



## Periodic Reporting Tools and Guidance for World Heritage Site Managers in Spanish Language

**Budget Proposal**  
**€ 20 000**

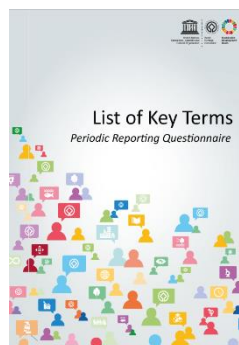
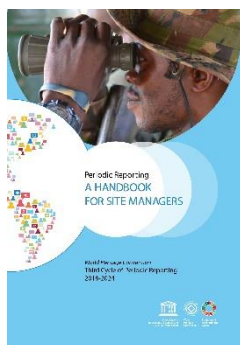
**Duration**  
**4 months**

**Beneficiaries**

- **Site Managers**
- **Global**

**Category**

- **Capacity-Building**
- **Communication**



*The World Heritage Committee at its 41st session launched the Third Cycle of Periodic Reporting and requested the World Heritage Centre ensure a holistic approach across all regions, by developing tools and guidance to facilitate a State Party-driven exercise while inviting States Parties to the Convention to contribute extrabudgetary resources for this purpose.*

In this line, the World Heritage Centre has developed a set of training and guidance materials for national focal points and World Heritage site managers to assist them in the exercise.

The tools and guidance are translated into Arabic to facilitate the reporting phase of the exercise in the Arab States region (2018-2019). As well as in Portuguese to for the benefit of the Portuguese-speaking States Parties undergoing the reporting exercise in the Africa region (2019-2020).

*The overarching vision of this project is to facilitate the Third Cycle of Periodic Reporting exercise for World Heritage site managers and of Spanish-speaking country in the reporting duties, in view that the Latin America and the Caribbean region will begin the exercise in 2021 and Europe in 2022.*



## Context

Periodic Reporting is one of the core conservation monitoring mechanisms of the *World Heritage Convention* where States Parties are invited to submit to the World Heritage Committee a Periodic Report on the application of the *World Heritage Convention* in their territory. As a self-reporting process, the exercise is being led as far as possible by the States Parties in each region. The World Heritage Centre coordinates and facilitates the exercise at the global level. The Periodic Reports are prepared on a regional basis and are examined by the World Heritage Committee on a pre-established schedule based on a six-year cycle. The results are included in the report of the World Heritage Committee to the General Conference of UNESCO.

The World Heritage Committee through Decision **41 COM 10 A** engages States Parties to the Third Cycle of Periodic Reporting. World Heritage site managers and national authorities are invited to provide updated information on the application of the *Convention* within the State Party by means of an online Questionnaire. The Committee decided that the World Heritage Centre should ensure “*a holistic approach across regions, by providing overall coordination, guidance tools*” and commended with Decision **42 COM 10A** the development, by the World Heritage Centre, of comprehensive guidance materials in respond to ensure successful implementation of the exercise.

Primarily, the materials improve understanding of the Periodic Reporting questions; clarify concepts respondents may not be familiar with, highlight the specific kind of information sought in challenging questions, and provide context and background to the thematic areas covered through linkages with publications, relevant World Heritage policies, documents and recommendations as well as external websites. The materials will function as a capacity-building tool in itself, which can be used for training by national authorities and Site Managers.

### Article 29 of the *World Heritage Convention*

1. The States Parties to this Convention shall, in the reports which they submit to the General Conference of the United Nations Educational, Scientific and Cultural Organization on dates and in a manner to be determined by it, give information on the legislative and administrative provisions which they have adopted and other action which they have taken for the application of this Convention, together with details of the experience acquired in this field.
2. These reports shall be brought to the attention of the World Heritage Committee.
3. The Committee shall submit a report on its activities at each of the ordinary sessions of the General Conference of the United Nations Educational, Scientific and Cultural Organization.



## Relevance

The set of training and guidance materials developed in the framework of the Third Cycle of Periodic Reporting responds to a number of challenges identified during the Reflection Periodic (2015-2017), aimed to facilitate National Focal Points and World Heritage site managers in understanding of the questions of the Questionnaire, to elucidate concepts that may not be known by all respondents, to provide clarifications on the kind of information sought in specific questions in the Periodic Reporting Questionnaire, and to provide context and background to many of the thematic areas.

The material developed includes:

- A **site managers' handbook** on Periodic Reporting describes the objectives, process and format of the exercise to a broad range of stakeholders in a concise manner, using clear and accessible language. The Handbook has initially been published in English and French,
- Two **animation** videos:
  - 1) Overview of the Periodic Reporting processes in clear and simple terms,
  - 2) Explanation of key functionalities of the online tool, the main concepts involved and the assistance available, focused on Section 2 of the questionnaire,
- **Guidance** to the questionnaire,
- Index of **key terms**,
- Frequently Asked Questions,
- A Periodic Reporting **Curriculum** consisting of a series of four training modules on specific topics following the integration of sustainable development perspective into the Third Cycle questionnaire,
- Periodic Reporting **brochure** with key information pertaining the Third Cycle exercise.



## Objectives

The Periodic Reporting tools and guidance translated in Spanish will:

- 1. Improve understanding of the Third Cycle Periodic Reporting.** While the questionnaire should be answered in the language of the *Convention*, i.e. in English or French, the tools and guidance translated intends to help the Spanish-speakers site managers to better understand the overall exercise, including the questions of the questionnaire and key terms.
- 2. Ensure dissemination of Periodic Reporting tool and guidance** to Spanish-speaking World Heritage site managers and national focal point involved in the exercise of the Third Cycle.
- 3. Promote the development of effective capacity-building measures** for the understanding and implementation of the World Heritage Convention through Periodic Reporting.

- 4. Ensure global approach across regions.** The tool and guidance have been translated to Arabic and Portuguese to help Arabic-speaking and Lusophone site managers in the Arab States and Africa regions respectively. In the Asia and the Pacific national initiatives have been undertaken by States parties, with the assistance of the World Heritage Centre and UNESCO Field offices to translate the handbook for Site Managers in Thai, Nepali and Chinese. Feedback from the users of these materials developed have proved to be very positive arguing that it helps to better understand the questions of Third Cycle Questionnaire.



## Beneficiaries

The first beneficiaries of the translated training tools and guidance will be the Spanish-speaking World Heritage site managers responsible for the completion of the Third Cycle Periodic Reporting questionnaire at site level (Section II) as well as national focal points, responsible of completing the questionnaire at State Party level (Section I).

The Latin America and the Caribbean region will start the exercise in September 2021 and Europe region in 2022.



## Implementation steps

### January/mid-February 2021:

- Document gathering, call for tenders for translations of tools and guidance (as mentioned in

### Mid-February 2021:

- Concordance check of all translated materials

### By March 2021:

- Design layout in Spanish of handbook, FAQ and List of key terms and brochure and online publication. Format of other document into Word and PDF format.

### April 2021:

- Printing of handbook for Site Managers and Periodic Reporting brochure (hardcopies)

### June-September 2021:

- Communication of the availability of the tools to designated relevant site managers of Spanish-speaking







## Budget


An estimated extra-budgetary funding of **EUR 20 000** is foreseen for the implementation of this activity. These funds will cover translation costs, human resources, quality control of the translated texts, production of hardcopies of Site Managers handbook and brochure and its dissemination to the relevant site managers of the LAC and EUR regions as well as the subtitling and voice over of Periodic Reporting videos.



## Donor's Visibility

*A communication & visibility plan could be developed in consultation with the donor(s), including (but not limited to) the options below:*

Visibility Material	Collaterals	Placement	Outreach	Target audience
<b>Handbook and brochure on Periodic Reporting</b>	Donor's logo/ information	World Heritage Centre website whc.unesco.org	Public	<ul style="list-style-type: none"> <li>World Heritage Site Managers and national authorities responsible for Periodic Reporting</li> </ul>
<b>Promotional and communication campaign on social media</b>	Donor's logo/ information	UNESCO networks:  Twitter Facebook Instagram Google+ YouTube	Public and subscribers to UNESCO social media	<ul style="list-style-type: none"> <li>4,300 000 social media subscribers</li> <li>5.800.000 impressions per month</li> </ul> Statistics 2019 : <ul style="list-style-type: none"> <li> : 3,64M followers</li> <li> : 551,130 followers</li> <li> : 83,841 subscribers</li> <li> : 1,271 453 subscribers</li> </ul>

<p><b>News article(s) in focus on UNESCO and World Heritage Centre website</b></p>	<p>Donor's logo/ information</p>	<p>World Heritage Centre's website Site: whc.unesco.org</p>	<p>Public interested in world heritage issues</p>	<p>Statistics for 2019:</p> <ul style="list-style-type: none"> <li>• 13,340 000 visits</li> <li>• 9,735 000 unique visitors</li> <li>• 4, 1650 00 pages viewed</li> <li>• 111, 343 members</li> </ul>
<p><b>Possible dissemination during the World Heritage Committee</b></p>	<p>Donor's logo/ information</p>		<p>Committee members State Parties Site Managers World media present</p>	<ul style="list-style-type: none"> <li>• Around 2,000 participants from 193 countries</li> <li>•  5963 media coverage recorded during the 41COM</li> <li>• More than 2000 live connections on YouTube</li> </ul>
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## Contact

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