

World Heritage

# Partners' Day

11 May 2007

## Unesco Headquarters

Salle XII



Programme

Promoting, protecting and preserving World Heritage is a priority for UNESCO. In 2002, the Partnerships for Conservation Initiative (PACT) was launched to respond to the ever-increasing needs and threats placed on sites.

Partnerships are mutually beneficial. They foster support for World Heritage projects by providing technical assistance and expertise, valuable communication and educational outreach and by mobilizing much-needed resources for capacity-building and conservation of sites. World Heritage Partnerships also cultivate social responsibility, increase corporate visibility and allow partners to support a global cause.

This event creates an ideal forum to discover and learn how partnerships with UNESCO contribute to protecting the outstanding universal value of World Heritage.

The World Heritage Centre takes this opportunity to thank all its partners and contributors, including those who were not able to attend this special event, for their continued support to World Heritage conservation.



United Nations  
Educational, Scientific and  
Cultural Organization



World Heritage Convention

9h30  
10h15

## INTRODUCTION

### Welcoming Remarks

Ms **Françoise RIVIERE** Assistant Director-General for Culture of UNESCO

### The PACT for World Heritage conservation: five years of innovative partnership development

Mr **Francesco BANDARIN** Director of UNESCO's World Heritage Centre

### New tools to increase performance

Presentation of initiatives undertaken to increase partnership development capacity of the World Heritage Centre

Mr **Christian MANHART** Chief of the Communication, Education and Partnerships section of the World Heritage Centre

### Film projection

10h15  
11h00

## PROVIDING TECHNICAL EXPERTISE

**KEYNOTE** Prof **Pierre DEFOURNY** Head of Unit of Environmetrics and Data Geomatics, Catholic University of Louvain-la-Neuve

### PANEL OF PARTNERS

Ms **Liesbeth VANSTEEVOORT** Research Assistant, Geography Department, Ghent University

Mr **David COULSON** Executive Chairman, Trust for African Rock Art

Mr **Roger MITCHELL** Director of Research & Education, Earthwatch Institute (Europe)

11h00  
11h45

## BUILDING CAPACITY FOR WORLD HERITAGE

**KEYNOTE** Ms **Béatrice DE FOUCAULD** Secretary General, Association Vocation Patrimoine

### PANEL OF PARTNERS

Ms **Emmanuelle SAND** Philanthropy Manager, AXA

Prof **Juan Bautista PEIRO LOPEZ** Vice-Rector of Culture, Polytechnic University of Valencia, Forum UNESCO – University and Heritage (FUUH)

Ms **Laurence BERMAN** Director General, Jet tours

Mr **Philippe ETIENNE** Public Relations Manager, Mazars

Prof. **Bernard MORUCCI** UNESCO Chair Coordinator, Institut de recherche et d'études supérieures du tourisme, Université Paris 1 – Panthéon Sorbonne

Ms **Luisa Lema** Programme Manager for Sustainable Development, United Nations Foundation

11h45  
12h30

## ENHANCING WORLD HERITAGE COMMUNICATION

**KEYNOTE** Ms **Alicia STEVENS** Director Expeditions, American Museum of Natural History

### PANEL OF PARTNERS

Ms **Jeannette WEISSCHUH** EMEA Corporate Marketing & Philanthropy Manager, Hewlett-Packard

Mr **NIKAI** Director General, Nippon Hoso Kyokai

Mr **Geoff STEVEN** Director, GSP Our Place

Mr **Angus McGOVERN** Managing Director, PressGroup Holdings Europe SA

Mr **Goggo GENSCHE** Producer for 'Schätze der Welt', Südwestrundfunk

Mr **Jun OGAWA** Director International Affairs, Tokyo Broadcasting System

Ms **Louise MICHEL** Director of Sales, Voyages-sncf.com

Film projection: 'The World Heritage' produced by Tokyo Broadcasting System

12h30

## COCKTAIL