

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

BUREAU OF THE WORLD HERITAGE COMMITTEE

Ninth Session

Unesco Headquarters, Paris, 3-6 June 1985

ITEM 10 OF THE AGENDA: REPORT ON THE DEVELOPMENT OF PROMOTIONAL
ACTIVITIES AND PUBLIC INFORMATION

The promotional activities programme has been carried out in conformance with the guidelines drawn up by the Committee: The major part of the public information material foreseen has been produced, including the World Heritage exhibit, the folding poster (in English, French and Spanish) and the World Heritage Guide (Spanish version). The commercial development and exploitation of these materials is now feasible.

In addition, in accordance with the wishes of the Committee at its last session, the Secretariat has elaborated draft guidelines for the production of plaques to be used to commemorate the inscription of sites on the World Heritage List. This draft is presented in the Annex to the present document.

I. Public Information Activities

A. Photothèque of World Heritage Sites

Photographic documentation made available by the States Parties to the Unesco Photothèque has been considerably augmented and enriched by the acquisition of the rights to the photographs produced by INCAFO for the World Heritage Guide. These photographs can be used by any publication concerning world heritage. The Committee may judge the quality of these photographs in the sample guide presented to this ninth session.

B. Exhibit

The World Heritage exhibit was produced by INCAFO and financed by the Spanish Ministry for Culture. The exhibit, taking place in the Botanical Gardens of Madrid from 6 May to 10 June was inaugurated by the Spanish Minister of Culture and the representative of the

Director General of Unesco in the presence of representatives of other interested countries, viz, France and the Federal Republic of Germany. The exhibit consists of several general panels which explain the objectives of the World Heritage Convention and a series of posters presenting each of the World Heritage sites inscribed therein. It has proved a marked success.

Parks Canada has acquired a copy of the exhibit, which will be presented in July in Toronto as part of the Centenary celebration of the Canadian National Parks system. Over 100,000 visitors are expected to attend the celebrations. Thanks to a grant from the World Heritage Fund, this exhibit will subsequently form part of a travelling international exposition on World Heritage.

In an effort to increase the diffusion of the exhibit material, the Secretariat has begun contacting countries which are likely to be interested in supporting the costs of reprinting of the exhibit posters. Each complete set costs US\$4,500.

C. Folding Poster

The folding poster which has been produced on the recommendation of the Committee, is presented at this ninth session. Unesco has 15,000 copies of the poster, which are available to meet requests for information concerning the Convention. These posters will also be used to increase general public awareness of the Convention. Commercial sale of these during the various World Heritage exhibits could also be considered. This has been tried at the Madrid exposition, where the posters are sold for 100 pesetas, or US\$0.60. Equally, the commercial sale could be envisaged at other events, as for example during expositions on related themes or as part of the concessions at World Heritage sites.

Other potential forms of increased public diffusion of the folding poster include efforts of national organizations responsible for the implementation of the Convention or heritage preservation associations.

D. Brochure

The Spanish and Portuguese versions of the brochure entitled "Backgrounder: The Protection of the World Cultural and Natural Heritage" have now been produced in addition to the English and French editions. These brochures are distributed regularly.

E. Plaquing Ceremonies

Inaugural plaques were placed in three natural sites since the eighth session of the Committee: The Canadian Rocky Mountains, the Canadian National Park of Wood Buffalo and the Great Barrier Reef of Australia.

Other Activities

An innovative "World Heritage Tour" (resulting from a private Canadian initiative) of French World Heritage sites, took place 25 April to 12 May in order to make these better known to members of the Canadian public.

II. PROMOTIONAL ACTIVITIES LIKELY TO PRODUCE REVENUE FOR THE WORLD HERITAGE FUND

A. Folding Poster

As noted above, the Secretariat is currently exploring means of developing commercial sale of the poster.

B. Illustrated Publications on World Heritage

This effort continues under a slightly different form: This is currently a ten-volume edition, 280 pages each, sold by subscription. Two volumes are produced every five months. Unesco shall receive 15% of the royalties received by INCAFO for the sale of the Spanish edition.

Further, a contract has been concluded with a Yugoslavian publisher for other language versions and their diffusion in the following countries: Albania, Algeria, Bulgaria, Czechoslovakia, Denmark, Egypt, Ethiopia, Finland, Ghana, Guinea, Hungary, Iran, Ivory Coast, Libyan Arab Jamahiriya, Malta, Norway, Pakistan, Poland, Romania, Seychelles, Sri Lanka, Switzerland, Syrian Arab Republic, Tanzania, Tunisia, USSR, Yemen, Yugoslavia and Zaire.

The World Heritage Fund will receive 2% of the sale receipts of these other language versions.

C. World Heritage Guide

This guide has been produced and is available for consultation by members of the Committee. It consists of a detailed description of each site, with a photograph, a location map, a resumé of the site's principal characteristics and the reasons for which it was selected as a World Heritage site. As noted above, Unesco stores and has the use of the photographs included in the guide. The World Heritage Fund will receive 10% of sales receipts of the Spanish version in addition to 40 copies of same. Negotiations concerning other language versions began during the Frankfurt Book Fair and will be continued by the Unesco Office of Public Information. These negotiations should prove easier, having a finished Spanish version of the guide as a model.

A N N E X

At its eighth session, the World Heritage Committee requested the Secretariat to develop guidelines for the production of commemorative plaques used for the inscription of sites on the World Heritage List. This Annex presents the proposed guidelines submitted for the Committee's review.

Background

This question has been discussed extensively by the Committee. In the past, it was considered that no single model of a plaque would sufficiently reflect the diversity of World Heritage sites nor the approaches used in presenting them to the public. Nonetheless, during its second session, the Committee recommended that the World Heritage symbol adopted during that session be placed on all World Heritage plaques. This should be done in an appropriate manner, keeping the integrity of the original plaque design.

This recommendation is included in the "Operational Guidelines for the Implementation of the World Heritage Convention".

If it is decided that no single model for the commemorative plaques is desirable, it is nonetheless feasible to have a harmonization of design, using the example of those plaques already produced by individual nations.

Analysis of the current situation

Some ten countries have already produced their individual commemorative plaques and have used them in inauguration ceremonies for their World Heritage sites. Photographs of these are available for consultation by delegates during this session in order to assess the different forms, materials used and textual engravings. In this regard, it may be useful to cite several typical examples of texts:

- . Very short texts: "Bryggen, Norway: Constructed 1702 in medieval tradition - on Unesco's World Heritage List 1980".

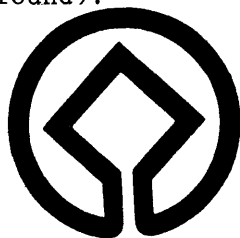
"Quito - cultural heritage of all Humanity: Declaration of the Intergovernmental Committee on World Heritage during its second session held in Washington, D.C. 8 September 1978."
- . Longer explanatory texts: "Nahanni National Park, Northwest Territories, Canada: Unesco World Heritage Site dedicated September 4, 1979: At the 1978 meeting of the World Heritage Committee established under the Unesco World Heritage Convention, to which Canada adhered in 1976, Nahanni National Park was placed on the World Heritage List as an exceptional natural site forming part of the heritage of mankind. The objective of the Convention is to identify, protect, preserve and interpret for all peoples those cultural and natural sites throughout the world considered to be of outstanding universal value in accordance with criteria established by the World Heritage Committee.

"Nahanni National Park, with Virginia Falls, canyon systems, karst landforms and cave systems, mountain areas and hot springs, contains outstanding examples of the major stages of the earth's evolutionary history and of significant on-going geological processes and includes superlative natural phenomena and formations and features of exceptional natural beauty."

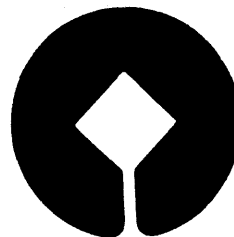
- . Relatively short texts with moderate detail: "Everglades National Park, United States of America: Through the collective recognition of the community of nations expressed within the principles of the Convention concerning the Protection of the World Cultural and Natural Heritage, Everglades National Park has been designated a World Heritage Site, and joins a select list of protected areas around the world whose outstanding natural and cultural resources form the common inheritance of all mankind."

As noted in these four examples, while some texts attempt to explain the nature of the World Heritage Convention, others merely note that there is a World Heritage List and/or note their sites' inscription on this List, while others present shorter or longer texts describing to some extent the reasons justifying their inscriptions upon the rolls of the World Heritage. Unesco is almost always mentioned. Some plaques are in two languages. The materials used are varied - bronze, marble, a local stone or polished metals. The formats used are also quite varied.

Finally, the World Heritage symbol is also almost always reproduced on the plaques, in one of two forms, (of which the first is most commonly found):



Version 1



Version 2

Guidelines

The plaques are designed to inform the public, be they nationals of the country concerned or foreign visitors, that the said site has a particular value that has been recognized by the international community. In other words, the site is an exceptional one, of interest not only nationally but globally as well.

There is an additional information function of these plaques, however, which is to inform the general public of the nature of the World Heritage Convention or at least to note that such a convention exists and that said site is on the World Heritage List and is thereby protected.

In order to serve this double function, the following suggestions may be put forward:

- the plaque should be highly visible without marring the esthetics of the site;
- the World Heritage symbol should be present on the plaque;
- the text should mention the site's exceptional and universal value: In this regard one may note the utility of a short description of the site's outstanding characteristics. Countries may wish to use the descriptions appearing either in the various World Heritage publications or in the World Heritage exhibit. These may be obtained from the Secretariat.
- texts should make reference to the World Heritage Convention and particularly to the World Heritage List and to the international recognition of the sites' exceptional quality which inscription on this List implies. However, it is not deemed necessary to mention at which session of the Committee the site was inscribed;
- where many foreign visitors are received, it may be appropriate that the text be in several languages to ensure that the greatest possible number of these understand the nature of the site.

The following example is proposed:

"(Name of site) has been inscribed upon the World Heritage List of the Convention concerning the Protection of the World Cultural and Natural Heritage. Inscription on this List confirms the exceptional and universal value of a natural or cultural site which deserves protection for the benefit of all humanity."

This text could be then followed by a brief description of the site concerned.