heritage site itself but inside the buffer zone. It had not yet been possible to reach a shared vision with all the stakeholders, in particular some of the vested interests. The Trust now had to fall back on the legislative framework alone, which was not sufficiently strong to defend this remarkable coastline. On the other hand, Stonehenge was a more positive example of how true partnership can work.

While the National Trust could be self-sustaining, it felt it should not be. In terms of partnerships, it was still on a learning curve, learning how to work not just on a local level but on a national and international level. The Trust had, for example, contributed to the future of farming debate in England and to the report on foot-and-mouth disease, which had been so damaging in the previous year. Its role in the international arena was under discussion and views on what that role should be were invited.

**Mr Michael Petzet, President of ICOMOS International**, discussed the broader role of ICOMOS, beyond its role as advisor to the World Heritage Committee. Many of its 7,000 members – organized in about 110 national committees and twenty scientific committees – were involved on different levels as professionals in the conservation of cultural properties on the World Heritage List.

ICOMOS also had a voice in the worldwide professional field, with reports such as *Heritage@Risk*, an initiative which, in the last three years, had been launched as an appeal to save the entire cultural heritage of the world, including sites on the World Heritage List.

For example, ICOMOS had been provided with half a million euros by the German Foreign Office to preserve cultural properties in Afghanistan. Projects included a joint project with the Aga Khan Trust for Culture at the Babua Garden. Another involved determining how to preserve what remained of the Bamiyan Buddhas. A young team of ICOMOS professionals, rock mechanics, mineralogists and other specialists had been among the first to assess the statues after the act of destruction. They had made a concerted effort to preserve what is left, to safeguard the rock, to look for the fragments of the Buddhas, of which there are many. Under the guidance of UNESCO there was now a real chance to do something to preserve what was left of the statues and the associated mural paintings.

**Mr Eduard Sekler, Chairman Emeritus of the Kathmandu Valley Preservation Trust (KVPT)**, described its work in response to the evident deterioration of Nepal's Kathmandu Valley, which, until about thirty years ago, had had an undisturbed traditional culture and a physical environment of a beauty that today only survives in some locations. Its wealth of cultural heritage was simply overwhelming, but much of it had become endangered or lost through neglect or modernization.

Incorporated 'for the wise use and conservation of the cultural heritage of the Kathmandu Valley exclusively for charitable and educational purposes', the Trust must submit an annual report to the Office of the Attorney General of Massachusetts. Otherwise it was totally independent, unlike other preservation associations in the valley that are government sponsored.

In the overall picture of historic conservation of the valley, the Trust was not the only official registered international non-governmental cultural heritage organization. It co-operates closely with the Nepal Department of Archaeology and UNESCO. The

department was the KVPT's official counterpart and had been invaluable as a direct connection to government bureaucracies. UNESCO had been of significant assistance to the KVPT, not only directly through missions, grants and workshops, but indirectly through the prestige that attaches to a World Heritage site. This was helpful not only in fund-raising but also in speeding up local implementation and the needed conservation measures. Firm and coherent UNESCO support was essential for the KVPT and for the future of all heritage conservation in Nepal.

The Trust had learned many lessons as it attempted to assist in the creation of a lasting local framework for conservation. At the grass-roots level, all possible education and public relations efforts must be made to create understanding and acceptance of the need for cultural heritage conservation. But, equally important, was the insistence that the inhabitants of a neighbourhood should contribute something to a restoration project in their area, through voluntary work or through payments, small as they might be, to feel that they had a stake in the project and, consequently, an obligation to care for the restored site. At the technical level, qualified local architects and surveyors must be employed, provided with the most up-to-date professional information and given the opportunity for additional training. As other speakers had said, at the administrative, political and financial levels, it was important to preserve the total independence of a private trust without losing the benefits of excellent relations with the authorities. Communications, including the transfer of funds, need to be kept as smooth as possible between field office and home base, as well as between field office and other conservation-related organizations, such as UNESCO. ■









We have to create a

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# work

**Marcio Barbosa**

# The Universe of Technical Skills for Cultural Heritage Conservation



**Henrik Lilius, Director-General of the National Board of Antiquities in Finland**, introduced the session, which would focus on the *World Heritage Convention* from the point of view of the experts involved in the day-to-day issues of site management and preservation, on whom the success of the *Convention* depended to a significant degree. They were the ones who

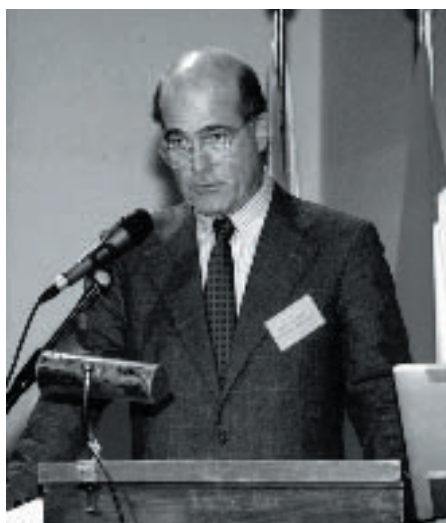
made the *Convention* work and it was vitally important to ensure that they were well trained and received appropriate guidance to allow them to do their work correctly, using appropriate materials and tools.

**Mr Fergus O’Gorman, Course Director of the M.Sc. in World Heritage Site Management, University College Dublin (Ireland)**, briefly presented the outcomes of an associated workshop *World Heritage University Training*, which had emphasized that the importance of World Heritage sites as expressions of World Heritage had created a need for capacity building extending from local communities to the global level, for the protection and preservation of the 730 sites on the World Heritage List. This was especially important for World Heritage site staff, who needed to be equipped with education and training, case by case (summary report in section 3).

**Mr Marino Folin, Rector of the Institute of Architecture of Venice (IUAV)**, said that over recent years there had been much diversification in the field of historical heritage, in the sense that the concept had widened from the individual monument to the environment as a whole, to the social context, to elements of the landscape on a vast scale. There had been a parallel extension in terms of time in the sense that the built objects and environmental aspects with which we concerned ourselves were no longer those of a historical era but increasingly were cities built as recently as fifty

years ago. It was important to be aware of these two trends so that measures taken to conserve and restore historical heritage become an integral part of the processes of transformation and construction of the physical environment we live in.

There were significant consequences as far as operating procedures are concerned. The first was that it was no longer possible to consider historical heritage as something removed. At this point, we must consider historical heritage in its complex diversified form as part of the process of transformation of our everyday life, which means that conservation, restoration and improvement measures are an ever-increasing part of the actions taken to build our world, our city, our contemporary life. This could create problems of striking conflicts: how should we reconcile conservation with new use? The focus was no longer mere conservation and restoration measures, but measures intended to redesign and recontextualize. It was important to bear all this in mind to understand how new skills, professions and areas of specialization in heritage conservation and maintenance were different from those of the past. Traditional specializations of history, of archive-keeping, were now joined by an increasing number in the field of chemistry, petrology, ecology, environmental hygiene, hydraulics, engineering, materials and construction technology. In addition to diversification relating to new roles and new conservation functions, there were areas of specialization associated with new techniques. For example, contemporary surveying used increasingly refined digitalization techniques. An increasingly complex database is thus required, and hence the computerizing and IT aspect becomes increasingly central to the new specializations to be acquired in this field. Apart from the new specializations, the time-honoured professions acquire new roles: the traditional figures of the architect or engineer need specializations if they are to tackle the questions associated with conservation and ●●●



MR YOUNG, MR LOLLI-GHETTI, MR O'GORMAN, MR FOLIN, MR STOVEL AND MR GABALLA



● ● ● transformation. Based on all these considerations, it was perhaps time to think about specialized courses on the technical aspects of the profession, as well as schools offering specialized training catering for the needs of traditional figures.

In conjunction with Valencia Polytechnic University and ten other facilities around the world, IUAV had recently launched a project to compile a glossary of technical and legal terms associated with protection. This project clearly manifested the will of the scientific community to be seen as a centre that promotes, publishes and spreads the word, and as a point for the meeting and comparison of ideas in the field of culture and protection.

**Mr Gaballa Ali Gaballa, Professor of Archaeology at the University of Cairo (Egypt)**, presented Egyptian cultural heritage as a case study of the need for partnership in conserving and managing World Heritage. Egypt had an extraordinarily rich cultural heritage, with a time span covering almost the whole of human life. Such richness posed problems in terms of management. The Supreme Council of Antiquities was the organization responsible for every piece of antiquity in Egypt. While it had an apparently large staff of 14,000, levels of training were relatively low and it was vitally important to work with external organizations to cope with the task of saving, restoring and preserving Egyptian heritage. Up to 150 missions, emanating from all parts of the world, worked in collaboration with Egyptian experts every year on a range of tasks including excavations, restoration, conservation, publication and even surveying the sites.

UNESCO was an important partner, both morally and practically. NGOs, with the notable exception of the Aga Khan Trust for Culture, were as yet an untapped resource. Mr Gaballa identified training as a key area for improvement and appealed for assistance to ensure that the Egyptian cultural heritage, as the heritage of all humanity, was properly preserved.

**Mr Augusto Lolli-Ghetti, Regional Superintendent for Tuscany**, described some of Italy's training institutes and discussed some of the challenges faced in procuring workers, engineers, technologies, materials, tools and skills for restoration, which had become more and more scarce over the centuries. Craft traditions, as previous speakers had pointed out, have been lost and must be rediscovered.

The Tuscany region and the city of Florence, in particular, had a great tradition in the field of applied arts. From the sixteenth century, the Medici dukes, followed by the grand dukes, effected a policy of increased manufacturing, the so-called *galleria dei lavori*, which produced valuable objects, especially the famous 'commissions': tables or objects in marble or inlaid semi-precious stone, which were made as diplomatic gifts and were the envy of all European courts. Fortunately, the tradition of the Medici workshops has not been lost, and has instead developed into an institute, which is now the state institute of *Opificio delle Pietre Dure*, officially recognized as a school for restorers in 1975.

The *Opificio delle Pietre Dure* has two main fields of action: operational and teaching. The workshops have kept pace with scientific and technical progress, and undertake much research and teaching work. The *Opificio delle Pietre Dure* is complemented by another celebrated national institute in the field of restoration: *Istituto Centrale del Restauro di Roma*, which also has an international import. The tomb of Nefertari, for example, was restored under the supervision of Paolo and Laura Mora, who have trained generations of new restorers. The Institute is frequently consulted for advice by various organizations, including state and local authorities. It sets up extremely effective restoration workshops all over Italy and the rest of the world: for example, it was recently commissioned to organize a restoration institute in China.



MR LILIUS

Another state institute, recognized in 1984, is the Scuola per il Restauro del Mosaico di Ravenna. As its name implies, it deals with the restoration of mosaics, which comes as no surprise given that Ravenna is renowned for its mosaics and works in marble and stone. As well as teaching, the Institute carries out site work and takes part in minor joint projects abroad, above all in Jordan and Greece where it helped to restore the Agora of Delos.

The chief task of these institutes is to provide training and share their knowledge through demonstration sites, hands-on workshops, advice on organizational aspects nationwide and abroad, organizing and taking part in conventions, scientific undertakings and publications. The *Quaderni* (exercise books) produced by the restoration institutes are essential for understanding the evolution of restoration techniques. However, the institutes are mainly concerned with restoring movable works of art, and do not deal with architectural restoration.

**Mr Herb Stovel, Heritage Settlements Unit Director, ICCROM,** briefly presented the outcome of an associated workshop, *Monitoring World Heritage*, noting that management was one of the many skills necessary to improve our ability to achieve heritage conservation goals. Monitoring, as the aspect of management that checks the effectiveness of our actions, was an essential element of the management tool kit. In a world where political support for heritage conservation was often lacking or soft, it was one of the means by which we could try, objectively and accurately, to measure returns and benefits in order to sharpen and make tangible the arguments for the retention of conservation activity (summary report in section 3).

**Mr Christopher Young, Head of World Heritage and International Policy at English Heritage,** briefly presented the outcomes of an associated workshop in Padua on *World Heritage Site Management*, which had looked at what site managers – defined as those involved with the protection and conservation of World Heritage sites at all levels – need to carry out their job. As the concept of World Heritage widened, the role of site managers became more and more complex. They were now concerned with the management of change, with the sustainable use of World Heritage sites, and with their relationship to local communities (summary report in section 3). ■







# Raising Awareness and Building Capacity for World Heritage Conservation



**Nicholas Stanley-Price, Director-General of ICCROM**, who chaired the panel, began by asking why it was necessary to raise awareness. A number of messages about World Heritage conservation had been successfully conveyed, but some misconceptions

existed. One was that heritage, material heritage, could somehow look after itself, on the grounds that 'if it has already been there a thousand years, surely it is going to be all right for a few more'.

Another misconception was that heritage had to be enhanced in some way to make it up-to-date, modern. This had led to various proposals for creating a theme park out of something that seemed to have heritage value. Such schemes had included installing a golf course, putting in a cable car to make access easier, putting in moving elevators to take people to the top of some monuments. This could lead to a loss of authenticity of what we care about.

A third misconception related to accessibility. While making sites accessible to visitors was a very important part of popularizing and creating economic resources for local and national populations, it was not the only use of these places. First and foremost they are important to the people who live with and in them.

Much had already been achieved to raise awareness. There were many projects at the national, regional and international levels, for example *Schools Adopt a Monument*, *World Heritage in Young Hands*, *City beneath the City*, and the media were increasingly being used to transmit messages about heritage and the importance of preserving it. However, much remained to be done. To be provocative, it might be asked whether World Heritage was in fact, as a previous speaker had suggested, a well-kept secret? This session would examine ways of raising awareness.

**Mr William L. Allen, Editor-in-Chief of National Geographic Magazine**, started his special presentation on *Communication: A Tool for Conservation* by quoting Antoine de Saint-Exupéry: 'A civilization is a heritage of beliefs, customs and knowledge slowly accumulated in the course of centuries, elements difficult at times to justify by logic but justifying themselves as paths when they lead somewhere since they open for man his inner distance.'

Despite the noble concept behind the *World Heritage Convention*, very few people appeared to know anything substantial about it. The World Heritage designation was viewed by many as a badge of prestige, the hallmark of a worthy tourist site. Increased tourism was one of the benefits as well as challenges of the World Heritage sites. So how could understanding and support be built for World Heritage preservation, for both natural and cultural sites? The written word needed to be translated into public action.

What would make a journalist want to write about World Heritage activities beyond imminent dangers and new designations? What would inspire a reader to really keep track of what is happening with World Heritage? Knowledge and stewardship provided two keys. It was important to acquaint people with the beauties around them and make them care about a site's survival. People would fight for the things they love. Broader awareness required a little strategic marketing. For example, making contacts with core journalism associations for travel writers, keeping them abreast of the triumphs, failures and struggles of local and international communities and the sites these communities are working to protect, inviting journalists to see these sites first hand, are all means to involve the media. The World Heritage Centre, like the individual communities involved, must act as a vendor, developing contacts and putting together





MS GONZALEZ, MR ALLEN AND MR STANLEY-PRICE

pertinent news briefs with story hooks that a journalist can use. A powerful hook at the disposal of the World Heritage Centre was people's love of travel, albeit mentally voyaging from their armchairs in the comfort of their homes, or trekking on foot in search of marvellous new cultures and adventures. The World Heritage Centre had a wonderful opportunity to cultivate true travellers who want to learn.

*National Geographic* had been working on stories, columns, initiatives and award programmes that strive to promote this mission of world stewardship. The October 2002 issue had given its readers an introduction to the 730 sites that are part of our collective World Heritage along with a few visuals to stimulate their spirit of adventure. The World Heritage article ran in all twenty-one non-English-language editions, inspiring *National Geographic* Latin America to dedicate a regular department to the subject.

*National Geographic Traveler* magazine had also developed a monthly column called Travel Watch, dedicated to geotourism, a travel concept coined and developed in 1997 by Jonathan Tourtellot, Director of Sustainable Tourism at the National ●●●





MR HAUSER AND MS SOLIMAN

●●● Geographic Society. Geotourism was tourism that sustained or enhanced the geographical character of the place being visited, its environment, culture, aesthetics, heritage and the well-being of its residents. Not only did it protect beloved sights from the 'loving-it-to-death' syndrome, but also it strengthened them through revenue that helped to restore historic districts, supported local craftspeople and provided a bottom-line incentive for residents to protect what the tourists had come to see. The winning ingredient of geotourism, once again, was stewardship, the pride and knowledge of a place's natural and cultural heritage that is nurtured within a community when visitors arrive.

The January/February 2002 edition of *National Geographic Traveler* had zeroed in on both the lack of awareness and misconceptions that surround the *World Heritage Convention* and its capabilities. It also highlighted the success of the *Convention* in the medieval town of Evora (Portugal) to show how a protected site and its community can thrive when both citizens and visitors take care of its preservation.

The National Geographic Society, through *Traveler*, had joined forces with Conservation International to launch the World Legacy Awards in Sustainable Tourism. The awards would be given in three categories: Nature Travel; Heritage Tourism; and Destination Stewardship. The criteria included the contribution of a project or a destination to natural and cultural heritage conservation, the generation of local economic benefit, the tourist benefit in terms of satisfaction and knowledge gained, and the promotion of sustainable tourism principles through education and awareness-building.

In outlining a few of the things that one organization could do in support of a noble cause, the key message was the need to get the World Heritage name in the public arena through outlets that appeal to people in their everyday lives. A goal would be to

develop local business operations that could meet the challenge of preservation and conservation and thus guide tourists in putting together a more comprehensive travel experience. The World Heritage Centre, in conjunction with the respective sites, could perhaps design self-guided tours posted on its website with links to those of individual countries' tourist bureaux and travel magazines, thus engaging prospective travellers with the heritage they can help to preserve.

**Mr Christoph Hauser, Director of the Culture Programming Department at SudwestRundfunk (SWR), Germany,** said 'we preserve what we love, we love what we understand, and we understand what we have learned'. Television connected people around the world and brought the world into their homes. Television continued to attract and fascinate. Television was a very effective way to raise awareness of World Heritage. This motto is the guiding vision for the production of a documentary television series called *Treasures of the World, the Heritage of Mankind* produced by SWR, the second-largest broadcaster in Germany, and partners and supported by UNESCO. The first film in the series had been made in 1995. By 2003, 300 of these special documentary films, each fifteen minutes long, would have been produced. The extracts shown demonstrated how the films were made using the best quality and by taking advantage of the medium of moving images to give viewers insights as never before, by pinpointing the essence, the spirit of the location to capture a mood. It was important that the films should be entertainment and information, not education. The concept had proved very successful. In Germany alone in the previous year, 50 million viewers had seen the films. Outside Germany, *Treasures* had been broadcast in more than fifty countries on all continents. SWR would continue, with the help of UNESCO, to build up an archive of World Heritage for the next generation.

**Mr Tor Hundloe, Chairperson of the Wet Tropics Management Authority, Australia,** gave some examples of how to raise awareness and capacity building in and around World Heritage natural sites. The first issue was quite simply to signpost the site, literally, as it was not always apparent to everyone that an area was a World Heritage area. Only when people are aware, will they promote conservation.

In natural areas where there was conflicting land-use, it was essential, prior to the inscription, to let the local people and industries know of the benefits of ecotourism and the values of biodiversity. Local people had to be made aware that these areas would deliver the same economic benefits when they became a World Heritage site. The benefits of ecotourism in particular were on an order of magnitude greater than the foregone benefits of logging or mining. So the second issue was to make time and effort to convince people living in a World Heritage area that inscription would be beneficial.

The third issue was to recognize that in many natural areas there is a population of indigenous people. These communities have to be made aware of the benefits of living in a World Heritage area. To do so, one must work in partnership with them. In the Wet Tropics of Queensland World Heritage site, the last tropical rain-forest area in Australia, where indigenous people still practise their culture, a quarter of the management authority's budget was spent on involving them. One of the board members is an aboriginal elder and a quarter of the staff are aboriginal people drawn from that local community.

The fourth issue was to work with children to raise the awareness of the next generation. Mr Hundloe showed video footage of a workshop held to demonstrate work undertaken with children to inculcate a sense of the value of World Heritage.

**Ms Katya Gonzalez, Heritage Management and Education Expert from Colombia,** presenting a project called *Vigias* that she had developed in Colombia, remarked that to be involved with heritage was neither duty nor work, but a passion. *Vigias* literally means a lighthouse keeper. There were currently over 2,000 *Vigias* in Colombia, varying from schoolchildren who volunteered to clean monuments, to architects who proposed solutions to save crumbling buildings in their home towns. These *Vigias* are volunteers, unpaid but officially empowered to participate in the preservation of state heritage. They are registered and initiated into the *Vigias* programme, provided with uniforms and encouraged to look out for heritage projects in their area. Over seventy conservation projects in Colombia had already been suggested and operated by the *Vigias*.

The programme had now spread to Chile, Ecuador, Panama, Peru and Venezuela. Thousands of people all over South America and the Caribbean are now actively working on heritage projects. They were personally empowered and through contacts with their schoolmates, friends and family, spread the message that heritage is not an asset of the state but belongs to us all. The success of the *Vigias* programme springs from a universal desire to protect what is valuable in our culture and history. It was not financially motivated but an attempt to reach out to a huge natural human resource. Quite simply, the success of the programme was to involve ordinary people in the preservation process.

**Mr Rassool Vatandoost, Director of the International Co-operation Division of the Iranian Cultural Heritage Organization,** discussed capacity building in the Islamic Republic of Iran, a vast country with history dating back to the eighth millennium BC. Accordingly, the number of ●●●

●●● archaeological sites, historical remains and monuments around the country was enormous – making the task of protecting and conserving them particularly challenging.

Although academic programmes, regular training courses, the development and enforcement of laws and regulations and the establishment of the Iranian Cultural Heritage Organization had undoubtedly assisted in the task of protecting Iranian cultural heritage, much work remained to be done. It was now well understood and appreciated by authorities and decision-makers that the answer did not lie exclusively within the community of professionals. Within the Islamic Republic of Iran, a programme had been launched to involve the public sector and all stakeholders in safeguarding their own heritage. Two successful examples were the ancient bazaar of Tabriz, the largest brick structure in the world located in the north-west of the country, and the mud and brick fabric of Meibod in the south-west.

For example, the project in the bazaar of Tabriz had successfully demonstrated to local stakeholders, including the city authorities, that the conservation of the existing ancient fabric could only be met through socio-technical means. There were at present fifty active restoration projects, largely financed by the people of the bazaar themselves, and shop owners were actively requesting the assistance of the Cultural Heritage Organization in restoring and protecting their properties, in stark contrast to the prevailing attitude only a few years earlier.

**Ms Margareta Musilova, founder of the Foundation for Cultural Heritage Preservation, Slovakia,** described the first Central European meeting held in Bratislava in June 2002 to celebrate the 30th anniversary of the *Convention concerning the Protection of the World Cultural and Natural Heritage* and as a follow-up to a youth forum held in 2002 in Sweden.

The meeting had been organized by the Foundation for Cultural Heritage Preservation and supported by the World Heritage Centre, the International Vishigrad Fund and the Ministry of Culture of the Slovak Republic. Bratislava, the capital of Slovakia, lies on the River Danube which links several Central European countries. One aim of the meeting had been to show that the heritage of one country may be held in common with a neighbouring country and that other cultures and nationalities may identify with the site and feel common responsibility.

The output of the meeting was the *Bratislava Declaration*. Its first recommendation was that World Heritage sites were not just showcases, but that managers and owners should be encouraged to develop programmes that engage teachers and students in discussions that consider the future survival of the sites and allow an active interaction with them. The second recommendation was that the World Heritage sites should become a source of knowledge, pride and self-accomplishment for the young generation. The third recommendation was that World Heritage sites should set standards of educational approaches for other heritage sites. World Heritage sites should be seen in the context of historical evolution, recognizing that other cultures and nationalities may also identify with a site. The World Heritage sites linked with conflicts are reconsidered and represented in a new context promoting global understanding. Ministers of education and culture should be encouraged to introduce World Heritage into the school curriculum of their respective countries.

UNESCO was encouraged to take immediate steps to assist both teachers and students by providing updated World Heritage information on the Internet, which could demonstrate ongoing projects in their own and other countries, giving advice on how teachers can integrate World Heritage into the school curriculum, and allowing schools to exchange experiences.





**Ms Fareera Hassan Soliman, Professor of Curriculum Development in the Department of Education, Ain Shams University, Egypt,** noted that there were many effective means of raising awareness. First, by integrating World Heritage education in school and university curricula, including such information in student textbooks and teacher guidebooks. Secondly, teacher-training programmes and workshops and visits to heritage sites should be encouraged. Drama and role-play are also very useful tools in handling the problems and challenges facing World Heritage sites. Other tools include using the World Heritage education kit as a component in training programmes for teachers, and using the Internet, new media and technology. Through the Internet, the learner could access a wide variety of available sites about heritage all around the world. Museums, planning fairs and mobile museums can also help students in studying cultural and natural heritage.

Addressing the question about the direction of future strategies, Ms Soliman concluded that it was necessary to consider World Heritage conservation as a societal issue, and as a national goal. Decision-makers had to guarantee the preservation of valuable World Heritage sites for the next generation. ■



MS MUSILOVA, MR HUNDLOE AND MR VATANDOOST









# Membership Programmes as Vehicles for Raising Awareness



**laude Martin, Director-General of WWF International**, chaired this panel, whose objective was to share experiences of establishing, running and maintaining membership schemes and membership organizations, as a means of building awareness about an issue, generating funding,

engaging individuals in a cause, and political influence.

Mr Martin said that although membership had a variety of facets, membership building was the traditional answer to organizational support. Many organizations started by building membership schemes. In the past, this was often the only way to raise awareness, through membership magazines for example. It was also often the only funding source for organizations. About 40% of WWF's global annual income, US\$150 million, currently derives from membership donations and subscriptions. This represents the organization's biggest slice of income. Membership income was probably the most resilient to fluctuations arising from economic crises. Major donors and corporations, even aid agencies, may change their policy as soon as signs of economic crisis appeared on the horizon, whereas a member giving 40 Swiss francs or euros per annum was less prone to such fluctuations.

On the negative side, many membership schemes were now stagnating. At WWF, for example, membership had levelled off in recent years, at around 5 million members. Other organizations had actually lost members. This could be partly explained by the fact that membership had lost its exclusiveness. Membership magazines no longer gave exclusive information, which could now be found in the *National Geographic* or *Geo* magazines, in the daily press or on the Internet. People could have direct access to this information without becoming a member. Another reason for stagnation was the availability of other sources of funding. Government aid, corporate funding and trust funds had all gained in importance in recent years.

The parameters for membership had thus changed and had to be taken into account when contemplating new membership schemes. Building membership schemes was a very serious matter, requiring a great deal of effort, resources and high maintenance. In addition, membership schemes changed the character of an organization because of their grass-roots aspects. Grass-roots contact required looking at membership in a particular way, to take account of the variety of audiences among members. This variety needed to be serviced appropriately. Incorporating a service orientation was vital to the success of a membership scheme, as it allowed the organization to push its members in a particular direction. Transparency and accountability were also essential to successful membership building. Mr Martin concluded that 'you cannot treat your membership like mushrooms, like many CEOs treat their boards, by keeping them in the dark and feeding them garbage'.

**Mr Simon Molesworth, Chairman of the Australian Council of National Trusts**, noted that membership was important for organizations who wanted to underpin people who shared the vision of an organization. In the area of World Heritage, to have a membership-raising programme would be to embark on inspiring members, asking them to share the vision and the beauty of the places that constitute World Heritage. There was also the imperative of the political dimension, the need to influence decision-makers, be they politicians or money providers. The larger, the more active and the more supportive the organization, the greater the likelihood of achieving the desired political outcomes. Put simply, politicians were influenced by numbers, especially tens of thousands or hundreds of thousands of people.

The National Trust movement worldwide had tried many ways of raising awareness about heritage and the environment, both cultural and natural. These means were common to almost all community-based NGOs and included:



- Publishing a widely distributed newsletter, magazine or journal to stimulate interest in the issues at hand.
- Publishing books as a way of providing members with a more permanent reminder of the reason why they joined.
- Creating exhibitions of photographs, paintings or display materials. Exhibitions provided a very popular and attractive way to take a message beyond the basic members and attracted new people to join and support the organization.
- Conducting workshops, lectures or education nights focusing on the subject matter of the organization.
- Producing films, videos, and television advertisements: the moving image can bring the beauty and challenges of World Heritage into everyone's home, taking the message to the wider community.
- Producing an information kit with educational material.
- Producing posters, post cards, and diaries. These are all ways of constantly reminding members and potential members of the focus of an organization.
- Conducting membership tours or visiting sites with a special lecturer to explain the wonders of the place.
- Using new media such as websites, the Internet and e-mail bulletins, which can be sent out to all the members of an organization. These are invaluable tools, of great appeal to younger members.
- Public campaigning. This was the most fundamental and successful area of membership awareness-raising: campaigning for the issues of the day, going out into the media, attracting popular press coverage on an issue. Public campaigning gives rise to greater debate in the public arena, which eventually leads to a momentum resulting in greater membership.

Public campaigning seemed to work better than most of the other aspects of membership awareness-raising because it gave a sense of involvement, of ownership in a campaign. One of the most critical aspects of such campaigns was to form partnerships across communities and across organizations. The *World Heritage Review* could perhaps be used to attain this



MR MARTIN, MR MOLESWORTH AND MR FANSHAWE

goal. If it were distributed to all the members of WWF, the National Trust and BirdLife International, for example, which amounted to over 10 million people, there was no doubt that all those people would be encouraged to focus on World Heritage issues.

**Mr John Fanshawe, Head of Policy and Advocacy at BirdLife International, on behalf of the Director-General, Mr Michael Rands,** said that its mission was to strive to conserve birds, their habitats and global biodiversity. BirdLife International partnerships ranged over 107 countries, 72 partners, 35 affiliates, 6 country programmes, 8 secretariat offices and 2.5 million members. BirdLife also worked with around 2 million children a year. It had an annual budget of US\$270 million and managed 1.2 million hectares of protected areas. Governed by national partners that are autonomous national NGOs, BirdLife International has regional committees in Europe, the Middle East, Africa, the Americas, Asia ●●●



MS COIN

●●● and the Pacific, representing all national network NGOs, and a global council elected from and by the regional committees.

BirdLife International had adopted both a grass-roots and a global approach to raise awareness and build partnerships. At site level, BirdLife membership is developed through Site Support Groups. These are autonomous conservation groups based in or around an Important Bird Area (IBA). To date, a total of 7,900 IBAs have also been identified in Europe, the Middle East and Africa, of which fifty-six are World Heritage areas. The Site Support Groups – working in and around IBAs – are composed of local residents and National BirdLife partners support these networks. Group activities include raising awareness, recruiting members, generating income, and monitoring the status of the IBA.

In addition to building partnerships at site level, BirdLife International also seeks to raise awareness at a global level through, for example, a World Bird Festival, which last took place in 2001. This festival involved over 88 countries, 1,200 events, 300,000 people and 270 NGOs outside the BirdLife network. The next one is planned for 2004.

Mr Fanshawe concluded by recalling the influence that birds have on culture, notably in literature and painting, and quoted Mr Mohamed El Ashry, chief executive of the Global Environment Facility (GEF): 'Rare are the times when we are not aware of birds. They represent in their power of flight, in their existence and in their shared beauty an ethereal side of human beings. They lift our spirits and remind us that part of us is forever free.'

**Ms Franca Coin, President of the Venice International Foundation**, quoted John Ruskin, a man who loved Venice dearly: 'Beauty and poetry are the only values that remain when all is lost.' This phrase has been an essential philosophical base from

the outset of Venice International's work in 1996. Its partnership experience was based on a niche of excellence. Of the 83 founder members, 20 or so were still partners while there are over 120 new members, all great lovers of art and the environment and many of them international opinion leaders. Membership fees were relatively high, yet they financed just a small part of the Foundation's work, despite its relatively low actual running costs.

The Venice International Foundation had clear principles about how to deal with new members. The winning of member loyalty found expression in its newsletters as well as in a pass granting free entrance to Venice's twelve city museums and, above all, in the creation of a place that acts as a point of reference: Cà Rezzonico, the museum of eighteenth-century Venetian applied arts. Together with Venice's city museums, the BRB & Grey agency and Le Chat Noir Foundation, the Foundation had conceived and implemented the *Diamant* project through which it had given concrete form to its desire to honour Cà Rezzonico without upsetting its physiognomy. This project had yielded extraordinary results as the number of visitors had increased by over 100%, with an average of 500–600 people a day coming specifically to visit.

The Venice International Foundation had split activities into profit and non-profit sections, a strategy which it also applied on the legal front, with the profit section funding much of the non-profit section in much the same way as a small enterprise. Members were proud to belong to a project where the notion of association essentially came down to amalgamating through the sharing of concepts.

Funds were mobilized through select forms of licensing. Cà Rezzonico's case history could be exported to the other city museums, determined as places of excellence for specific communication. For example, Cà Rezzonico's future would be linked to new music assignments. ■



# Building Partnerships for World Heritage



MR ACHACHE

m

**aritta Koch-Weser, President of Earth3000**, introduced the session on building partnerships by inviting the audience to reflect on the task at hand. 730 sites were currently inscribed on the World Heritage List. Many of them were

extremely well administered but others needed particular and urgent help. If the Congress were to send a message to the international community it should be framed in terms of the need to secure the conservation of some of the most fabulous sites on earth, on the grounds that in addition to protecting something wonderful and beautiful, these sites also provided an economic opportunity in most places. If the international community could not meet this very specific, achievable challenge around a most highly ranked portfolio, there was very little point in it trying to achieve the Millennium Goals, halving poverty on earth by 2015.

If the much-needed partnerships between UNESCO and so many of those in the audience were to come about, this would not only ensure better conservation but could, in a period of around ten years, secure many of these sites in perpetuity. Many of the sites did not need huge sums of money but a reliable base in their financing and it was not unimaginable that trust funds and similar arrangements could be set up for the long term for most of these sites in the next few years. But the task was time limited because many places – both natural and cultural sites – were severely threatened.

Partnerships for World Heritage were truly essential. It was difficult to see how the World Heritage Centre with the World Heritage Fund currently at US\$4 million a year – smaller than most firms' annual PR budget– could achieve the targets. Civil society, through the corporate sector and through the direct engagement of citizens worldwide, could make a difference.

A long list of financing and fund-raising options existed but it was important to underline the notion of additionality. It would be no good if this partnership initiative were to become an additional competitor for the same amount of money currently circulating for the conservation of the environment and broader development agendas. It was imperative to detect new sources of money so that there was truly additional money coming into the international system.

The partnership launched between Conservation International, UNF and the World Heritage Centre was an extremely encouraging beginning to making the World Heritage Partnerships Initiative a reality.

**Mr Francesco Bandarin, Director of the UNESCO World Heritage Centre**, gave a presentation outlining the development to date of the World Heritage Partnerships Initiative and its potential scope. The idea had been under discussion for about a year, with the World Heritage Committee and other colleagues and friends inside and outside the World Heritage Centre. Shaping the architecture of the Initiative would take some time, as there was no ready-made formula that could be adopted. Indeed previous presentations had shown that each organization had to develop a particular model suited to their own characteristics. In June 2002 the World Heritage Committee had welcomed the Initiative as a means of achieving, on an experimental basis, a new systematic approach to partnership. The objectives of the Initiative were to launch innovative partnerships for the long-term conservation of World Heritage. At present, much of the external assistance for World Heritage was short term. It was now necessary to mobilize long-term international support and solidarity for existing and new partnerships for monitoring sites, management, conservation, capacity building, communication and emergency assistance.



The total budget for World Heritage was currently around US\$12 million, split into three chapters:

- The World Heritage Fund, currently handling about US\$4 million a year and composed of compulsory contributions from States Parties to the *World Heritage Convention* equal to 1% of their dues to UNESCO, plus voluntary contributions.
- UNESCO's own contribution for staff and fixed costs of approximately US\$2.5 million per annum.
- Extrabudgetary contributions derived from funds-in-trust arrangements and publications, which in 2002 were roughly US\$5.5 million.

The budget was largely dedicated to technical assistance activities, not to direct interventions. While the results of such activities were significant, a critical shortfall in resources remained.

The Venice workshop, *Towards Innovative Partnerships for World Heritage*, had been organized around three themes: communication and general engagement of the public; mobilizing resources; and public-private complementarities. In terms of communication and general engagement of the public, it was important to value existing partnerships, to establish clear guidelines and mechanisms for partnerships development and operation and ensure their effective implementation. Secondly, the issue of the branding of World Heritage had to be addressed, as a key component of communication. While branding was primarily an industrial term, it could be applied to World Heritage, which signified the most precious sites in the world. Capitalizing on that fact could make it easier to communicate to the public the value of World Heritage. Membership schemes could be an essential element of a communications strategy. While a large-scale World Heritage membership scheme might be challenging to sustain and manage, the scope for partnering with existing



MR BRIZZI

membership schemes should be explored. UNESCO's Goodwill Ambassadors provided another model and the scope for international figures more specific to World Heritage would be investigated. It was also very important to tap into the youth movement, initially by making better use of the existing network of UNESCO Clubs and through the World Heritage in Young Hands project.

Media-rich elements, such as establishing an international award for World Heritage Journalism or a World Heritage Day, could be developed, as could special awards to celebrate successful site initiatives. It would be vitally important to maximize linkages and connectivity through proper exploitation of websites, electronic newsletters and regional field guides in order to access the largest possible public. Finally, models of sibling sites or adopting sites should be encouraged across the world.

In discussing the mobilization of resources, suggestions included the need to properly prepare the ground by mapping activities and donors, existing initiatives and funding flows so that partners could be approached in a clear and systematic way. While the overall aim would be to cover the full portfolio of sites, it was important to prioritize projects through the development of a



needs-based assessment for the coming five years. Other suggestions included the need to develop support from a variety of potential constituencies and, above all, to present a clear and compelling case for involvement. A start might be made by disseminating an inventory of the sites on the List of World Heritage in Danger, together with precisely budgeted requirements. Transparency

was a key requirement. The initiative should have clear rules about quality assurance, accountability and feedback and performance measurement. It would be important to diversify the menu by exploring mechanisms such as painless giving – for example electronic billing transaction ‘add-ons’ or ‘cause marketing’ such as surcharges on products.

Turning to public-private complementarities, it would be important to facilitate the development of supportive policies by governments by preparing, *inter alia*, tool kits for legislation, tax incentives, revenue retention for sites based on best practice guidance. Governments very often want to help and can do so through the legislative process, but at present there was no system of guidance about the best ways in which they could further support World Heritage site conservation.

The multilateral banks and development agencies provided a great opportunity for mainstreaming World Heritage, which should be urgently acted upon. Other opportunities in this field included the new 15% World Bank/IDA (International Development Aid) grant provision, and investment guarantee schemes that could act as a base to attract stronger private investment to World Heritage.

Considering the nature-culture continuum of cultural landscapes, the scope for attaching a cultural component to the Global Environment Facility (GEF) should be explored, as should the development of GEF-World Heritage Regional Round Tables.

Underlying all these ideas was the fundamental need to engage with local communities so that they could enter into direct dialogue with partners, thus making World Heritage conservation a grass-roots demand in development aid.

In conclusion, Mr Bandarin said that the Venice workshop had provided a mine of ideas to be explored over the coming months as the Initiative evolved in line with internal capacities. A small team would be established at the World Heritage Centre, whose priorities would be to structure the ideas and develop an action plan and appropriate tools to guide UNESCO and its potential partners into this difficult world. Key events would be targeted. Performance indicators would be presented for discussion to the World Heritage Committee in June 2003. The Committee had also requested an overall evaluation of the pilot phase of the Initiative in 2006. This was a challenging timetable in which to produce results. He hoped that in the not too distant future it would be possible to consider partnerships with civil society, the private sector, research institutions and foundations as an integral part of a system working for the long-term conservation of World Heritage sites.

**Mr Vittore Branca, on behalf of Mr Giovanni Bazoli, President of the Cini Foundation,** recalled his own long personal association with UNESCO and discussed World Heritage in terms of human memory and freedom. The link between the two had been graphically demonstrated when UNESCO helped to reconstruct Florence’s Santa Trinita (Holy Trinity) bridge. This bridge, originally designed by Michelangelo, had been destroyed by the Nazis during the Second World War. It was essential to make ●●●



●●● clear how enhancing heritage sites is a contribution to history and civilization, for memory is the bedrock of civilization and freedom. It fell to UNESCO to promote those concepts.

**Mr Jose Achache, Director of the Earth Observation Unit at the European Space Agency (ESA)**, gave a presentation on the ESA partnerships, which used earth observation satellites to monitor World Heritage sites. Three projects were currently under way: one on mountain gorillas, one on Venice and one on wetlands. Several World Heritage sites were under continuous observation: the Virunga National Park in the Democratic Republic of the Congo and the Bwindi Impenetrable National Park in Uganda for gorilla habitat, the Djoudj National Bird Sanctuary in Senegal, the Doñana National Park in Spain for wetlands, and Venice.

For the gorilla project, ESA had supported the creation of the UNESCO Remote Sensing Centre intended to build capacity in the countries which are directly concerned with these sites and which need to be trained in the use of remote sensing. Illustrating the presentation with space images of the gorilla habitat, Mr Achache explained how the project aimed to build maps and monitor the evolution of the landscape. The project did not necessarily look at the gorillas themselves but the changes in their habitat. A number of partners were involved: UNESCO, the Gorilla International Programme, the Wildlife Conservation Society, WWF and national authorities.

The Venice project aimed to track the subsidence of the city. A technique had been developed allowing displacement of the ground to be monitored from space, thus helping the local authorities to develop solutions.

Over the past thirty years the space agencies had developed enormous capacity, which was useful in science, exploring the universe, sending astronauts into space and building space

infrastructure. The agencies now wished to make this infrastructure useful to the whole of humanity, to local governments, to NGOs and to the citizen directly. In order to do so and to bring space to the service of society, they were entering into a number of partnerships with UN bodies, as in the *World Heritage Convention*, the 1992 *United Nations Framework Convention on Climate Change*, the 1994 *United Nations Convention to Combat Desertification*, to name but a few. A partnership with the European Commission, called Global Monitoring for Environment and Security (GMES), aimed to build the necessary tools to face natural disaster resource management and environmental problems. In conclusion, Mr Achache said that ESA was open to continuing and developing more partnerships in environmental management and earth management.

**Mr Gianni Brizzi, Culture and Development Advisor for the Middle East and North Africa Region at the World Bank**, said that the World Bank is deeply aware that culture matters in development and, therefore, is central to its development mission. Culture matters from at least three broad perspectives: *anthropological and sociological*, because behaviour is influenced by culture and culture should be taken into account in defining development policies and designing development activities; *transactional*, because the successful transfer of expertise from one society to another is linked to a thorough understanding of their cultural context and preferences; and *patrimonial*, because culture is largely defined by tangible and intangible assets which need protection to the benefit of local people and the national and international community.

The cultural patrimony can be an important development agent because of its positive impact on *generating employment*, through activities related to its conservation and its social and economic fruition; *alleviating poverty*, through the transfer of resources from



MS KOCH-WESER

richer to poorer social groups that result from domestic and international tourism; and *fostering macroeconomic stability*, through the generation of foreign exchange revenues from international sources.

World Bank activities in the cultural heritage sector encompass policy work and research; technical assistance for institutional development and capacity building; and financial assistance for the valorization of patrimony. In carrying out these activities, the World Bank is committed to operate in close partnership with the governments of its member countries, the international and national institutions active in the field, and civil society.

For the World Bank, the objectives of this partnership focus on the *mobilization of world class expertise* in support of local expertise and local indigenous knowledge for the preparation and implementation of its activities; *the mobilization of financial resources* from multilateral institutions, bilateral donors and the private sector in addition to those that it and its client countries can provide; and the *involvement and participation of local communities* to ensure ownership and diffused benefits by its activities. Concerning the mobilization of financial resources, these should preferably be in the form of grants and highly concessional financing, to reduce the financial burden of cultural heritage conservation and management on developing countries. Experience shows that flows from bilateral donors are more likely to occur if the World Bank is involved.

### The development of World Bank partnerships calls for the following considerations:

- Developing countries hold a significant and integral part of the world's cultural heritage but these countries do not have the human and financial resources required to protect, conserve and manage their patrimony. Unless international partnership is promoted to this end, this patrimony will be largely lost.
- The public agencies, NGOs and private foundations of industrialized countries operating in the cultural heritage sector should consider earmarking a small annual percentage of their resources to help sibling institutions in developing countries.
- Partnership should start from within the public institutions directly or indirectly responsible for the cultural heritage sector. Rather than fighting to control the use of financial resources, they should co-operate to foster their mobilization and improve their effective utilization.
- The development of partnership is based on the availability of easily accessible and readily available information on the programmes, activities and projects of the institutions involved in the cultural sector. Improvements in this area are needed, including a general simplification and improved standardization of the information systems and the information provided. All institutions should contribute to this effort under the desirable leadership of UNESCO.
- Partnership requires systematic and forward planning rather than casual co-operation.



MR BRANCA



**Mr Timothy E. Wirth, President of UNF**, discussed a selection of UNF partnership arrangements for mobilizing new and additional resources to go to UN causes. As Mark Twain had said about the weather, 'everybody talks about the weather but nobody does anything about it'. Partnerships were somewhat similar. They were much discussed but most people were just now learning what to do about them. In terms of UNESCO, the UNF had begun with a capacity-building grant to the World Heritage Centre to strengthen the capacity of World Heritage, to streamline its operations in line with Director-General Koïchiro Matsuura's reform agenda, to increase its capacity to deal with NGOs and now to develop its capacity to work on partnerships. This was not an easy task because institutions of government and the private sector did not often naturally work together. Just as the private sector had to learn how to deal with government, governments had to learn how to deal with the private sector.

Turning to specific examples in the World Heritage area, Mr Wirth first explained the partnership that had been announced with Conservation International, which worked on the basis of matching funds, in this case US\$7.5 million over three years. A similar programme was under development with WWF.

A second model was the development of endowed management trusts. UNF was working with Conservation International on

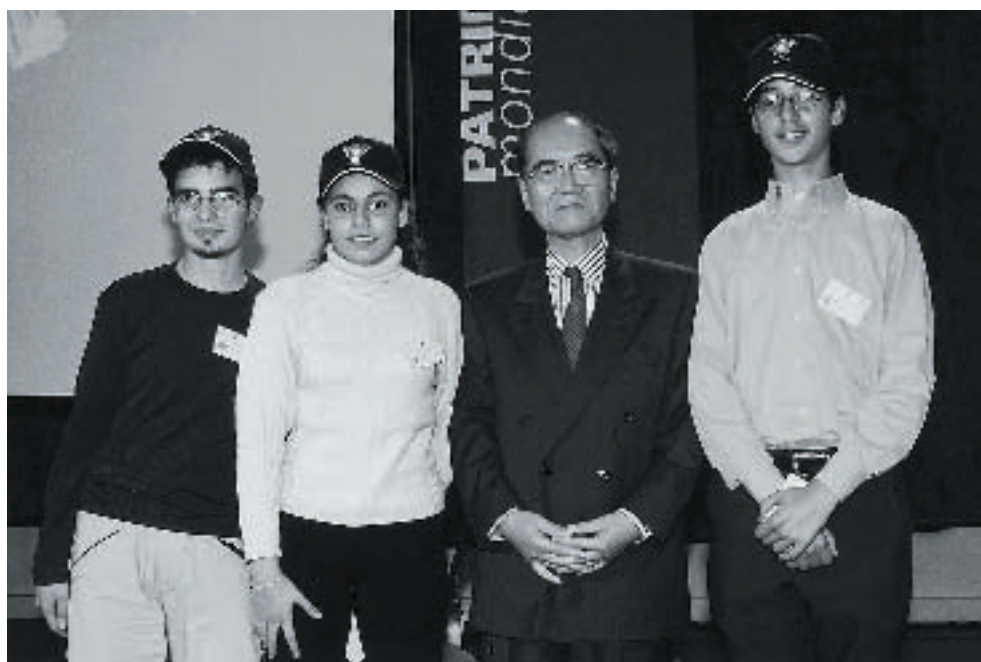
developing a management trust for Suriname. A challenge grant had been used to this end with the Charles Darwin Foundation in the Galápagos, where corporate sponsors were now being sought. A third model, also in the Galápagos, was work being undertaken with WWF to examine the scope for developing a renewable energy base for the islands. At present, diesel fuel was imported at great cost and with great danger from diesel spills to the natural heritage of the area. As diesel fuel was very expensive to transport from the mainland to the Galápagos, there was an extra margin of funding potentially available for renewable energy. It was a very interesting idea that could interest large utilities around the world. If it works in the Galápagos, it could become a model for small island states around the world.

With UNEP and UNESCO, UNF had worked closely with the Aveda Corporation (cosmetic manufacturing). Aveda had agreed to adopt five World Heritage sites, and to distribute information on those five sites to 5,000 of their salons around the world. 300 Aveda employees would be given the opportunity to visit these sites. Also, with the RARE Center for Tropical Conservation, an NGO working on endangered sites, Aveda was developing a programme with six American museums to bring artists to these sites and engage the cultural side. It was an interesting package, which opened up opportunities to access and engage very broad audiences.

A final model, outwith World Heritage, was a programme with the World Bank on polio eradication. The Bank makes a number of concessionary loans in which poor countries have to pay back a small sum at the outset then, over the long term, they pay back about 25% of the total cost of the loan. In partnership with the Gates Foundation and Rotary International, UNF had negotiated with the World Bank to pay up front the ultimate cost of what the Bank would recover at the end of such a loan, on condition that the loan could be converted into a grant. ■



# Closing Session



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he closing ceremony began with speeches by three of the Patrons of the Congress, Countess Setsuko Klossowska de Rola, Ms Marianna Vardinoyannis and HRH Princess Firyal. Also on the podium were Mr Giancarlo Galan, President of the Veneto Region; Mr Paolo Costa, Mayor of Venice; Ms Tullia Carettoni and Mr Giovanni Puglisi, President and Secretary-General respectively of the Italian National Commission for UNESCO; Mr Giuliano Urbani, Minister of Culture of Italy; and the Director-General of UNESCO, Mr Koïchiro Matsuura.

Immediately prior to the closure of the Congress, the Director-General of UNESCO, Mr Koïchiro Matsuura, and the Director of the World Heritage Centre, Mr Francesco Bandarin, were joined by two young people, Ms Noor Al-Hassan from Lebanon and Mr Ruben Carlos Borrajo del Toro from Cuba, participants in the associated workshop, Mobilizing Young People for World Heritage, that had taken place in Treviso. Ms Al-Hassan presented the conclusions of the workshop (summary report in section 3). During the workshop, participants had made two cartoons: a trailer announcing the series Patrimonito's World Heritage Adventures, to be produced by UNESCO as part of a new multimedia World Heritage education kit; the second based on a storyboard created by Mr Borrajo del Toro as part of a UNESCO competition. Mr Borrajo del Toro, who was congratulated by the panel and applauded by the participants, said that he was proud to have won and that he would try to be a good Patrimonito, now and in the future. ■









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to us through its silences. To listen with all our being and to make that silence speak is our greatest tribute to our heritage.

**Karan Grover**





# Reports of the Workshops

## Siena

PAGES 134 > 137

The Legal Tools for World Heritage Conservation

## Urbino-Pesaro

PAGES 146 > 149

Partnerships for the Conservation of World Heritage Cities

## Feltre

PAGES 156 > 157

The Challenge of World Heritage Education, Training and Research

## Ferrara

PAGES 138 > 141

Cultural Landscapes: the Challenges of Conservation

## Vicenza

PAGES 150 > 151

Monitoring World Heritage

## Padua

PAGES 158 > 160

World Heritage Site Management

## Venice

PAGES 142 > 145

Towards Innovative Partnerships for World Heritage

## Trieste

PAGES 152 > 155

Partnerships to Conserve Nature and Biodiversity

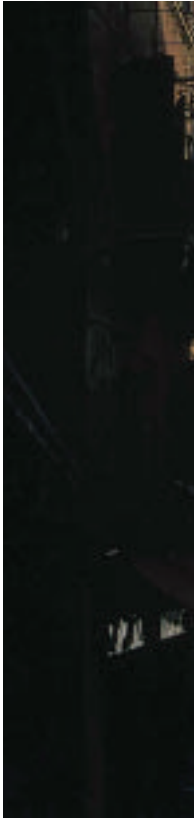
## Treviso

PAGES 161 > 163

Mobilizing Youth for World Heritage

# The Legal Tools for World Heritage Conservation

## Siena



### Introduction

A workshop on The Legal Tools for World Heritage Conservation was held in Siena, Italy, on 11–12 November 2002. The workshop, organized by the UNESCO World Heritage Centre and the University of Siena, was hosted by the City of Siena at Santa Maria della Scala and supported by the Fondazione Monte dei Paschi di Siena. The workshop was organized within the framework of the International Congress World Heritage 2002: Shared Legacy, Common Responsibility (Venice, 14–16 November 2002) organized jointly by the UNESCO World Heritage Centre and the Government of Italy on the occasion of the 30th anniversary of the *Convention concerning the Protection of the World Cultural and Natural Heritage* (adopted by the UNESCO General Conference in 1972).

### Aims of the workshop

The *Legal Tools for World Heritage Conservation* workshop had two main aims:

- (i) To bring together leading international legal experts and specialists in order to assess the scope and effectiveness of the *World Heritage Convention* on the occasion of its 30th anniversary;
- (ii) To identify the opportunities for future strengthening of this instrument

### Outline of the workshop

The workshop was attended by a number of distinguished international legal experts and specialists, both academics and practitioners, other interested participants, a representative of the IUCN Environmental Law Programme, a representative of ICOMOS, the Assistant Director-General for Culture of UNESCO, staff of the UNESCO World Heritage Centre and the Chief of the Section for International Standards, Cultural Heritage Division of UNESCO.

The workshop was organized into four sessions, namely:

- (i) The *World Heritage Convention* and international law;
- (ii) Building on experience: an assessment of the implementation of the *World Heritage Convention*;
- (iii) The national dimension: application and interpretation of the *World Heritage Convention* by national bodies;
- (iv) Protecting our common heritage: the *World Heritage Convention* and international responsibilities.

### Summary of the main themes and conclusions

**Opening session.** The workshop participants were welcomed by the Assistant Director-General for Culture of UNESCO. The Mayor of Siena gave a brief presentation which highlighted the importance of protecting the City of Siena as a World Heritage site while providing access and social services in a spirit of inclusion to the inhabitants of Siena. The Rector of the Santa Maria della Scala and the Rector of the University of Siena welcomed the participants and spoke about their respective institutions' roles in conservation and research. The Deputy Director of the Fondazione Monte dei Paschi di Siena outlined the role of the Foundation in the social, economic and cultural life of Siena.

**The *World Heritage Convention* as a unique legal instrument.** On the occasion of the 30th anniversary of the *World Heritage Convention*, there was agreement among participants that the workshop was a valuable opportunity to analyse its achievements and to discuss ways to further strengthen its implementation. It was recognized that the *World Heritage Convention* was one of the very first international environmental protection treaties, and on reflection was in many aspects 'ahead of its time'. The innovation of the *World Heritage Convention* is characterized by the inclusion of the notion of common heritage of humanity and of a system of international co-



### Associated Workshop 11–12 November 2002

Hosted by the City of Siena at Santa Maria della Scala

Organized by the University of Siena and UNESCO's World Heritage Centre

With the support of the Monte dei Paschi di Siena Foundation

operation and assistance. For this reason, the vision of the drafters of the *Convention* and those involved in its early implementation were remembered and celebrated.

The workshop also acknowledged the *World Heritage Convention* as a unique legal instrument as it has the capacity to reconcile the following opposing interests

- (i) Culture and nature;
- (ii) National legislation and common heritage of humanity;
- (iii) Permanent sovereignty and international solidarity;
- (iv) Cultural identity and universality.

Other particular features of the *Convention* include the establishment of a World Heritage Committee, a World Heritage List, a List of World Heritage in Danger, a World Heritage Fund, a system of international assistance for, and reporting by, States Parties, the involvement of organizations (non-governmental and intergovernmental) in the evaluation of World Heritage nominations and monitoring of World Heritage properties and a designated Secretariat.

**Analysis of the World Heritage Convention in the context of international law.** During the workshop, importance was given to the influence of international law and its significant transformation in the last thirty years, on the internal regime of World Heritage. It was noted that environmental law had evolved at a greater pace than cultural property law.

The *World Heritage Convention* was situated within an analysis of key principles and issues in international environmental and cultural property law and discourse.

The *World Heritage Convention* was described as being a convention which creates obligations of interdependence, rather than traditional reciprocal obligations.

Important principles to be considered when interpreting the *Convention* in the context of international law are:

- (i) The common concern of the international community;
- (ii) The principle of co-operation;
- (iii) The principle of preventive action;
- (iv) The precautionary principle;
- (v) The principle of intergenerational equity;
- (vi) The principle of evolving interpretation of international legal instruments which requires that these instruments also be interpreted taking into account current trends in international and national jurisprudence and practice.

**Evolution through implementation.** Looking back at the history of implementation of the *Convention*, emphasis was placed on the significant evolution in the following main areas.

- (i) The continuing normative work of UNESCO to create an international legal framework for the protection of tangible cultural heritage has been complemented by the *World Heritage Convention*. Furthermore, the *World Heritage Convention* continues to be a source of inspiration and experience for the development of new legal instruments, including the protection of intangible cultural heritage.
- (ii) The scope of the definition of cultural and natural heritage has been significantly expanded to include cultural landscapes and to address the representativity of the World Heritage List. Furthermore, it is increasingly recognized that cultural and natural heritage are an important part of social and cultural identity.
- (iii) There have been improvements in the institutional support structure of the *Convention* with, for example, the establishment of the World Heritage Centre in 1992.
- (iv) A system of monitoring and preparation of periodic reports of the implementation of the *Convention* and of the state of conservation of World Heritage properties by States Parties, has been activated (Article 29).





**Implementing the World Heritage Convention at a national level.** With regard to national implementation, two questions were raised:

- (i) Have States Parties succeeded in complying with their treaty obligations under the *World Heritage Convention* ?
- (ii) Are the provisions in the *World Heritage Convention* and/or the Operational Guidelines for the Implementation of the *World Heritage Convention* reflected in national law?

UNESCO was called upon to reinforce assistance to States Parties to develop appropriate legislation and other protection mechanisms for World Heritage.

Some presentations of practice and judicial interpretations concerning the nature and extent of obligations under the World Heritage Convention at a national level were made. These could provide lessons for other countries.

The importance of training was emphasized (e.g. for local communities, NGOs, lawyers and judges) in the field of legislative protection of the World Heritage. Once the specific training needs of States Parties are identified, partnerships for training between UNESCO and the International Development Law Organization (IDLO), the International Bar Association (IBA) and other institutions such as universities, could be beneficial. It was considered that further discussion on the interpretation of the World Heritage Convention's use of the term 'presentation' and its implications concerning access to World Heritage properties would be useful.

With reference to the requirement in the Operational Guidelines for adequate protection at the time of inscription of a property on the World Heritage List, two issues were raised:

- (i) The need for the World Heritage Committee to establish a

mechanism to evaluate the adequacy of legal protection of the property at the time of nomination;

- (ii) The need to determine at the national level, the specific, and often complex, requirements for legal protection of World Heritage cultural landscapes.

**Suggested mechanisms for reinforcement.** Throughout the discussion, the benefits of 'soft law' (such as the 1968 and 1972 UNESCO Recommendations and the Operational Guidelines) were emphasized. It was considered that the scope of the 1972 Recommendation concerning the Protection of the Cultural and Natural Heritage at the National Level is greater than the *World Heritage Convention*. It was suggested that greater use be made of the 1972 Recommendation.

In terms of enforcement of obligations, it was noted that the *Convention* does not include a dispute settlement or conciliation mechanism. However, if an international treaty such as the *Convention* does not specifically provide a dispute settlement mechanism or clause, this does not necessarily imply that a lacunae exists as general international law may apply in the absence of specific provisions. Particular mention was made of the principles found in the United Nations Charter and the 1969 *Vienna Convention on the Law of Treaties*. Moreover, international law and other international institutions provide promising solutions such as 'good offices', mediation and conciliation procedures. A number of constructive and practical proposals for operational mechanisms based on the objective of World Heritage site protection and co-operation were made. Incentive measures could also be considered and indicators would need to be developed.

Noting that conventions are not rigidly segregated regimes, it was proposed that reporting and other mechanisms used in human

rights and environmental treaties may provide models for the reinforcement of the *World Heritage Convention* as they all relate to common concerns of the international community.

**Addressing other gaps and limitations of the World Heritage Convention.** The following gaps and limitations were identified:

- (i) In the context of a World Heritage property that is an ensemble of immovable and movable heritage, it was questioned whether the scope of the *World Heritage Convention* be extended to include the protection of movable heritage;
- (ii) The issue of private ownership of heritage was raised in relation to questions of access, protection and economic gain. It was considered that this issue could become of increasing relevance to the implementation of the *World Heritage Convention* in the future.

**Challenges for the future.** The *World Heritage Convention* should, because of its innovation and visibility, continue to be seen as a source of ideas and experience for the development of future normative instruments (including the proposed UNESCO *Declaration on Intentional Destruction of Cultural Heritage*).

Discussion focused on possible cases of intentional destruction during times of peace that could be considered as crimes against the common heritage of humanity. In cases where these acts aim at the persecution of a group of people these acts could also be considered as a violation of human rights.

In working to reinforce the overall architecture of UNESCO's cultural heritage protection instruments and the other key environmental treaties (e.g. the *Convention on Biological Diversity*, the *Ramsar Convention on Wetlands of International Importance especially as Waterfowl Habitat*, etc.), there is a

need to ensure the proper place of the *World Heritage Convention* (for example by increasing visibility, co-ordination and harmonization of activities, sharing of information, etc.) not just as a cultural convention but also as a relevant and powerful environmental treaty.

Attention should be given to ensuring that the *Convention* plays a pivotal rather than a marginal role in the follow-up to the World Summit on Sustainable Development (Johannesburg, September 2002) and in preparation for the World Parks Congress (Durban, 2003). How can implementation of the World Heritage Convention contribute to poverty alleviation through, for example, opportunities for tourism and sustainable use?

Furthermore, it was suggested that UNESCO streamline and co-ordinate the work of the different UNESCO cultural heritage conventions for a greater synergy to benefit heritage conservation (the 1954 *Convention for the Protection of Cultural Property in the Event of Armed Conflict* and its two Protocols, the 1970 *Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property*, the 1972 *Convention concerning the Protection of the World Cultural and Natural Heritage* and the 2001 *Convention on the Protection of the Underwater Cultural Heritage*).

In preparing for a new decade of implementation of the *World Heritage Convention* and ensuring the transmission of our World Heritage to future generations, awareness-raising through education, media and marketing, networking, partnerships between governments and private entities and a focus on the development of appropriate national legislation and protective mechanisms were considered to be important. ■

# Cultural Landscapes: the Challenges of Conservation

## Ferrara



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he workshop was attended by fifty-one participants from nineteen countries representing governmental institutions, inter- and non-governmental organizations, including the Council of Europe, IUCN, ICOMOS, ICCROM, IFLA, IGU, as well as foundations (including the German Environmental Foundation, the Nordic World Heritage Foundation, the Aga Khan Trust and the World

Monuments Fund), universities, training institutions (including the Conservation Study Institute, the IPOGEA Research Centre on Traditional and Local Knowledge, Matera, and the International Centre for Mediterranean Cultural Landscapes, Province of Salerno), local authorities, World Heritage site managers and other partners.

### Celebrating Ten Years of the Cultural Landscape Concept

The workshop participants celebrated cultural landscapes as a concept and a mechanism linking nature and culture in the *World Heritage Convention*. They acknowledged the milestone achievement of the World Heritage Committee in adopting the cultural landscape concept in 1992. This made the Convention the first international legal instrument to recognize the importance of the relationship between nature and culture and to protect cultural landscapes. To date, thirty World Heritage cultural landscapes have been inscribed. Taking this experience into account and noting the conclusions and recommendations of previous regional and thematic expert meetings on cultural landscapes and the results of an in-depth evaluation of World Heritage cultural landscapes 1992–2002, the participants discussed the identification, protection, conservation, presentation and transmission to future generations of the outstanding cultural landscape heritage of the world. They recognized the great variety

of landscapes around the world which are representative of the combined works of nature and humankind, and which express a long and intimate relationship between people and their natural environment. The three basic cultural landscape categories adopted in 1992 have been tried and tested in many regions of the world and found to be an excellent tool for identification, management and protection. The 1993 Cultural Landscape Action Plan, which identified many of the main issues which are still being addressed, remains a useful document.

However, over the past ten years, a number of challenges have emerged:

- Insufficient co-operation between countries.
- Limited implementation of the Global Strategy for a balanced World Heritage List.
- Regional imbalances: twenty-one of the inscribed sites are in Europe.
- Lack of capacity to bring forward credible nominations of cultural landscapes.
- Restricted resources and weak institutions for effective management.
- Difficulties in sustaining traditional forms of land-use, which give rise to cultural landscapes, in circumstances of rapid socio-economic change and limited capacities to deal with tourism.
- The need to strengthen linkages between the cultural landscape concept and other designation systems, notably IUCN Category V protected areas (protected landscapes/seascapes) and the UNESCO Biosphere Reserve network.

### Innovative tools in Cultural Landscape Management and Legal Protection

As World Heritage cultural landscapes provide models of stewardship for landscapes as a whole, a particularly well-informed and sensitive management is required. This





### **Associated Workshop 11–12 November 2002**

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and the City of Ferrara*

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with ICCROM, ICOMOS and IUCN*

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Education, Culture and Sciences  
(OCenW)*

management needs to take into account not only cultural and natural values, but also their interaction, and the presentation of this process to the public. Many forms of traditional resource management, often supported by customary law, have been recognized in cultural landscapes and found relevant for the management of other types of properties and other contexts. Cultural landscapes need a sound legal framework. This is especially necessary for transboundary initiatives and as a basis for co-operation between local authorities and other interested parties. The European Landscape Convention will raise governmental and public awareness of landscape issues, especially through the strong involvement of local populations and local authorities. This should assist the effective management of the cultural landscapes inscribed in Europe.

### **Transmitting the Character, Significance and Values of Cultural Landscapes: Cultural Diversity and Future Generations**

Many cultural landscapes continue to evolve: the challenge of management is to guide this process of change so that the essential qualities of the area survive.

Cultural landscapes provide people with a sense of identity: both social groups and individuals derive from them a sense of belonging to a place. They can provide classic examples of sustainable land-use and often create niches for important biodiversity. Furthermore, many cultural landscapes contain important reservoirs in genetic diversity within the crops and livestock used in traditional land-use systems. Collectively, these landscapes capture a range of cultural diversity, and each of them can provide a demonstration of interactions with the natural environment in a particular place. One of the great innovations of the cultural landscape concept is that it provides the opportunity for nominations from parts of the world which express their

culture in ways other than through monumental heritage towards which the Convention had evolved during its first twenty years. This allows for the expression of intangible and spiritual values. This means that through cultural landscapes, a select number of World Heritage sites now exists whose validity is based on intangible values and traditional knowledge. The transmission of such knowledge, practices and skills is a major challenge for the next decade.

### **International Collaboration, Research, Training and Capacity Building**

Innovative approaches in international collaboration, including transboundary co-operation, long linear or serial nominations, and new regional and thematic concepts can provide the way forward. The difficulty that some State Parties experience in bringing forward credible cultural landscape nominations needs to be addressed, in particular through regional co-operation and international financial and technical support. This is a priority if the current regional imbalances are to be corrected.

Training and capacity building are key elements for the effective management and monitoring of cultural landscapes. New approaches in territorial management training courses are strongly encouraged, such as those of ICCROM. Such training needs to be multidisciplinary, bringing together ecological, cultural, social, economic and other expertise in an integrated fashion. Other capacity-building initiatives also need to be stimulated and supported, such as those offered by university and training programmes of local agencies in charge of cultural landscapes.

Research into the character of cultural landscapes often reveals new levels of understanding, for example about the importance of indigenous knowledge in managing natural resources. Continued encouragement of interdisciplinary approach ●●●

●●● of this kind is therefore essential. As cultural landscapes link culture and nature, it is essential that ICOMOS and IUCN as Advisory Bodies continue to co-operate in cultural landscape evaluation, monitoring and related matters.

## Cultural Landscapes and Regional Sustainable Development

Many cultural landscapes are outstandingly important for the practices of sustainable use of natural resources. Their inscription and good management can be used to demonstrate this more widely. Thus, cultural landscapes can contribute to regeneration and regional development far beyond their boundaries. At the same time they can provide opportunities for economic and social development within the area concerned and its immediate vicinity. Moreover, listed landscapes are not only key sites in themselves, but can also be linked with other protected areas in a regional approach to conservation and sustainable development. However, the survival of cultural landscapes requires not only the support for traditional sustainable practices, but also the adoption of new sustainable technologies.

## Shared Perspectives and New Partnerships in Landscape Conservation

Cultural landscape management and conservation processes bring people together in caring for their collective identity and heritage, and provide a shared local vision within a global context. Local communities therefore need to be involved in every aspect of the identification, planning and management of the areas, as they are the most effective guardians of the landscape heritage. The outstanding landscapes are selected examples which could offer stewardship, models in effective management and excellence in conservation practices.

## A vision for the Next Ten Years

The participants concluded that the vision for the next ten years lies in:

- Providing a framework for future nominations through thoroughly prepared thematic studies in areas identified as gaps, such as landscapes which are representative of the world's cultures, agricultural landscapes (e.g. a study of the staple food crops of the world), sacred mountains, and the relationship between water and civilizations;
- Encouraging new approaches in international co-operation under the Convention which support cultural landscapes (e.g. Alpine Arc, the Ruta Inca in the Andes, trade routes around the Indian Ocean, slave routes, pilgrimage itineraries, landscapes of reconciliation, transfer of landscape heritage from one region to another);
- Strengthening co-operation between natural and cultural heritage institutions;
- Enhancing partnerships in landscape conservation and management at all levels, overcoming the administrative divide between institutions dealing with natural and cultural (national and international) issues and supporting an integrated and holistic management approach;
- Supporting social structures, traditional knowledge and indigenous practices which are vital for the survival of the cultural landscapes, and recognizing the crucial role of intangible and spiritual values;
- Providing guidelines for national legislation for cultural landscapes, including transboundary areas and buffer zones;
- Reassessing cultural and natural sites already on the World Heritage List, to ensure that cultural landscape potential is recognized through renomination if appropriate;
- Extending the concept of cultural landscapes from its present rural focus to include other landscapes, including cityscapes, seascapes and industrial landscapes;
- Demonstrating how the recognition of cultural landscapes can generate economic development and sustainable livelihoods within the site and beyond;



- Using cultural landscape conservation to promote new approaches in international co-operation among nations and peoples;
- Promoting the lessons learned from cultural landscapes in other international instruments;
- Using the World Heritage processes for training and capacity building and promoting better communication and public awareness about cultural landscapes;
- Developing a stronger system to ensure rapid intervention and mobilizing resources for cultural landscapes under threat;
- Addressing as a priority for advice and assistance the specific challenges of agricultural change and tourism pressures within cultural landscapes;

Finally, the workshop deeply appreciated the food products of the cultural landscapes and welcomed the international support for the Slow Food movement which originated in Italy.

It expressed its sincere thanks to the authorities of the Province and the City of Ferrara for hosting the workshop and the University of Ferrara for acknowledging the importance of the cultural landscape concept by establishing a new research and training institution, the International Centre of Studies on Cultural Landscapes. ■



# Towards Innovative Partnerships for World Heritage

## Venice



### Background

World Heritage sites need long-term, continuous support. The greatest challenge to national and local authorities and citizens is to provide both technical and financial assistance for their long-term management, preservation and for emergency interventions. Over the years, a number of innovative and creative ways have been found to further strengthen the effectiveness and resilience of the *World Heritage Convention*. In June 2002, the World Heritage Committee welcomed the development of a World Heritage Partnerships Initiative, "as a means to achieve, on an experimental basis, a new systematic approach to partnerships".

The 1990s saw the emergence of partnerships between public institutions on the one hand, and civil society and private sector organizations on the other. Corporations and individual citizens are increasingly taking on - directly or by way of specialized foundations - responsibility for a range of social and environmental causes, including World Heritage preservation. This trend is also reflected in the emergence of new institutions associated with the United Nations system, most prominently the United Nations Global Compact.

### The Need for Support

**Long-term Needs.** Ensuring that World Heritage sites sustain the outstanding universal value for which they have been designated is an increasingly complex challenge. Thirty-three of the 730 World Heritage sites have been formally declared as World Heritage in Danger; many others face ascertained and potential threats to their long-term integrity and survival. These sites are vulnerable to the effects of urban development, exponential increases in tourism, deterioration, negative impact of infrastructure construction, improper use, pollution and the long-term effects of climate change and,

occasionally, wanton destruction. It is therefore vital to mobilize resources to consolidate and expand existing levels of technical and administrative expertise and financial assistance to safeguard the proper management of these outstanding cultural and natural heritage sites. Sustainable partnerships can make a tangible difference.

**Emergency situations.** Sudden calamities and emergencies, including wars, earthquakes or floods, can critically affect World Heritage sites, and threaten what the world community cherishes most. Attending to sudden special needs requires quick response and intervention capabilities. Damages at affected World Heritage sites can quickly escalate beyond the normal stand-by capacity of local authorities and of the World Heritage Fund. In times of such sudden peak demands there will also be a need for a stronger technical stand-by assistance, to facilitate fast mobilization of the very best expertise.

### The World Heritage Partnerships Initiative

*The World Heritage Partnerships Initiative* offers opportunities for broadening civil society support and corporate collaboration. In addition to contributions towards the World Heritage Fund, a major objective will be to link civil society initiatives, corporate endeavours, philanthropists and donors to particular World Heritage sites, or specific programmes.

The World Heritage Partnerships Initiative will build on many promising examples of civil society and private sector engagement. There is a track record of initiatives that have succeeded in raising awareness, technical cooperation, and resource mobilisation.

In welcoming the World Heritage Partnerships Initiative in June 2002, the World Heritage Committee encouraged the development of performance indicators for evaluating the



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Initiative which will be considered by the Committee in 2003. It further requested periodic progress reports, and an evaluation in 2006 of the Initiative up to the end of 2005.

Setting a strategic framework for implementing the World Heritage Partnerships Initiative is the initial and necessary step towards the development of the founding principles, benchmarks and targets, the promotion of pilot approaches, and of adjustments in response to lessons learned.

### The Venice Workshop

The objective for the Venice Workshop has been to identify elements for a strategic framework for long-term, sustainable support for World Heritage as envisaged by the World Heritage Partnerships Initiative. In this context, it has reviewed and adapted existing partnership schemes and tabled innovative proposals.

The Workshop discussions distinguished three categories of issues:

- Communication & general engagement of the public
- Mobilizing Resources for World Heritage
- Public-private complementarities

### Communication and General Engagement of the Public

**Objectives of the group discussion.** The group looked at the challenge to reach larger audiences to increase public understanding of World Heritage sites. Discussion progressed from an overview of the cause, the value of branding, the issues and target audiences involved, and ended with suggestions of specific initiatives.

### Suggestions

- Valuing the World Heritage "brand". The World Heritage portfolio is of timeless and immense social value. So much so that some organizations or corporations may like to connect their image with a specific site or a specific thematic category or cause. World Heritage sites have been selected from a much larger pool of applicants; they are internationally acclaimed, and officially certified;
- Create a "Champions' Club" of international figures, using the "ambassadors" model of UNICEF and UNESCO at the national, regional and global levels;
- Launch a Youth Heritage Movement using the "World Federation of UNESCO Clubs and Associations";
- Partner with the media to reach a larger audience;
- Set up an international award for World Heritage journalism;
- Establish a World Heritage Day;
- Institute special awards every two years, to acknowledge successful initiatives at World Heritage sites;
- Establish a programme to highlight 24 sites and their stories annually;
- Utilize websites for the promotion of World Heritage sites (e.g. screen savers, web cams, bulletin boards, etc.);
- Prepare practical regional field guides to World Heritage sites to support fund-raising, advocacy, and information sharing at World Heritage sites about other sites;
- Clarify through communication that World Heritage sites are not protected by UNESCO, while they are under the responsibility of the States Parties.

### Mobilizing Resources for World Heritage

**Objectives of the group discussion.** The group looked at the challenge of mobilizing additional resources to meet ●●●



- ● ● long-term funding requirements for World Heritage. Discussion progressed from the need to survey current activities and resource gaps at sites, to universal agreement on the lack of current resources available to meet identified needs, to structuring an overall strategy to mobilize more resources over the next five years.

### Suggestions

- Public-private partnerships should, wherever possible, be structured with a view to the long term;
- There is a need for a cohesive and overall strategy to engage all constituencies to provide more and sustainable resources for World Heritage;
- The following elements were identified as central to developing a strategy:
  - Present a clear and compelling case for support. Mapping current activities, identifying priority needs and demonstrating likely impact of additional resources;
  - Develop a leadership community. Cultivate private individual, top-level corporate and foundation, bi-and multi-lateral leadership willing to advocate, build awareness and seek support for World Heritage sites;
  - Develop prospects for support from all potential constituencies. Customize prospect identification in order to match site needs with what various constituencies can offer;
  - Design a coherent and comprehensive plan of action. Ensure that the plan is realistic, reflects clear goals and priorities and can be scaled up consistent with capacity.
- Within an overall strategy to mobilize resources, the following reflect a range of ideas:
  - Develop membership programmes targeting various constituencies;
  - Leverage the resources of various constituencies (e.g. private capital triggering multi-lateral funding) to yield more rapid results;



- Build sustained corporate giving programmes (targeting customers and employees);
  - Create an "Adopt a site" and a "Sister sites" programme, potentially around endangered sites, to connect resources with needs at different locations;
  - Explore other commercial linkages such as electronic billing add-ons, or marketing for a cause;
  - Seek to involve the growing number of foundations and non-profit institutions who specialise in bringing in investors, philanthropists and applicants together;
  - Prepare an inventory of potential donors; prepare a clear portfolio of sites needing support from respective donors; prioritise projects and seek to secure funding for the entire portfolio.
- The World Heritage Centre needs to assess the staff and resources implications required to put into effect this plan of action.

### Public-Private Complementarities

**Objectives of the group discussion.** The group explored ways in which governments and international public institutions can directly and indirectly support the cause of World Heritage through their policies, incentives and other instruments.

### Suggestions

- Mainstream World Heritage into development processes, such as the World Bank Comprehensive Development Framework and U.N. Coordination programmes;
- Use World Heritage as a sector of activity and a basis to review other programmes and projects;
- Use programmes aimed at social development, environment, infrastructure, training and income creation as entry points;
- Explore opportunities in the context of the new 15 percent World





- Bank grant provision under International Development Aid (IDA) to support World Heritage sites and enlarge site-specific trust funds;
- Prepare a protocol to support public-private partnerships. These could include:
    - A Tool Kit (legislation and policies, tax incentives, revenue retention at sites);
    - Governance instruments (trusts and foundations, advisory boards representative of local, national and international interests, impact assessment of development proposals on cultural resources, values based planning, methodology for assuring long-term support and inter-government coordination);
    - Best Practices guides;
  - Invest in strengthening local capacity to enable local communities to coordinate donors and make World Heritage a priority demand in development aid;
  - Carry out pilot projects to demonstrate Return on Investment for conserving sites (value adding activity) and report results widely;
  - Disseminate widely the inventory of endangered World Heritage sites and specify budgetary requirements;
  - Establish structured Round Tables for natural World Heritage sites with the Global Environment Fund (GEF); consider adding a cultural fund to GEF using the example of the nature-culture continuum of cultural landscapes.

## The Road Ahead

- At the conclusion of the workshop, participants highlighted the need to define a detailed action plan for the short and medium term development of the *World Heritage Partnerships Initiative*. The action plan should – in line with all of the above recommendations – address the following issues:
- Establishing clear guidelines and mechanisms for partnerships development and operation;

- Expanding and ensuring effective implementation of existing partnerships;
- Identifying new partnership potential and financial opportunities;
- Establishing performance indicators for evaluation of the activities.

Consistent with the request of the World Heritage Committee, an action plan for the next 4 years needs to be formalized, in order to guide the development of the Initiative until the 2006 assessment process. The action plan has to be considered as a flexible instrument for shaping World Heritage Partnerships activities and needs to be completed in an initial form in early 2003 to sustain the momentum and reinforce the Centre's ability to move quickly in expanding partnerships in the service of the protection of World Heritage.

An important opportunity to showcase and advance this Initiative is provided by the decennial World Parks Congress to be held in 2003 in Durban. The workshop participants expressed their interest in continuing collaboration and in reconvening in the future to discuss progress and help expanding the potential of the Initiative. ■

# Partnerships for World Heritage Cities: Culture as a Vector for Sustainable Urban Development

## Urbino-Pesaro

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he UNESCO World Heritage Centre and the Istituto Universitario di Architettura di Venezia (IUAV) organized a workshop on Partnerships for World Heritage Cities: Culture as a Vector for Sustainable Urban Development, at the invitation of the cities of Urbino and Pesaro, Italy, with support from the governments of Italy and France and in co-operation with the International Council on Monuments and Sites

(ICOMOS), the International Federation for Housing and Planning (IFHP) and the Istituto Nazionale di Urbanistica (INU), Italy. About 200 historic centres illustrating the diversities of cultural achievements are inscribed on the World Heritage List. This figure exceeds 300 if the monuments located in an urban context and towns included in cultural landscapes are taken into account. The historic cities are facing intense pressure arising from the demands linked to development, particularly urban mobility, housing, commerce or public services. The need to obtain the support of all actors, whether inhabitants, local authorities or the business sector, compounds the challenge of urban heritage conservation. The representatives of international, national and local authorities, NGOs, professionals in urban planning, management and conservation as well as experts from the private sector who met in Urbino to debate the theme of Partnerships for World Heritage Cities: Culture as a Vector for Sustainable Urban Development, considered that much could be learned from the presentation on the history of Urbino given by Prof. Leonardo Benevolo.

He demonstrated that:

- A succession of projects, all respecting Urbino's history, have provided a base for an 'ideal city' that justifies World Heritage inscription: creation in the Middle Ages, embellishment during the Renaissance, and a strong university influence in the second half of the twentieth century;
- At the end of the fifteenth century, the global effort by Federico de Montefeltro conferred upon Urbino a recognition that prefigured the notion of outstanding heritage. In fact, he based the project for the embellishment of his city on an active diplomacy, the association of the best artists in Italy in the elaboration of his political project and a heritage activity respectful of the medieval urban structure that he adapted and greatly magnified through many developments.

Following the examination of the projects presented during the two days and the ensuing debates, the participants concluded that urban heritage is a human and social cultural element that goes beyond the notion of 'groups of buildings', as defined under the Operational Guidelines for the Implementation of the World Heritage Convention. This reality is clearly demonstrated by the cities designated as World Heritage, but also concerns all historic cities. Presentations on cities from all over the world have shown that the accumulation of cultures and traditions, recognized as such in their diversity, are the basis of heritage values in the areas and towns that these cultures have produced or reused. These values must be made clear from the outset and serve in defining urban development strategies, policies, programmes and actions.

Urban heritage practices must today adapt to the historic, economic and cultural context of each city and to the eventual



difficulties caused by issues of past identity conflicts or more recent immigration.

The principles of authenticity, integrity and coherence constitute common references. Their application, to be measured in the context of local cultural values, validate actions for the protection and the social and economic development of these historic centres.

**The participants identified** three fundamental guidelines for the implementation of safeguarding and developing projects in historic cities and for the mobilization of partners:

### Take account of the territorial dimension of historic centres

Historic centres are intrinsically linked to the urban, peri-urban and rural territories which surround them, from both the urban functional aspect and the cultural and historical values that comprise the genius of the site. The acknowledgement of this territorial dimension is dependent on better co-ordination between the policies guiding the protection of historic centres and territorial strategies. This co-ordination should permit an improvement in urban projects throughout the agglomeration in respect to these specific territorial values.

An ambitious definition of the role of historic centres within the territory would clarify their relations with other areas. Fringe areas too often separate the historic centre from the rest of the city, and are disfigured by equipment servicing the protected areas. They should be integrated into the heritage-based development project. Partnerships with public and private entities, whether they be international, regional or national, developing public ●●●

### Associated Workshop 11–12 November 2002

*Hosted by the City of Urbino and the City of Pesaro*

*Organized by the Institute of Architecture of Venice (IUAV) and UNESCO's World Heritage Centre  
With the support of the France-UNESCO Convention, ICOMOS, the International Federation for Housing and Planning (IFHP), the Istituto Nazionale di Urbanistica (INU) and the Dutch Ministry of Education, Culture and Sciences (OCenW)*



●●● infrastructure and determining land-use, was deemed to be essential to ensure that the public and private projects transforming the setting will not undermine its heritage value.

### Elaborate an economic and social development strategy

Heirs of well-established urban traditions, World Heritage historic centres should once again become emblematic places of art de vivre in the city. A global strategy for safeguarding and development, based on respect for heritage values and the strengthening of identity, to which the historic centre is a symbolic witness, would thus contribute to reinforcing social cohesion. This strategy would aim to prevent transformation exclusively into a business or tourist centre. To achieve this improvement, programmes for the residential community, small businesses, artisans and other activities must be encouraged within a centre. Specific actions to maintain or welcome populations from all social, ethnic or religious categories should also be promoted. The outstanding cultural image of historic centres and the potential of their specific histories can be used in developing economic strategies for the city, particularly targeted at industry and up-and-coming activities such as new technologies and industries connected to culture and knowledge. This image must be strengthened by the exemplary quality of architectural and urban creations, particularly concerning public spaces and construction projects in the protected area. Strengthening partnerships with the national and municipal authorities, non-governmental organizations, community leaders, as well as with the private sector, in defining an integrated socio-economic urban development strategy was therefore underlined as being of paramount importance.

### Strengthen the institutions and the political framework

Heritage protection and economic or social development projects should be based on a long-term political vision that is clear, coherent and democratically approved. The legal and prescribed responsibility of the State Party to the Convention cannot be diminished or totally delegated and, as a last resort, engages the state's capacity as a protector. In this framework, the involvement of the legitimate local authorities is an essential element for success. Sometimes involved in the elaboration of a protection policy, and in its approval, they should be responsible for the co-ordinated management of conservation and development interventions. The inclusion of heritage issues in national law and their presentation and documentation, as well as in the implementation of protection policy and economic and social development strategy, is indispensable for efficient partnerships. The democratic process should be supported by major local associations. Private landowners, inhabitants and economic actors of protected areas participating in conservation and development policies of general interest should be supported by public funding.

The participants insisted on the modalities required to create truly profitable partnerships for the inhabitants, visitors and actors involved in the protection of historic centres, in particular those inscribed on the World Heritage List. At the local level, every effort must be made to associate the network of actors able to mobilize support within the territory to the benefit of the global strategy for safeguarding and development. Particular attention should be paid to local associations and modalities to bring



together all those interested in a project. At the global level, the urban historic centres need strengthened co-operation among organizations, funding agencies and partnership networks involved in the global strategy for the development of cities and poverty alleviation, in order to co-ordinate strategies for safeguarding and social, economic and environmental development. Transparency in partnerships and the rapid implementation of benefits for inhabitants are essential elements for the credibility of these partnerships and for the local authorities.

#### Experience has shown the need for strengthened mobilization of partnerships:

- City-to-city co-operation to benefit from the exchange of experiences and technical assistance;
- With universities, to systemize inventorying and support research on urban heritage and undertakings;
- With schools and open training institutions, privileged places of transmission and elaboration of cultural and heritage values;
- With professional circles, through training courses to encourage the integration of traditional skills with modern techniques;
- With proprietors, public and private investors.

The responses to problems posed by the safeguarding and development of urban historic centres has above all been perceived as 'political': based on democratic expression and public will. Exchanges have convinced the participants of the need for the support and partnerships of international organizations, UNESCO and its World Heritage Centre, to give full legitimacy to actions and discussions on these issues. The participants recognized the increasingly important role played by the *World Heritage Convention* to promote the politics of safeguarding and development of historic cities. ■

# Monitoring World Heritage

## Vicenza



The Monitoring World Heritage workshop, held in the Palazzo Leoni Montanari in Vicenza, Italy, on 11–12 November 2002, was organized by ICCROM and UNESCO's World Heritage Centre and generously supported by Banca Intesa and the City of Vicenza. Organization of the meeting was also supported by ICOMOS and IUCN which both nominated key experts and provided financial support for participation. The workshop

was attended by twenty-three experts from sixteen countries.

The principal purpose of the workshop was to strengthen appreciation and appropriate use of monitoring in the effective management of heritage properties of cultural and natural value, particularly in the context of sites inscribed on the World Heritage List. In this context, the World Heritage system should be understood as offering a vehicle to promote best practices in monitoring for all heritage sites.

The sub-objectives of the workshop foreseen at the planning stage were:

- To place the discussion in the context of the large stream of related global meetings and initiatives concerned with monitoring issues for cultural and natural heritage.
- To present current World Heritage Committee Advisory Body initiatives for monitoring.
- To strengthen co-operation in tangible ways among those responsible for monitoring cultural and natural heritage.
- To explore the effective integration of the new monitoring technologies within site management systems and programmes.

The workshop consisted of working sessions during which all participants presented summaries of papers submitted in advance, followed by discussion and synthesis of issues and points raised. The papers were grouped around the following themes:

- Advisory Body and Committee views;
- World Heritage monitoring and periodic reporting experiences;
- Monitoring frameworks/design of monitoring systems;
- Practical experiences in monitoring;
- Monitoring technologies and tools;
- Monitoring issues and principles.

The final two sessions focused on conclusions, identification of key outcomes and suggestions for follow-up. Participants also reviewed a summary document of issues raised during the discussion of papers.

The participants agreed on the following conclusions:

- Monitoring is an essential part of World Heritage site management and should be understood not as externally imposed control, but as providing information to aid management processes and conservation planning.
- Monitoring should be seen as the essential underpinning of effective periodic reporting at site level.





### Associated Workshop 11–12 November 2002

*Hosted by the City of Vicenza and  
Banca Intesa*

*Organized by ICCROM and  
UNESCO's World Heritage Centre  
With the support of ICOMOS and  
IUCN*

- The commitment necessary to establish a permanent monitoring system is more than balanced by the long-term benefits offered by the system.
- Common basic principles underlie monitoring practices in both the cultural and natural fields.
- Monitoring should guide managers towards giving emphasis to maintenance and preventive measures, thus relieving the need for curative/restorative interventions.
- The choice of monitoring systems and methodologies must be linked to the specific cultural and institutional context of the site.
- Effective monitoring requires strengthening links between efforts undertaken for the definition of heritage values, the setting of management objectives and their use in monitoring systems.

In order to carry the ideas expressed above towards implementation, participants proposed the following practical steps:

#### Policy concerns:

- Integrating many of the technical recommendations from the workshop into the ongoing process of revision of the Operational Guidelines.
- Exploring alternative means of communicating site-level periodic reports to increase understanding and utility of information presented (for example, in a matrix format).
- A working group was established to review definitions and terminology in order to quickly develop a consensus which could be presented and reviewed in forthcoming natural and cultural heritage forums, including the March 2003 review of the Operational Guidelines.

#### Operational concerns:

- A proposal was made to establish a thematic, on-line network for World Heritage monitoring in order to exchange experiences and to create an accessible knowledge management system driven by the interests of stakeholders. One of the participants has offered to support the initial stage of network development.
- Training courses and activities concerning monitoring (with field components) should be designed and implemented involving regional scientific partners and potential donors.
- The Secretariat of the *Convention*, in the context of the design of regional programmes, should focus on monitoring selected sites for an adequate period of time and with adequate resources in order to acquire the necessary data for an informed decision-making process by the Committee.
- The Secretariat might also consider reviewing past reactive monitoring mission reports in order to evaluate effectiveness of work carried out.
- Manuals being developed should provide in a user-friendly way examples of best practices to guide site managers through the documenting and monitoring processes.
- The feasibility of extending *Enhancing Our Heritage – Monitoring and Managing for Success in World Natural Heritage Sites* (a project funded by the UNF currently being implemented by IUCN and UNESCO) to cultural heritage monitoring should be explored. ■

# Partnerships to Conserve Nature and Biodiversity

## Trieste

### Introduction

This workshop was organized as a contribution to activities commemorating the 30th anniversary of the adoption of the *World Heritage Convention* (1972), at the International Congress World Heritage 2002, Shared Legacy, Common Responsibility, convened in Venice from 14 to 16 November 2002.

The goal of the workshop was to **create an opportunity for expanding partnerships for nature and biodiversity conservation within the framework of World Heritage Convention operations.**

The objectives of the workshop were to:

- Provide a forum for current and future partners to discuss ways and means to support the *Convention's* work to conserve nature and biodiversity;
- Contribute to attaining the Venice Congress objectives;
- Create a vision for the *Convention's* role for conserving nature and biodiversity and to guide actions of concerned stakeholders for the next twenty years.

### Workshop Venue and Participation

The workshop was convened at the UNESCO International Centre for Theoretical Physics (ICTP) in Trieste, Italy, on 11–12 November 2002. Fifty-one international participants from United Nations, government, NGO and private sector organizations contributed to the workshop. In addition a number of ICTP staff attended.

### Workshop Programme

The following participated at the opening sessions:

- Mr Gisbert Glaser, Advisor to the Director of the World Heritage Centre;
- Prof. Erio Tossati, Acting Director, ICTP;
- Dr Walter Erdelen, ADG, Science Sector, UNESCO; and
- Mr Roberto Dipiazza, Mayor of Trieste City.

The inaugural session was followed by three technical presentations on the role that the *Convention* has played in promoting nature and biodiversity conservation partnerships, by UNESCO-WHC and IUCN, the United Nations Foundation (UNF) and the UN Fund for International Partnerships (UNFIP), and the UNESCO Man and the Biosphere (MAB) Programme, represented by specialists from UNESCO Offices in Jakarta (Indonesia) and Apia (Western Samoa), respectively.

The technical presentations were followed by three panels, focusing on the role of bilateral and multilateral organizations, the private sector and NGOs using the *World Heritage Convention* as a tool for building partnerships for nature and biodiversity conservation. Each panel had six speakers; four of whom represented the particular stakeholder community under consideration. The other two members of each panel contributed from a different perspective to that of the stakeholder community representatives.

Following the panels, the workshop split into three working groups to prepare the following:

- A vision for guiding the work of the *Convention* for the next twenty years shared by representatives of the organizations present;



### Associated Workshop 11–12 November 2002

*Hosted by the City of Trieste and  
the International Centre for  
Theoretical Physics (ICTP)  
Organized by UNF, IUCN and  
UNESCO's World Heritage Centre  
and Science Sector*

- Statements/messages to the *World Congress on Protected Areas*, to be convened in September 2003 in Durban (South Africa);
- The identification of a number of new partnerships and a report on some initiatives emerging under the umbrella of the UNESCO-UNF partnership.

The workshop concluded with a brief session where the role of the *World Heritage Convention* in promoting protected areas and biodiversity conservation was fully acknowledged and recognized and broad support for the work of the *Convention* was pledged.

On 11 November, the Mayor of Trieste hosted a dinner for the workshop participants at the Revoltella Museum.

## Principal Conclusions Deriving From the Workshop

- The *Convention* has made significant contributions towards conserving nature and biodiversity conservation over the thirty years of its existence. The *Convention's* role in contributing towards attaining global biodiversity conservation priorities however, are not sufficiently known or appreciated by publics out-with the conservation community. UNESCO, in particular, as part of its support for the *Convention's* activities, should increase the natural heritage content of public information and outreach messages and strive to enhance the significance of nature and biodiversity conservation as important goals for international co-operation.
- The trend towards identifying and designing cluster or serial nominations comprising networks of protected areas, which has gathered momentum since the World Heritage tropical forest policy dialogue held in Berastagi (Indonesia) in 1998, was encouraged and strengthened. A similar expert dialogue held in Hanoi (Viet Nam) in 2002 on tropical coastal, marine and small islands ecosystems was recognized and follow-up measures were urged. This trend provides the opportunity to include, as part of future World Heritage areas, the complete habitats of migratory species, the majority of all remaining wilderness areas and significant percentages of global ecoregions and biodiversity hot spots.
- Participants noted that the 167 natural, (144) and mixed (23) sites covered about 12%–13% of the global protected areas. However, this high percentage estimate is skewed by the presence of six sites that are significantly larger than 5 million hectares, the Great Barrier Reef being the largest at 34 million hectares. The remaining 161 sites make up 7% of the world's protected areas.
- Tropical forests in World Heritage areas are estimated to comprise 3%–4% of the remaining global forest cover. The World Heritage Centre and IUCN must encourage the World Heritage Committee and the States Parties towards appropriate levels of representation of all ecosystems on the World Heritage List.
- Placing emphasis on designing nominations of protected area clusters, mosaics and networks will provide greater opportunities for fully realizing the *Convention's* potential for promoting international co-operation and for building nature and biodiversity conservation partnerships. It would also further collaboration between World Heritage and other international and regional conventions and conservation programmes and contribute to optimizing overlaps between sites designated as World Heritage, Biosphere Reserves and Ramsar Wetlands.
- Ensuring that the sites already designated as World Heritage are protected and managed at internationally acceptable standards is as important as expanding the List towards optimal ecosystem coverage. It may be possible that (a) boundary modifications, (b) renominations of designated World Heritage sites to network with adjacent and nearby protected areas belong-





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- giving to the same ecosystems and/or harbouring habitats of endangered species, and (c) working towards ensuring that all the World Heritage values of sites are fully recognized by the management, will strengthen management and international co-operation options of World Heritage.
- Promoting international co-operation towards timely action to conserve World Heritage sites, particularly those facing imminent threats and declared 'In Danger' by the World Heritage Committee, is a critical and necessary condition in maintaining the credibility of the World Heritage designation.
  - Linking the conservation of World Heritage sites to meeting the aspirations of local communities for education, information and economic well-being, as well as to resolving broader regional resource use and spatial planning conflicts, must be seen as an essential part of sustainable development. Skills, competencies and knowledge needed to establish such linkages between conservation and broader sustainable development of the areas concerned should be necessary components of capacity-building efforts. In this respect, the COMPACT Project of UNDP-GEF and the sustainable tourism/biodiversity linkages project of UNESCO, UNEP and the RARE Center for Tropical Conservation, both financed by UNF, could demonstrate lessons for linking local and regional economic development to mitigating threats to biodiversity conservation in World Heritage sites.
  - IUCN and UNESCO are longstanding international partners supporting the conservation of World Heritage. However, several development co-operation agencies, both bilateral (KfW/GTZ in Germany, USAID, Development Cooperation in Belgium) and multilateral (GEF, UNDP, etc.) are making significant contributions towards World Heritage conservation. IUCN and UNESCO need to regularly inform the Committee of the totality of worldwide support for World Heritage protection and communicate that message in order to illustrate that the global community is indeed sharing responsibility for natural heritage. The World Heritage Centre and IUCN need to explore ways and means to involve more NGOs with international outreach and other partners in the work of the Committee and its Bureau.
  - The UN Foundation programme for World Heritage sites containing biodiversity of outstanding universal significance has been a major boost to the role and ability of the *Convention* to contribute towards attaining global conservation priorities. UNF support for World Heritage sites in conflict regions (Democratic Republic of the Congo) and for strengthening the management of sites for whose protection national authorities demonstrated significant political and legal commitment (e.g. Galápagos; El Viscaíno in Mexico) have enhanced the credibility of World Heritage conservation processes. Every effort must be made to sustain and expand the UNESCO-UNF partnership and build new partnerships based on the UNESCO-UNF experience.
  - Private sector co-operation poses challenges and opportunities for building support for World Heritage conservation. Tourism, particularly the growing ecotourism sector, is the most willing partner of World Heritage conservation. Co-operation between the Aveda Corporation and the RARE Center for Tropical Conservation is an interesting model for private sector-NGO collaboration that may be of interest to other natural-resources-based recreational and health-service providers. Co-operation with resource extraction sectors, such as oil and gas exploration, mining, etc., while they may conflict with conservation interests at the broadest level, could nevertheless be attempted on a case-by-case basis for improving the options available for World Heritage conservation. Important opportunities exist for collaboration with several other institutions and individuals who may be part of public-private sector coalitions. Key industries identified include fisheries, forestry and agriculture. Collaboration with institutions and individuals concerned with information management and communications, museums, photographic and other forms of art enterprise was also encouraged.
  - Governments must figure as prime stakeholders in all partnership ventures that are to be developed for World Heritage conservation.

UNESCO needs to better equip its National Commissions and Permanent Delegations of States Parties to participate in national conservation dialogues and strategic thinking promoted under the *Convention on Biological Diversity* (CBD) and other multilateral agreements dealing with nature and biodiversity conservation at the national level. UN, NGOs and other partners contributing to such dialogues may encourage the governments concerned to better acknowledge, recognize and involve World Heritage as part of these processes. In this respect the development of a memorandum of understanding and/or a joint work programme with the CBD must be given the highest priority. As part of these efforts, more GEF resources must be secured to support World Heritage conservation.

- Participants acknowledged and stressed that the identification, conservation, presentation and promotion of natural heritage must be based on sound science and the best information available. However, ethical, aesthetic, spiritual and other humanistic imperatives of nature and biodiversity conservation must be given equal recognition in the work of the *World Heritage Convention*. UNESCO and the *Convention* are ideally placed to define and promote a culture of nature appreciation and the ethics of protecting all forms of life that inhabit planet earth. Partnership-building is an indispensable method and tool in achieving shared goals and objectives in the world of science, art and international co-operation for conserving nature and biodiversity of outstanding universal significance.

## Emerging and New Partnerships Being Concluded or to be Developed During the Next Two Years

- UNESCO-UNF-NGO tripartite arrangements for World Heritage conservation have been concluded with Conservation International (CI) and are nearing finalization with WWF.

- FFI (Fauna & Flora International) pledged, at the end of the Trieste workshop on 12 November, that it will raise capital and co-operate with UNESCO, UNF and other interested partners to build a Rapid Response mechanism to respond to threats to World Natural Heritage.
- BirdLife International and UNESCO-WHC have agreed to co-operate under the Ramsar Convention to develop World Heritage area nominations linking networks of bird migratory sites.
- Under an ongoing IUCN-ICMM (International Council on Mining and Metals) partnership, co-operation to solve conservation/development conflicts in specific World Heritage sites is to be attempted.
- A new series of initiatives linking natural history and contemporary art museums will be developed to further information management, communications and 'pride-building' components of World Heritage preservation.
- Collaboration with ecotourism operators and associations will be explored as a way to demonstrate fund-raising mechanisms for World Heritage conservation.

## Finalization of Workshop Output

Reports are being finalized on the technical session, panel presentations and discussions, and small working groups. They include a shared vision statement for partnership building, a message to the World Congress on Protected Areas (Durban, South Africa, September 2003) and suggestions and recommendations for future partnership building. Drafts of these reports and outputs as well as this draft of the synthesis of the overall outcome of the workshop will be circulated to workshop participants for comments. A publication including all the above-mentioned reports and outputs will be submitted to the 27th session of the World Heritage Committee and the Durban Congress. ■

# The Challenge of World Heritage Education, Training and Research

## Feltre

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t the invitation of the Dean of IULM University (Milan), Prof. Giovanni Puglisi and the UNESCO World Heritage Centre, a workshop was organized in co-operation with the City of Feltre, Italy, on 11–12 November 2002, on the theme *The Challenge of World Heritage Education, Training and Research*.\*

\* This workshop was one of nine held on the occasion of the 30th anniversary celebrations of the World Heritage Convention, in the framework of the International Congress World Heritage 2002: Shared Legacy, Common Responsibility. The workshop was attended by participants from twelve countries, IGOs, NGOs and universities.

The participants stressed the following points:

- The importance of World Heritage sites as expressions of our global heritage has created a need for capacity building extending from local communities to the global level, for the protection and preservation of the 730 sites on the World Heritage List, which are the apex of the whole natural and cultural system.
- The crucial importance of the education and training process in conserving, managing and preserving the World Heritage.
- The need for awareness building and increased communication at all levels of the community throughout the education system, built on the use of existing programmes such as the UNESCO educational kit *World Heritage in Young Hands*.
- The priority of education for all World Heritage stakeholders – especially site managers – from local communities to decision-makers, including indigenous peoples living within or around the sites as they are involved.
- The empowerment through education of local communities, in particular of women, should be supported to allow them to increase their participation in the management of sites and the development of their communities.

- Existing programmes of World Heritage education and training should be built on by promoting or developing exchange programmes, including exchange of modules, staff and students.
- Education and training are at the core of UNESCO policy, following the adoption of the Global Strategy for the implementation of the UNESCO *World Heritage Convention* and the policy priorities approved in June 2002 in Budapest by the World Heritage Committee, which highlighted the need for capacity building.

The workshop clearly expressed the wish to recognize the continuum of values from local to global heritage, from tangible to intangible heritage, from visible to invisible heritage, reflecting both the universality of values and their vast diversity.

The participants proposed that the following steps be considered:

- Education and training for World Heritage should be based on solid groundwork throughout the education system, in both the cultural and scientific fields. At the postgraduate level, it should follow an interdisciplinary approach based on the process of conservation that transcends culture and nature and is translated into practice at site level.
- The development of centres of excellence should be encouraged. The centres could develop special expertise depending on the region and/or the site on which they are located, and this expertise could be shared outside the region.
- Lifelong education and training should be provided for professionals who are an essential part of the maintenance and management of World Heritage sites.
- All those involved in World Heritage should be encouraged to use the new technologies, databases and networks such as Forum UNESCO – University and Heritage and the e-Culture Network.
- UNESCO should encourage the development of an inter-





**Associated Workshop  
11–12 November 2002**

*Hosted by the City of Feltre  
Organized by the Libera Università di  
Lingue e Comunicazione (IULM) and  
UNESCO's World Heritage Centre*

university task force to bring together existing modules to assist in the co-ordination and exchange of those modules which are most valuable to World Heritage.

- The development of practical manuals, including case studies, of value to World Heritage site managers and their staff should be promoted.
- The creation of a trust fund for World Heritage education and training should be addressed.
- The ethics of conservation should be an integral part of education and training programmes for World Heritage.

Several proposals were put forward for co-operation and exchanges by Union Latine, the Université François Rabelais, Tours (France), the Brandenburg Technical University of Cottbus (Germany) and IULM (Italy).

The workshop noted with satisfaction the positive decision of IULM to collaborate actively with the universities of Trieste and Venice in the *Comunicare per l'Ambiente* project.

The participants expressed their gratitude to IULM and its Dean, as well as to the Mayor of Feltre, for their outstanding welcome and organization. ■

*\*The title of the workshop originally "World Heritage University Training" was modified at the request of the participants.*

# World Heritage Site Management

## Padua



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workshop concerning World Heritage Site Management was co-organized by English Heritage, the Getty Conservation Institute, and UNESCO's World Heritage Centre, and generously hosted by the City of Padua with the support of the CARIPARO Foundation and the Government of Italy.

The workshop took place on 11–12 November 2002 at the Caffè Pedrocchi, Padua. This workshop examined one of the major themes of the International Venice Congress organized by UNESCO's World Heritage Centre and the Government of Italy on the occasion of the 30th anniversary of the World Heritage Convention. Experts and representatives from Australia, Benin, Cambodia, Canada, Germany, Hungary, India, Islamic Republic of Iran, Israel, Italy, Jordan, Kenya, Mexico, New Zealand, Turkey, United Kingdom, United States, Getty Conservation Institute, ICCROM, ICOMOS and UNESCO participated at the Workshop.

Taking stock of thirty years of experience in the implementation of the *World Heritage Convention*, the workshop participants re-examined World Heritage site-management needs, reviewed existing site-management guidance, and identified the major gaps in site-management tools and guidelines. Through participation of international and national policy makers and experts responsible for enhancing the World Heritage conservation process, the following concluding remarks and recommendations were adopted, with a view to continue to increase the professional capacity of those responsible for World Heritage conservation for the future.

### The Workshop participants recognized:

- Heritage sites and areas are diverse with specific needs.
- Heritage sites and areas exist in changing social and political environments and contexts, with varied ownership, management mechanism, and governance.
- The collective responsibility and the need for increased international co-operation requires increased support for developing countries to protect the shared heritage of humanity.
- Diverse, changing and widening understanding of societal values makes management of heritage sites and areas in their context more complex.
- Wider social involvement in the process of managing heritage leads to sustainability and strengthens its essential role in the process of human development.
- In planning and managing heritage sites and areas, it is important to give due consideration and respect to beliefs, practices, traditions, and needs of owners and local communities, including those of indigenous cultures.
- The process by which stakeholders, including the local communities, are involved in planning and decision-making for successful and sustainable management of heritage sites and areas is as important, if not more important, than the actual management documents which are produced.
- Management of World Heritage sites and areas needs to be integrated within the comprehensive national and regional planning processes to strengthen their role in the life of the community to ensure sustainable development and conservation of the properties and their transmission to future generations (Article 5a of the *World Heritage Convention*).
- Tourism development of World Heritage sites and areas is both an opportunity and a risk and requires careful consideration, planning, implementation, and management.
- World Heritage sites require exemplary evaluation and management to conserve and promote their values and significance,





### Associated Workshop 11-12 November 2002

*Hosted by the City of Padua  
Organized by English Heritage, the  
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UNESCO's World Heritage Centre  
With the support of the CARIPARO  
Foundation*

particularly those values which justified their inscription on the World Heritage List and associated values such as movable and intangible heritage.

- Common principles to enhance the process of planning and implementing comprehensive management, taking into full account the World Heritage and associated values, can be useful if applied appropriately according to local conditions, site-types, societies, and governing systems.
- Assessment, understanding, and documentation of World Heritage and associated values assist in the planning and implementation of sustainable management strategies.
- Considerable guidance for planning and managing sites has been elaborated in the past and provides a sound basis for future progress.
- There is scope for learning from the implementation of other international environment protection conventions.
- There remains a need for future guidance and appropriate user-friendly tools to address the new and changing challenges for management planning and site-management.

### The Workshop participants recommended:

- The increased and enhanced partnership between national and local governments, local communities, other stakeholders, specialized institutions, tourism industries, donors, professionals, IGO's and NGO's, for enhanced World Heritage conservation, especially for better co-ordination between technical and management professionals.
- The elaboration of ways and means to increase the awareness and understanding of the private sector and donors on World Heritage conservation and management needs, to further encourage their positive participation in the heritage conservation process.
- The worldwide dissemination of existing principles, guidance, and recommendations relative to heritage conservation, ● ● ●





management, presentation and development, including those of UNESCO, the Advisory Bodies of the *World Heritage Convention*, and other specialized institutions.

- The promotion of studies of varied management mechanisms and dissemination of such studies.
- The elaboration of international guidance for values-led management planning and the development of regional and local application of such guidance to meet the needs of heritage conservation, government and local communities, including those of indigenous cultures.
- The publication and dissemination of case studies demonstrating successful processes in site-management planning and its implementation.
- The clear definition of World Heritage and associated values within future nomination dossiers for properties to be inscribed on the World Heritage List or during periodic reporting exercises (Article 29 of the *World Heritage Convention*).
- The regular monitoring and review of management mechanisms and their effectiveness for managing change and changing needs to protect the values of the heritage sites and areas, both qualitatively and quantitatively.
- The development of risk management strategies and techniques such as risk mapping.
- Further capacity building activities to widen the skills of those responsible for World Heritage conservation, including national and local authorities, heritage professionals and local communities.
- The development of new initiatives for conservation training, especially through increased co-operation with international institutions.
- The definition of knowledge levels and skills sets required by

site managers and other partners in site management, taking into account differing regions, site types, and contexts, giving due consideration to the multidisciplinary nature of the management process, the need for teamwork and inclusiveness, appropriate management and technical skills, as well as communication, consultation, negotiation, and conflict resolution skills.

- The development of training activities and programmes for various target audiences, including site managers, staff, technical experts, local community members, youth, concerned authorities, and other appropriate stakeholders, to improve management planning and site management.
- The development of a corpus of knowledge by collecting existing information, creating and publishing new resources, placing priority on manuals, case studies, bibliographies, readers, training modules, and didactic materials linked to university courses.
- The promotion of programmes to increase the capacity of site management authorities meeting the specific needs of different regions, such as Africa 2009 and CentralAsianEarth 2002-2012, which could serve as models, involving existing training institutions.

The workshop participants expressed their deep appreciation to the City of Padua, CARIPARO Foundation, Government of Italy, Getty Conservation Institute, English Heritage and UNESCO World Heritage Centre for hosting and organizing this timely and important workshop on the occasion of the 30th anniversary of the *World Heritage Convention*. ■

# Mobilizing Youth for World Heritage



## Treviso

### Introduction

In connection with the 30th anniversary of the adoption of the *World Heritage Convention*, the UNESCO World Heritage Centre and the Associated Schools Project Network (ASPnet) organized with Gruppo Alconi (Italy), a communication group specializing in animated cartoons, the 4th International World Heritage Education Workshop on Mobilizing Young People for World Heritage. Organized with the support of the Norwegian Agency for Development Cooperation (NORAD), the workshop took place in Treviso, Italy, on 13–15 November 2002.

The workshop was held in plenary sessions and working groups. Twenty-one participants from twelve countries took part.

### Objectives

- Share information and experience in promoting World Heritage Education.
- Examine effective means of mobilizing young people in the promotion and preservation of World Heritage.
- Learn about basic techniques of animated cartoon production and the use of this medium in sensitizing young people to the importance of safeguarding World Heritage.



### Associated Workshop 13-15 November 2002

*Hosted by the City of Treviso and Gruppo Alconi*

*Organized by UNESCO's World Heritage Centre and Education Sector*

*With the support of the Norwegian Agency for Development Cooperation (NORAD) and the Norwegian Ministry of Foreign Affairs*



## Summary of the results of the workshop

### **Educators and students shared their recent experiences in World Heritage Education (WHE)**

Participants agreed on the vital importance of including WHE in classroom teaching and in the curricula for the following reasons:

- WHE allows young people to take pride in themselves, in their country and in their culture, it helps to reaffirm their identity as well as to learn about other cultures, ways of life, similarities, and to respect cultural diversity;
- WHE allows young people to learn more about the achievements of humanity through the ages, as well as about significant periods in history;
- WHE implies the protection and promotion of local, national, regional and World Heritage;
- World Heritage is a concern shared by all peoples and countries and to learn about it means learning about solidarity and co-operation at all levels.

However, participants also felt that it is still difficult to include WHE in classroom teaching due to already very demanding official curricula.

### **Proposals for effective means of mobilizing young people in the promotion and preservation of World Heritage**

Organize teacher training:

- (i) Distribute the UNESCO World Heritage Education Kit to teacher-training institutions and involve them in WHE.
- (ii) Organize high-level teacher-training courses with teacher trainers, curriculum developers and World Heritage specialists.

Reach ministers of education:

- (i) UNESCO should send a copy of the revised second edition of

the World Heritage Education Kit *World Heritage in Young Hands* to all ministers of education with an accompanying letter drawing attention to Article 27 of the *Convention* (underlining the need for educational and information programmes).

- (ii) Ensure the inclusion of WHE in the agendas of regional Conferences of Ministers such as the one planned by the Council of Europe to be held in Greece in November 2003.

### **Produce new multimedia WHE resource material on specific World Heritage sites**

- Guidelines were proposed for the production of a CD-ROM as a new multimedia World Heritage Education resource material. The content of the material to be prepared on each site should include:
- A short cartoon as part of *Patrimonio's World Heritage Adventures* series, indicating the geographical location of the site, the reasons for its inscription on the World Heritage List, threats facing the site and actions that young people can take;
- A brief professional video of the site showing its importance and unique features;
- Practical guidelines for teachers, including information about the site, its history and its values;
- Elements of intangible heritage; threats facing the site; and preservation actions to be taken.

Each section should be presented in an interactive way, with a multidisciplinary approach. Classroom activities with emphasis on participatory and creative methods of learning, as well as out-of-school activities including visits to nearby heritage sites, role-play activities, festivals, round-table discussions and games, should be organized. Illustrations, photographs, drawings, bibliographies, student art work, etc., are also recommended.

Prior to the international diffusion of the CD-ROM by UNESCO, the completed material should be validated by educators and World Heritage specialists and tested in selected ASPnet schools.



The following proposals were also put forward by the young participants:

- Produce a young people's version of the *World Heritage Convention* with illustrations;
- Organize a World Heritage Youth Summit;
- Have more international youth encounters involving parents, government officials and experts;
- Launch a Patrimonito campaign and Patrimonito clubs with skills-development activities;
- Use the media to raise awareness about World Heritage Education;
- Set up World Heritage library corners;
- Advertise World Heritage preservation on food and beverage items wrapped in environmentally friendly packages;
- Use sport events to promote World Heritage;
- Create more promotional material with the Patrimonito logo.

### **Use of animated cartoons in sensitizing young people to the importance of safeguarding World Heritage**

- Production of a new cartoon series, *Patrimonito's World Heritage Adventures*, and a poster

The workshop explored the production of cartoons and their use as a communication medium for the young. In 2002, following a storyboard competition organized by UNESCO, the first episode of the cartoon series *Patrimonito's World Heritage Adventures* was produced, based on the storyboard of one of the participants, Ruben Carlos Borrajo del Toro, a 14-year-old from Cuba. To introduce the series, a trailer was also made.

UNESCO emphasized its long-standing co-operation with Gruppo Alcini in the field of communication with the young via cartoons, and stressed the role of cartoons as a most powerful means to transmit important messages to children, young people and adults. Visual and virtual communication is a major feature of

twenty-first-century society. The production of the new cartoon series *Patrimonito's World Heritage Adventures* would allow young people to learn more about the value of World Heritage sites, their contribution to our universal civilization, the intangible heritage that surrounds them, as well as about the threats facing World Heritage sites and what young people can do to help to save them.

During the discussion all participants, educators and students alike, agreed that cartoons can serve as a powerful tool in mobilizing young people in support of World Heritage in the classroom as well as through television, thereby also reaching the general public. They all agreed that cartoons can be very useful because:

- They can transmit important messages;
- They are easy to understand;
- They represent a universal language and do not need words;
- They are flexible and unlimited in what they can convey;
- They are enjoyable and entertaining;
- They are for everyone – young children, adolescents, parents, adults;
- They can mobilize young people, the future decision-makers, to take concrete action in favour of World Heritage;
- They can involve young people in making storyboards for future cartoons, which can be a very meaningful learning process; and
- All young people can identify with Patrimonito.

During a hands-on session with the students, a 'by the young for the young' poster was designed, prompting students to become Patrimonitos themselves, and introducing *Patrimonito's World Heritage Adventures*. The poster will be produced by UNESCO and distributed to over 7,000 ASPnet schools around the world. ■











# Annexes

Programme  
of the Meeting

PAGES 168 > 170

List of Participants

PAGES 171 > 187

Acknowledgements

PAGE 189

# Programme of the Meeting

## 14 November > MORNING SESSION

### 9h30 > 11h30 Keynote Presentations

#### Welcome speeches

**Mr Marcio Barbosa**

*Deputy Director-General of UNESCO*

**Mr Nicola Bono**

*Undersecretary of State for Culture, Government of Italy*

**Mr Paolo Costa**

*Mayor of the City of Venice*

**Mr Luigino Busatto**

*President of the Province of Venice*

**Mr Francesco Aloisi de Larderel**

*Ambassador Director-General for Cultural Promotion and Co-operation, Italian Ministry of Foreign Affairs*

#### More than Preservation

**Mr Wole Soyinka**

*UNESCO Goodwill Ambassador and Nobel Laureate for Literature*

#### 30 Years of the World Heritage Convention

**Mr Tamás Fejér**

*Chairperson of the World Heritage Committee*

### 12h00 > 13h00

### International Cooperation For World Heritage Conservation

**Session co-chaired by****Mr Mounir Bouchenaki**

*Assistant Director-General for Culture of UNESCO*

**Mr Walter Erdelen**

*Assistant Director-General for Science of UNESCO*

#### World Heritage as a Factor in Cultural Identity and International Dialogue

**Mr Francesco Aloisi de Larderel**

*Ambassador, Director-General for Cultural Promotion and Cooperation, Ministry of Foreign Affairs of Italy*

#### Protecting World Heritage : An International Challenge

**Ms Christina Cameron**

*Director-General of the National Historic Sites Directorate, Parks Canada*

#### The International Framework of Legal Instruments

**Mr Francesco Francioni**

*Chair of International Law and Vice Rector of the University of Siena*

#### Discussion & Summary of session

## > AFTERNOON SESSION

### 14h30 > 16h30

### Enlarging the Circle of Partners

**Session chaired by****Mr José Maria Ballester**

*Director, Culture and Cultural and Natural Heritage, Council of Europe*

#### Local and Regional Authorities in World Heritage Conservation

**Mr Jaime Lerner**

*Governor of the State of Paraná, Brazil, and President of the International Union of Architects*

#### Conservation and Development: The Cities Model

**Mr Jean Bakole on behalf of Ms Anna Kajumolo Tibaijuka**

*Executive Director, UN-HABITAT*

#### Multilateral Co-operation for World Heritage Conservation

**Mr Franco Passacantando**

*Dean of the Executive Board, World Bank*

**INTERVENTION PARTNERSHIPS FOR WORLD HERITAGE CITIES :  
CULTURE AS A VECTOR FOR SUSTAINABLE URBAN DEVELOPMENT****Mr Yves Dauge**

*Member of the French Senate for the Region of Indre et Loire and Mayor of the City of Chinon, reported on the proceedings of an associated workshop*

**13H00>13H30 PRESENTATION OF THE PUBLICATION "MEMO-  
RIES OF THE THEATRE"**

Based on an original idea by Maurizio Scaparro for the Théâtre des Italiens



16h30 > 18h00  
Linking World Heritage Conservation  
and Social and Economic Development

Session chaired by  
**Mr Achim Steiner**

*Director-General, IUCN*

Heritage, Tourism and Development

**Mr Paolo Costa**

*Mayor of Venice*

**Ms Frances Cairncross**

*Management Editor, The Economist*

**Mr Corrado Clini**

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**Ms Rili Hawari Djohani**

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**Mr Lota Melamari**

*Former Director-General, Tanzania National Parks*

**Mr Dawson Munjeri**

*Cultural Heritage Management Expert, Zimbabwe*

**Mr Eugenio Yunis**

*Head of Sustainable Development of Tourism, World Tourism Organization*

10h30 > 11h30  
World Heritage as a Flagship Programme  
for Nature Conservation

Session chaired by  
**Mr Timothy E. Wirth**

*President, UN Foundation*

**Mr Eddy Boutmans**

*State Secretary for Development Cooperation, Belgium*

**Mr Russell Mittermeier**

*President, Conservation International*

**Mr William M. Eichbaum**

*Vice-President, Endangered Spaces Programme, WWF US*

11h30 > 13h00  
Non-Governmental Actors in World  
Heritage Conservation

Session chaired by  
**Mr Tim Whalen, Director**

*Getty Conservation Institute*

Public and Private Responsibilities in Heritage  
Conservation – the Case of Venice

by **Mr Paolo Savona**

*President, Consorzio Venezia Nuova*

15 November > MORNING SESSION

9h00 > 10h30  
New Forms of Partnerships for Natural  
and Cultural Heritage Conservation

Session chaired by  
**Ms Bonnie Burnham**

*President, World Monuments Fund*

**Mr Neil Cossons**

*Chairman, English Heritage*

**Mr Karan Grover**

*President, Heritage Trust, India*

**Mr Gianfranco Imperatori**

*Secretary-General, Associazione Civita, Italy*

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**Mr Stefano Bianca**

*Director, Historic Cities Support Programme, Aga Khan Trust for Culture*

**Ms Giulia Maria Mozzoni Crespi**

*President, Fondo Ambiente Italiano*

**Ms Silvia Finguerut**

*Head of Cultural Heritage Department, Roberto Marinho Foundation*

**Mr Martyn Highton**

*Territory Director for Wales and the West of England, National Trust for Places of Historic Interest or Natural Beauty*

**Mr Michael Petzet**

*President of ICOMOS International*

**Mr Eduard Sekler**

*Chairman Emeritus, Kathmandu Valley Preservation Trust*

## > AFTERNOON SESSION

14h00 > 15h15

### The Universe of Technical Skills for Cultural Heritage Conservation

Session chaired by

**Mr Henrik Lilius**

*Director-General, National Board of Antiquities, Finland*

**Mr Fergus O’Gorman**

*Course Director, M.Sc. in World Heritage Site Management,  
University College Dublin*

**Mr Marino Folini**

*Rector, Institute of Architecture of Venice*

**Mr Gaballa Ali Gaballa**

*Professor of Archaeology, University of Cairo*

**Mr Augusto Lolli-Ghetti**

*Regional Superintendent for Tuscany*

**Mr Herb Stovel**

*Heritage Settlements Unit Director, ICCROM*

**Mr Christopher Young**

*Head of World Heritage and International Policy, English Heritage*

15h30 > 16h45

### Raising Awareness and Building Capacity for World Heritage Conservation

Session chaired by

**Mr Nicholas Stanley-Price**

*Director-General, ICCROM*

#### Communication: A Tool for Conservation

**Mr William L. Allen**

*Editor-in-Chief, National Geographic*

**Mr Christoph Hauser**

*Director, Culture Programming Department,  
Südwestrundfunk (SWR), Germany*

**Mr Tor Hundloe**

*Chairperson, Wet Tropics Management Authority, Australia*

**Ms Katya Gonzalez**

*Heritage Management and Education Expert, Colombia*

**Mr Rassool Vatandoost**

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Iranian Cultural Heritage Organization*

**Ms Margareta Musilova**

*Foundation for Cultural Heritage Preservation, Slovakia*

**Ms Fareera Hassan Soliman**

*Professor of Curriculum Development, Ain Shams University, Egypt*

17h00 > 18h00

### Membership Programmes as Vehicles for Raising Awareness

Session chaired by

**Mr Claude Martin**

*Director-General, WWF International*

**Mr Simon Molesworth**

*Chairman, Australian Council of National Trusts*

**Mr John Fanshawe**

*Head of Policy and Advocacy, BirdLife International*

**Ms Franca Coin**

*President, Venice International Foundation*

## 16 November > MORNING SESSION ONLY

### Building Partnerships for World Heritage

Introduction to the issues by

**Ms Maritta Koch-Weser**

*President, Earth3000*

### The World Heritage – A Vision for the Future

Presentation by

**Mr Russell E. Train**

*Chairman Emeritus, WWF US*

**Mr Francesco Bandarin**

*Director, UNESCO World Heritage Centre*

**Mr Vittore Branca**

*on behalf of the President of the Cini Foundation*

**Mr Jose Achache**

*Director, Earth Observation Unit, European Space Agency*

**Mr Gianni Brizzi**

*Culture and Development Advisor for the Middle East  
and North Africa Region, World Bank*

**Mr Timothy E. Wirth**

*President, United Nations Foundation*

**Mr Eugenio Campon**

*On behalf of the Director-General for Development Co-operation,  
Italian Ministry of Foreign Affairs*

### Closing session

Three special presentations were made in support  
of UNESCO’s World Heritage Programme, by some  
of the Patrons of the Congress :

**Countess Setsuko Klossowska de Rola**

*Honorary President, Balthus Foundation*

**Ms Marianna Vardinoyannis**

*UNESCO Goodwill Ambassador*

**HRH Princess Firyal of Jordan**

*UNESCO Goodwill Ambassador*

These were followed with contributions by :

**Mr Giovanni Puglisi**

*Secretary-General, Italian National Commission for UNESCO*

**Mr Giancarlo Galan**

*President of the Veneto Region*

**Mr Paolo Costa**

*Mayor of Venice*

**Ms Tullia Carettoni**

*President of the Italian National Commission for UNESCO*

**Mr Giuliano Urbani**

*Minister of Culture, Italy*

**Mr Koïchiro Matsuura**

*Director-General of UNESCO*

The final element in the Congress was a speech by 15-year-old, **Ms Noor Al-Hassan**, from Lebanon, on the need to mobilize young people to support World Heritage and the presentation of an animated cartoon, designed by 14-year-old, **Mr Ruben Carlos Borrajo del Toro**, of the Escuela Secundaria Basica Manuel Bisbe Alberni, Cuba.

# List of Participants

All participants, from governmental and intergovernmental bodies involved in conservation of cultural and natural heritage; private institutions and foundations engaged in conservation projects; nongovernmental organizations and research institutions attended in their individual capacity. Here is the list of participants whose presence at the venue has been confirmed. UNESCO apologises for any misinterpretation of the facts or the details contained in their registration documents.

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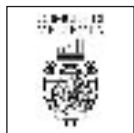
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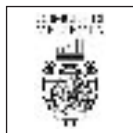


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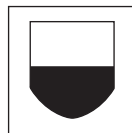
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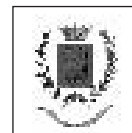
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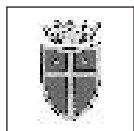
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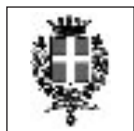
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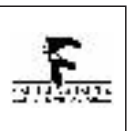
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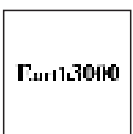
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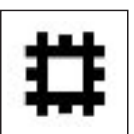
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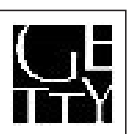
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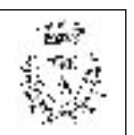
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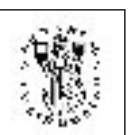
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