



United Nations  
Educational, Scientific and  
Cultural Organization

05/07/2010

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Subject: **Nominations for the 2010 UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes**

Sir/Madam,

I have the honour to invite your Government to submit nominations for the UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes.

The UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes is normally awarded every two years. However owing to a process of aligning existing prizes, launched by the UNESCO Executive Board in 2005, this Prize has not been awarded since 2007.

The purpose of this Prize is to reward outstanding examples of action to safeguard and enhance the world's major cultural landscapes. It is named after Melina Mercouri, a precursor in the field of integrated conservation and sustainable development, a distinguished actress and former Minister of Culture of Greece. At its 16th session in Santa Fé (December 1992), the World Heritage Committee recognized that the concept of cultural landscapes brings a more universal approach to cultural heritage, completing the more conventional concept of "monuments" or "sites". Therefore, the protection of cultural landscapes is one of the main priorities of the present time.

The landscapes proposed in connection with the nomination must fit the definition of at least one of the three categories of cultural landscapes defined by the World Heritage Committee (see Appendix to Annex II). Nevertheless, since the concept of cultural landscapes is evolving, nominations of landscapes not fitting exactly into this typology may be considered in exceptional cases, provided that they reflect exemplary achievements in research, education or the promotion of public awareness.

Candidates for the Prize may be nominated by the governments of Member States, (preferably in consultation with their National Commissions), by relevant NGOs having official relations with UNESCO and by eminent representatives of civil society. Only one candidate may be nominated by each entity. It is requested that all nominations be centralized by the National Commission of the State concerned, which will be responsible for selecting and transmitting no more than two nominations.

The prizewinner will be selected by the UNESCO Director-General on the basis of recommendations made to her by an international jury, composed of five renowned cultural individuals who are specialized in environmental sciences, heritage and related cultural fields. In its deliberations, the international jury has always considered that the spirit and objectives of the Prize are to encourage and support particularly innovative efforts made by managers of cultural landscapes in connection to safeguarding and conservation issues and that concord with the requirements of the World Heritage Convention.

The Prize may be awarded either to an individual or to a group of persons, working in a personal capacity or as staff member(s) of a private or public institution.

Considering your Government's great interest in the safeguarding and management of cultural landscapes, I am confident that it will attach considerable importance to the UNESCO-Greece Melina Mercouri International Prize and will consider submitting nominations for 2010.

A nomination form is enclosed for this purpose in Annex I. You will find a copy of the statutes of the Prize in Annex II and, in the Appendix thereto, the definition of cultural landscapes offered by the World Heritage Committee.

These documents and the electronic version of the nomination form can be downloaded at the following web page:

<http://whc.unesco.org/en/melinamercouriprize/>.

Please note that the enclosed nomination form must be completed in either English or French and returned, together with all the requested documents and no later than 1 September 2010, to:

UNESCO-Greece Melina Mercouri International Prize  
UNESCO Culture Sector Executive Office  
7, place de Fontenoy  
75352 Paris 07 SP  
France  
Email: [melinamercouriprize@unesco.org](mailto:melinamercouriprize@unesco.org)

Further information may be obtained from the Culture Sector's Executive Office (tel.: +33.1.45.68.43.25.40 fax: +33.1.45.68.55.91) and on the UNESCO website: <http://portal.unesco.org/culture>.

On behalf of the Organization and the international jury, I wish to thank you in advance for your interest in the UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes.

Accept, Sir/Madam, the assurances of my highest consideration,

Irina Bokova  
Director-General

Enclosures: 2

cc: National Commissions for UNESCO  
Permanent Delegations to UNESCO

## ANNEX I

### UNESCO/Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes

#### Nomination form

#### I. Identification

- (a) Name of property
- (b) State
- (c) Location (State, province, region, etc.)
- (d) Exact location and geographical coordinates
- (e) Surface of the property and of any buffer-zone
- (f) Legal status, names and addresses of owners

#### II. Description of the property

- A. Natural criteria
  - (a) Integration in the large area
  - (b) Geology - soil
  - (c) Lakes, rivers, waters
  - (d) Climate
  - (e) Vegetation - natural
  - (f) Vegetation - actual existing
  - (g) Fauna
- B. Cultural landscape elements
  - Architectural elements (walls, terraces, artificial lakes, canals, roads, etc.)
- C. Typical forms of settlement
  - Architectural features
  - Forms of settlements
- D. Aesthetic qualities
- E. History of the property
- F. Description and assessment of its present state of conservation

#### III. Justification of the nomination

1. Value of the property
  - Justification of the value and significance of the property as cultural landscape
  - Authenticity and integrity of the property
2. Management and conservation

- Institutions and organizations in charge of its management and conservation (names and addresses) or biographical statement (in the case of private individuals)
- History of conservation
- Present protective measures (legal and/or traditional) and how they are implemented
- Policies, programmes and activities implemented for the preservation and presentation of the property and assessment of achievements
- Management and development plans, statement of objectives and analyses of their implementation
- Number of inhabitants and activities within the property
- Staffing levels and qualifications
- Visitor statistics and facilities
- Sources and levels of finance for conservation
- Dangers threatening the property and preventive measures undertaken

#### **IV. Documentation to be provided**

- (a) Maps and/or plans indicating:
  - geographical location of the property (scale 1:500,000 up to 1:2,000,000)
  - environmental map (scale 1:100,000)
  - topographical map (scale 1:5,000 up to 1:25,000), for small properties, scale 1:500 up to 1:1,000)
- (b) Slides
- (c) Documentation on existing legal protection
- (d) Conservation and management plans
- (e) Inventory of the most important elements of the property
- (f) Address where inventory, records and archives are conserved
- (g) Bibliography

## ANNEX II

### **Statutes of the UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes**

#### **Article 1 – Purpose**

The purpose of the UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes is to reward outstanding examples of action to safeguard and enhance the world's major cultural landscapes. It bears the name of Melina Mercouri, a precursor of integrated conservation and sustainable development, former Minister of Culture of Greece. The objective of the Prize is in conformity with UNESCO's policies and is related to the Programme of the Organization in the field of Culture, the overall strategy of the World Heritage Committee, and the priorities set out in the C/5 on the enhancement of management of World Heritage properties. The prize is in line with the categories for cultural landscapes as approved by the World Heritage Committee at its sixteenth session, held in Santa Fe, United States of America, in December 1992. This decision recognized the protection of cultural landscapes in the framework of the World Heritage Convention (1972). The prize enhances the linkages between culture and development, through capacity-building and sharing of knowledge.

#### **Article 2 – Designation, Amount and Periodicity of the Prize**

2.1 The Prize shall be entitled “UNESCO-Greece Melina Mercouri International Prize for the Safeguarding and Management of Cultural Landscapes”.

2.2 The Prize shall be funded by the Greek Government and shall consist of a recurrent payment of US \$61,551. The amount of the recurrent payment which shall cover both the monetary value of the prize (US \$30,000) and the costs of administering the Prize will be reviewed every biennium. The contribution from the donor shall be received every second year no later than 15 September, in order to ensure that funds are available well in time before incurring expenditure for the administration of the Prize and for the Prize itself.

2.3 All funds received and the interest accrued thereon shall be kept in a special interest-bearing account for the Prize.

2.4 The full staff support and operating/management costs of the Prize, including all costs related to the award ceremony and public information activities, estimated at \$31,551 shall be fully covered by the Permanent Delegation of Greece to UNESCO on behalf of the Greek Government. To this end, the Director-General will determine a mandatory overhead cost amount to be applied and charged against the funds in the special account, which is to be established under the financial regulations for the Prize.

2.5 The Prize shall be awarded every two years, on an initial basis for two biennia. The Prize amount may be equally divided among a maximum of three laureates.

#### **Article 3 – Conditions/Qualifications of candidates**

Candidates shall have made a significant contribution to the safeguarding, management and enhancement of the world's major cultural landscapes.

The Prize may be conferred upon individuals, institutions, other entities or non-governmental organizations.

#### **Article 4 – Designation/Selection of the prize-winner(s)**

The prizewinner(s) shall be selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by a jury.

#### **Article 5 – Jury**

5.1 The Jury shall consist of up to five independent members, of different nationalities and gender, appointed by the Director-General for a period of four years, eligible for re-election. Representatives and alternatives of Members of the Executive Board cannot be appointed as jury members. Jury members involved in a real or potential conflict of interest shall recuse themselves from further deliberations or be asked by the Director-General to do so. The Director-General may replace members of the jury for reason.

5.2 The Jury shall elect its own chair and deputy chair.

Members shall receive no remuneration for their work, but will receive allowances for travel and accommodation, where required. A quorum of three jury members present will be required for jury deliberations to proceed.

The working languages for deliberations by the Jury shall be English and French.

5.3 The Jury shall conduct its business and deliberations in conformity with these Statutes and shall be assisted in the performance of its task by a member of the UNESCO Secretariat designated by the Director-General. Decisions shall be taken by consensus to the extent possible and otherwise by secret ballot until a simple majority is obtained. A member shall not take part in a vote concerning a nomination from his or her country.

5.4 The Jury shall meet preferably in spring every second year.

5.5 The Jury shall send an assessment on nominations and accompanying recommendations to the Director-General of UNESCO no later than July every second year.

#### **Article 6 – Nomination of candidates**

6.1 When UNESCO has received the funding of the Prize, as indicated in Article 2 above, the Director-General of UNESCO shall officially invite the submission of nominations to the Secretariat of the Prize, by the last day of April of the year in which the Prize is awarded.

6.2 Nominations shall be submitted to the Director-General by the governments of Member States, in consultation with their National Commissions, and by non-governmental organizations maintaining formal relations with UNESCO and active in relevant fields covered by a prize. A self-nomination cannot be considered.

6.3 Each nomination shall be accompanied by a written recommendation, which shall include, in English or French, *inter alia*:

- (a) a description of the candidate's background and achievements;
- (b) a summary of the work or the results of the work, publications and other supporting documents of major importance, submitted for consideration;

**(c) a definition of the candidate's contribution to the Prize's objectives.**

#### **Article 7 – Procedure for the awarding of the Prize**

7.1 The Prize shall be awarded by the Director-General at an official ceremony held for that purpose at UNESCO Headquarters preferably on the occasion of a session of the Executive Board preceding the General Conference of UNESCO. UNESCO shall present to the prizewinner(s) a check for the amount of the Prize as well as a diploma. UNESCO shall officially announce the name(s) of the prizewinner(s).

7.2 If a work being rewarded has been produced by two or three persons, the Prize shall be awarded to them jointly. In no case may a Prize amount be divided between more than three persons.

7.3 The prizewinner(s), if possible, shall give a presentation on a subject relevant to the work for which the Prize has been awarded. Such a lecture shall be organized during or in connection with the Prize ceremony.

7.4 The work produced by a person since deceased shall not be considered for a prize. If, however, a prizewinner dies before he has received the prize, then the prize may be presented posthumously.

7.5 Should a prizewinner decline the Prize, the jury shall submit a new proposal to the Director-General.

#### **Sunset clause – mandatory renewal of the Prize**

8.1 After a period of four years, the Director-General of UNESCO together with the donor will undertake a review of all aspects of the Prize and decide about its continuation or termination. The Director-General will inform the Executive Board of UNESCO about the results of this review.

8.2 In case of termination of a Prize, the use of any unspent balance of funds shall be determined by the Director-General, in accordance with the financial regulations for the Prize.

#### **Article 9 – Appeals**

No appeals shall be allowed against the decision of UNESCO with regard to the awarding of the Prize. Proposals received for the awarding of a Prize may not be divulged.

#### **Article 10 – Amendments to the Statutes of the Prize**

Any amendment to the present Statutes shall be submitted to the Executive Board for approval.

## Appendix

Cultural landscapes fall into three main categories, namely:

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