

World Heritage partnerships for conservation



United Nations
Educational, Scientific and
Cultural Organization



World
Heritage
Convention

With more than **1000 sites** inscribed on the World Heritage List and 191 States Parties, the **UNESCO World Heritage Convention** is the most widely ratified international agreement for the protection of the world's cultural and natural heritage, a compelling testimony to the biodiversity of our planet and to centuries of major cultural accomplishment.

Ensuring the **preservation** of those outstanding properties is an increasingly challenging mission in these times where sites are vulnerable to the effects of uncontrolled urban development, unsustainable tourism practices, neglect, natural calamities, pollution, political instability and conflict.

World Heritage preservation costs money and takes collective effort, and the UNESCO World Heritage Centre welcomes **assistance** in many different forms to carry out this important work.

The World Heritage Centre has established successful **partnerships with the business sector and foundations** reflecting a commitment to long-term conservation, sustainable development and awareness-raising about the sites on the List.

We are pleased to present a sample of inspiring partnerships in this brochure.

For more information on these and other important World Heritage partnerships, please visit: **whc.unesco.org/en/partnerships**

Promoting sustainable development
through World Heritage conservation
and environmental education

Panasonic

Leveraging Panasonic's technologies and global reach, this partnership has helped raise awareness of the importance of cultural heritage and environmental preservation through a global communication campaign and by supporting the **World Heritage Education Programme**.

Under the umbrella of 'Panasonic Kids School', the company boasted a wide range of **educational programmes** giving youngsters the opportunity to learn about climate change and protecting our planet in easy-to-understand and playful ways.

Panasonic has also generously donated LED lightening systems, solar panels and other **energy-saving** and **ecofriendly technologies** for the sustainable development of World Heritage sites around the world.



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Safeguarding the crown jewels of the ocean




JAEGER-LECOULTRE

The marine sites inscribed on the World Heritage List are considered the 'Crown Jewels of the Ocean' but their inscription is only one step toward safeguarding these marine treasures.

Since 2008, Jaeger-LeCoultre has brought critical resources and public awareness to the **47 marine World Heritage** sites inscribed on the List to boost their conservation management and to make sure they will be maintained and thrive for generations to come.

In addition to the partner's support to the entire World Heritage Marine Programme, **auctions of Jaeger-LeCoultre's watches** have provided direct financial benefits to several World Heritage marine sites.



Conservation and management of World Heritage sites in China



Mercedes-Benz

A total of **seven World Heritage** sites in China have benefited from the partnership with the Mercedes-Benz Star Fund whose principal aims are to strengthen site conservation and management capacities, to provide guidelines for conservation and sustainable development, and to raise public awareness on World Heritage sites in China.

The preservation of the **Sichuan Giant Panda Sanctuaries** - home to more than 30% of the world's highly endangered pandas and the largest and intact panda habitat in the world - the sustainable development of the local communities of the **Three Parallel Rivers of Yunnan Protected Areas**, the research in Shilin Karst of South China Karst, as well as protection of rock inscriptions of **Mt. Wuyi** are some examples of this successful cooperation.

Photographs provided by the Lijiang Laojunshan National Park Administration Bureau, the Shilin Scenic and Historic Area Administration Bureau, and the Mount Wuyi Scenic and Historic Area Management Committee



A commitment to sustainable tourism



Seabourn is the world's leading **small ship cruise line** sailing to over 150 World Heritage sites in its itineraries.

The partnership supports the **World Heritage Sustainable Tourism Programme** whose aim is to foster capacity, balanced participation and increased awareness of all stakeholders in order to ensure that tourism delivers benefits for the conservation of the sites, sustainable development for local communities as well as a quality experience for visitors.

For Seabourn's guests, this alliance means that their travels are enhanced by deeper insight and behind-the-scenes information about World Heritage sites and projects. Speakers with special knowledge about World Heritage sail on Seabourn's ships and the fares for excursions to World Heritage properties include a **donation** to UNESCO's World Heritage Fund.



Learning from the past
and looking ahead to the future



UNESCO's World Heritage Centre and HISTORY® have partnered to **increase awareness** about heritage preservation worldwide and to **promote education about World Heritage**.

New pedagogical approaches were developed to mobilize young people to participate actively in the promotion of World Heritage sites, about the history and traditions of their own and other cultures, and about ecology and the importance of protecting biodiversity.

HISTORY also takes advantage of its broad educational **network of teachers** to disseminate World Heritage content through promotional editorials, newsletters, and ads, for example in the Idea Book for Educators, which has approximately 300,000 individual subscribers.



Creating outstanding images: 'The World Heritage' documentary series



TBS
<http://www.tbs.co.jp/>

Promoting awareness and providing access to information about World Heritage is the first step towards getting people involved in its conservation.

The UNESCO World Heritage Centre has been working in partnership with the Japanese television channel Tokyo Broadcasting System (TBS) since 1996 for the production of a series of **documentary films** entitled 'The World Heritage' focusing on sites inscribed on the List.

TBS has produced the largest collection of World Heritage documentaries so far with over 630 sites covered and it is constantly expanding this project to the sites still to be documented.



**A long-lasting commitment
to protect the environment and
communities**



The Franz Weber Foundation finances the sustainable safeguarding of the Dja Faunal Reserve in Cameroon inscribed on the World Heritage List since 1987. The aim of this project is to improve the conservation of the reserve - one of the largest rainforests in Africa - and to preserve its biodiversity through encouraging the involvement of local communities, namely the Baka people, in the management of the property.

The partnership with UNESCO also concerns the Foundation's participation in the **Rapid Response Facility**, a programme allowing rapid action and the immediate release of financial resources to address emergencies affecting World Heritage sites and surrounding areas.



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WHY partner with UNESCO and its World Heritage Centre?

- Benefit from a strong image transfer by associating yourself with a reputable international brand and a prestigious UN agency
- Win greater visibility on the international scene
- Gain access to UNESCO's wide and diverse public and private networks
- Benefit from UNESCO's role of a neutral and multi-stakeholder broker
- Turn your Social Responsibility into reality
- Strengthen your brand loyalty through good corporate citizenship
- Boost your employees' motivation through hands-on experience in UNESCO's activities

HOW to partner with UNESCO's World Heritage Centre?

- Finance on-going efforts at World Heritage sites and make a real difference to their long-term preservation and sustainable development
- Promote and fund specific World Heritage Programmes such as Cities, Education, Marine, Sustainable Development, Sustainable Tourism...
- Launch a cause marketing campaign in support of World Heritage projects
- Increase public awareness, involvement and support for World Heritage through communication and partnership development
- Share your core-business expertise
- Support UNESCO's advocacy through your networks
- Strengthen the project delivery through in-kind contributions
- Sponsor specific events, conferences and anniversaries



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World Heritage Partnerships for Conservation Initiative (PACT)

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