

## Submission Form

At its 35th session (UNESCO Paris, 2011), the World Heritage Committee (Decision 35COM12D.7) “requested the World Heritage Centre, with the support of the Advisory Bodies, **to develop, for further consideration the proposal** contained in Document WHC-11/35.COM/12D [...] and to further **explore ways of recognising and rewarding best practice through a one-off initiative** at the closing event of the 40th anniversary of the World Heritage Convention (November 2012, Japan)...”.

States Parties to the World Heritage Convention are invited to participate in this initiative by proposing World Heritage properties in their country that they regard as an example of successful management and sustainable development.

In order to be eligible the site has to apply with the following criteria:

- The suggested site must be a property inscribed on the World Heritage List;
- Successful management and sustainable development has to be clearly demonstrated;
- Best practices are considered those that are tried, tested and applied in different situations and in a wider context;
- An overall good performance on all headings mentioned in the submission form, with an exemplary performance in at least one of the areas;
- An outstanding example of innovative management in dealing with one or more management challenges / issues that could offer lessons to other sites.

Each State Party may propose a maximum of two properties, preferably relating to one cultural and one natural site.

This form contains 9 topics for demonstrating best management practice – it is not necessary to comply with all of them but it would be appreciated if you could provide a comprehensive response to as many topics as possible. In your responses to the question, please provide all facts and figures to substantiate the answers, and describe the before and after situation of implementing the best practice intervention. The objective is to illustrate clearly why the example can qualify as a best practice and can be used as a source of inspiration for other World Heritage properties.

The topics are based on questions dealt with in the Periodic Reporting questionnaire.

## Recognizing and rewarding best practice in management of World Heritage properties

State Party: JAPAN

Title proposed World Heritage property: Shiretoko(1193)

Brief description of the property: [you may use the Brief description provided through <http://whc.unesco.org>]

Shiretoko Peninsula is located in the north-east of Hokkaido, the northernmost island of Japan. The site includes the land from the central part of the peninsula to its tip (Shiretoko Cape) and the surrounding marine area. It provides an outstanding example of the interaction of marine and terrestrial ecosystems as well as extraordinary ecosystem productivity, largely influenced by the formation of seasonal sea ice at the lowest latitude in the northern hemisphere. It has particular importance for a number of marine and terrestrial species, some of them endangered and endemic, such as Blackiston's fish owl and the Viola kitamiana plant. The site is globally important for threatened seabirds and migratory birds, a number of salmonid species, and for marine mammals including Steller's sea lion and some cetacean species.

### Please answer the questions below demonstrating the successful management and sustainable development of the World Heritage property and why it is an example of a best practice.

	<b>Topics for demonstrating best management practice:</b>	<b>Please indicate in this column why your World Heritage property is a best practice in relation to the topic:</b>
1.	<b>Conservation:</b> <i>What innovative management practices or strategies are being applied in order to ensure the conservation of the Outstanding Universal Value (OUV) of the property (e.g. better resource management, restoration and</i>	A characteristic system for coordination to ensure the conservation of the OUV among the wide range of sectors has been established in Shiretoko.  Shiretoko World Natural Heritage Site Regional Liaison Committee (Committee) was established in 2003 to discuss the proper management of the site through alliance and cooperation, informed by the viewpoints of local governments, related organizations, and people engaged in the conservation and use of the site on a daily basis. This enables a strong commitment of stakeholders at all levels to the conservation of OUV and integrity of

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<p><i>rehabilitation, addressing various man-made or natural threats and challenges, etc.)?</i></p>	<p>the property management, as well as bottom-up approach to management through the involvement of local communities and stakeholders.</p> <p>In 2004, Shiretoko World Natural Heritage Site Scientific Council(Council) was established, aiming at providing scientific advice on the management activities which effectively applied to the management of the property.</p> <p>As management of fishery resources is the big issue in Shiretoko, the council has the Marine Working Group for marine ecosystem management, which is composed of natural scientists, social scientists, and representatives of administrative authorities, of fisheries cooperative associations, and of NGOs.</p> <p>These organizations and their interrelationships have helped to ensure participation, to exchange information and opinions, and to build consensus between the wide-ranging interests of multiple users of the ecosystem services, supporting the legitimacy of the management plans and rules. This is the core institutional framework for the integrated management which we call “the Shiretoko Approach”.</p> <p>In the other Japan’s Natural World Heritage sites (the Shirakami-sanchi, the Ogasawara Islands, and the Yakushima), Committees and Councils were established after success in Shiretoko.</p>
<p><b>2. Local People:</b></p> <p><i>What exemplary practices are you using in order to effectively address the needs of local stakeholders within the management system for the property, and enable their full and active participation?</i></p>	<p>The membership in the Liaison Committee mentioned above consists of not only the Kushiro Nature Conservation Office, the Hokkaido Regional Forest Office, the Hokkaido Government, the Shari town, the Rausu Town but also fishers organizations and the Shiretoko Ecotourism Association, etc. It is one of the exemplary measure, where local stakeholders share their needs and interests. They also discuss the “Management Plan for the Shiretoko World Natural Heritage Site” which gives details of future activities as well as the roles of various organisations concerned with appropriate management of the Shiretoko</p>

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<p>模範的な例</p>	<p>World Natural Heritage site.</p> <p>Especially, the management of fishery resources is a big issue in Shiretoko. Promoting the resources' proper management and sustainable use are being ensured by taking measures in accordance with fishery laws and the voluntary efforts of fishers and their organisations. Sustainable productivity of biodiversity is ensured by the legal restrictions relating to the conservation of the marine environment and ecosystems (Makino <i>et al.</i> 2009), and the fisheries. It is also ensured through the self-management measures carried out by fishers and their organisations, including the no-take zones and no-take periods. These autonomous management measures of fishery operators are officially recognized in and incorporated into "The Marine Management Plan"</p> <p>Ecotourism and proper use is also an important issue in site management and sustainable use. "Committee on the Proper Use of Nature and Ecotourism", which is composed of experts, government agencies and related local organizations, has been set up and working to integrate and promote activities involving proper use and ecotourism.</p>
<p><b>3. Legal framework:</b></p> <p><i>What special measures have you taken to ensure that the legal framework for the World Heritage site is effective in maintaining the OUV of the property?</i></p>	<p>The site is appropriately protected according to national laws and regulations by various bodies.</p> <p>To ensure an adequate and effective administration of the heritage site by various administrative bodies responsible for the various systems, a comprehensive site Management Plan, which integrate all the other individual plans, including the Multiple Use Marine Management Plan has developed in 2009. This plan clarifies the basic policies related to such issues as operating relevant legislations and promoting various programs.</p>

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<p><b>4. Boundaries:</b></p> <p><i>What innovative ways of dealing with the boundaries of the property, including for management of the buffer zone do you have in place, to effectively to manage the site and protect its OUV?</i></p>	<p>Marine area surrounding the Shiretoko peninsula is designated as property or buffer zone, where proper management and sustainable use of fishery resource is the issue.</p> <p>There, sustainable productivity of biodiversity is ensured by the legal restrictions relating to the conservation of the marine environment and ecosystems (Makino <i>et al.</i> 2009), and the fisheries. It is also ensured through the self-management measures carried out by fishers and their organisations; these management efforts include the no-take zones and no-take periods. And these efforts are done under “Marine Management Plan”.</p> <p>With regard to two indicator species- Walleye pollock and Stellar Sea lion- , for example, management interventions has done for their sustainable conservation within the property and through cooperative measures with relevant parties for areas outside the marine component of the property.</p> <p>The details of the management measures are as follows:  In the case of Walleye pollock, we are promoting proper management and sustainable use by taking measures in accordance with fishery laws and the voluntary efforts of fishers and their organisations.</p> <p>For Steller sea lions, in an effort to prevent damage to the fishing industry throughout Hokkaido, we have implemented shared use of reinforced nets, including fixed fishing nets; in addition, as a measure to minimize damage to the gill net fishery, which accounts for most of the damage, we are now testing the development of reinforced gill nets to prevent damage by Steller sea lions. And we will explore even more effective deterrence methods. By taking these measures, we are trying to keep the number of Steller sea lions that need to be eliminated to the bare minimum.</p> <p>In addition, Steller sea lions migrating to the Hokkaido region are managed according to the target harvest number specified within the range of the total allowable catch calculated by the government using the PBR (Potential Biological Removal) method, and in accordance with the guidelines of the Hokkaido Fishing Zone Coordination Commission, such as those respecting limitations on the total catch throughout the Hokkaido fishing ground. For Steller sea lions inhabiting the waters around Shiretoko, same management is adopted based on the</p>

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	<p>conditions of migration and damages to the fishery industry.</p> <p>We are keeping these efforts under the Marine Management Plan in close collaboration with relevant organisations.</p>
<p><b>5. Sustainable finance:</b></p> <p><i>What effective strategies have you developed and implemented to assure adequate and sustainable financial resources for implementing the management measures required to maintain the site's OUV?</i></p>	<p>Relevant government agencies are to secure the amount of funds necessary for managing the heritage site continually and for as long as possible according to the management plans, while the relevant government agencies, local governments, related bodies, experts, and others will fully cooperate for efficient implementation of projects/programs in order to achieve maximum effects with the secured funds.</p>
<p><b>6. Staffing training and development:</b></p> <p><i>What approaches and strategies have you developed and implemented to assure that the human resources are adequate to manage the World Heritage property?</i></p>	<p>The heritage site's management system is based on collaboration with local communities, related organizations and on scientific knowledge. Especially relevant organizations play important role in implementation of adequate conservation, with the advices of scientific knowledge.</p>
<p><b>7. Sustainable development:</b></p> <p><i>What are the effective mechanisms in place to ensure that resource use permitted in and around the World Heritage site is sustainable and does not impact negatively on OUV?</i></p>	<p>With regard to sustainable use of resources, especially fishery resources as the key issue in Shiretoko, the Marine Management Plan and participation of local fishers in adequate management of the resources are effectively working.</p> <p>The Multiple Use Integrated Marine Management Plan was drawn up by the Marine Working Group in December 2007. It defines management measures to conserve the marine ecosystem. Its objective is "to satisfy both conservation of the marine ecosystem</p>

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		<p>and stable fisheries through the sustainable use of marine living resources in the marine area of the heritage site”. The fisheries sector has participated from the beginning of the drafting process. Here, the local fishers are recognized as an integral part of the ecosystem, and their data are officially utilized to monitor the ecosystem and serve an important foundation for adaptive management of the site.</p> <p>The Marine Management Plan officially recognizes the autonomous management measures of the fisheries bodies, and incorporates them into the Marine Management Plan.</p> <p>Thus, the local fishers are an integral component of the ecosystem, rather than unwanted extras to be eliminated from the “original ecosystem”. Moreover, local fishers are not something to be managed or controlled, but are expected to play an indispensable part of ecosystem-based management. In this sense, we hope the experiences in the Shiretoko Approach could contribute to future ecosystem-based management in other regions where large numbers of small-scale fishers are utilizing a wide range of species under a fisheries co-management regime.</p>
8.	<p><b>Education and interpretation programmes:</b></p> <p><i>How do the education, interpretation and awareness programmes you have developed and implemented significantly enhance the understanding of OUV of the site among stakeholders?</i></p>	<p>Several facilities , such as the Shiretoko World Heritage Conservation Center and the Shiretoko World Heritage Site Rusa Field House, are used as centres for the protection, conservation and use of the site. People including stakeholders get information about the site to enhance the understanding of OUV and the efforts implemented to protect OUV of the site.</p> <p>In addition, the Shiretoko Forest Centre is conducting awareness promotion on the multi-functional features of the forest through activities such as awareness programmes on the</p>

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		<p>necessity to conserve the ecosystem and precious forests of the Shiretoko etc.</p> <p>Information such as status of maintenance and management of the site, scientific data, and rules and manners concerning use will be effectively shared, through Newsletters from the Scientific Council or Working Groups, pamphlets, videos, websites, and annual reports on the management of the heritage site, at major facilities including the Shiretoko World Heritage Conservation Center and the Shiretoko Forest Centre, on the Internet, at explanatory meetings, events, international conferences, etc. in concert with promotion of awareness programs.</p>
9.	<p><b>Tourism and interpretation:</b></p> <p><i>What innovative plans have you designed and successfully implemented to ensure that visitor management does not negatively impact on the maintenance of the property's OUV?</i></p>	<p>We have set up "Shiretoko Rules" in 2009, a code of manners which shows the points of consideration and prohibited activities in the proper use of the site.</p> <p>The Rules were discussed in the Committee for proper use which consisted of experts, relevant regional organizations including local stakeholders such as tourist association and relevant government agencies.</p> <p>In 2010, the Committee initiated an "Shiretoko Ecotourism Strategy". The main points of the strategy are protection of the natural values of the property, promotion of high-quality nature-based experiences for visitors, and promotion of local economic development. The timeline for initiation of the strategy is as follows: in the first year, preparation of the main points; in the second year, consensus formation; in the third year, formulation and trial implementation of the strategy.</p> <p>The participants in these Committees include, in addition to academic experts and the relevant government agencies, a wide range of relevant local bodies, such as tourist associations and tour guide associations, from Shari town and Rausu town, and the Shiretoko Eco-tourism Association. At the meetings, opinions, such as "Sustainable use of fish resources by local fishery operators should be further utilized as an attraction for ecotourism," are presented. Through the Committee, we will closely collaborate with the relevant local bodies and will make efforts to ensure that the Shiretoko ecotourism strategy is developed and there is close liaison</p>

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	<p>on, or integration of, the economic activities within Shiretoko.</p> <p>We have also started visitor control. In the Shiretoko-goko Lakes area, which is a habitat for brown bears (<i>Ursus arctos</i>) and is visited by many tourists, in 2011 we have started full-scale visitor control in accordance with the Management Plan with a view to protecting the natural values of the property, promoting high-quality nature-based experiences for visitors, and promoting local economic development.</p>
<b>Additional comments:</b>	
<b>Brief description/ summary of the best practice, including a statement on how it can be useful for other sites (max.600 words)</b>	
<p>One of the most important new measures implemented in the Shiretoko WNH area is a system for coordination among the wide range of sectors involved. First, the Shiretoko WNH Site Regional Liaison Committee was established to discuss the proper management of the site. The committee is composed of officers from a wide range of administrative authorities and various stakeholders such as fisheries cooperative associations, the tourism sector, and NGOs. Secondly, Shiretoko WNH Site Scientific Council was established to provide scientific advice on the management activities. The council has several Working Groups. For example, the Marine Working Group composed of natural and social scientists, and representatives of administrative authorities, of fisheries cooperative associations, and of NGOs.</p> <p>These organizations and their interrelationships have helped to ensure participation and to build consensus between the wide-ranging sectors including experts and local communities, supporting the legitimacy of the management plans and rules. This is the core institutional framework for the integrated management which we call “the Shiretoko Approach”.</p> <p>This approach was succeeded in other 3 WNH sites in Japan, and especially in the Ogasawara Islands, this system worked effectively in dealing with difficulty of alien species and other topics.</p>	

**Finally, please provide us, if possible, with up to ten images of the concerned World Heritage property that can be used free of rights in UNESCO publications (commercial and/or non-commercial), and on the UNESCO website. Please provide the name of the photographer and the caption along with the images (he/she will be credited for any use of the images).**