

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Eighth Session

Buenos Aires, Argentina, 29 October to 2 November 1984

Item 11 of the Provisional Agenda: Review of promotional activities and public information

INTRODUCTION

The promotional activities programme presented at the Seventh Session of the Committee has been carried out in accordance with the guidelines drawn up by the Committee. An effort has been made on one hand to strengthen the information activities in order to make the World Heritage sites better known to the general public and on the other hand to develop activities likely to bring in revenue to the World Heritage Fund.

I. Public Information Activities

A. Photothèque of World Heritage sites

The photographic material provided by the States is still insufficient, in spite of the recommendation of the Committee at its seventh session. However, the Photothèque will become considerably richer because Unesco has just acquired the rights to 160 high-quality colour photographs which will be used by INCAFO (Madrid) in the "World Heritage Guide", about to be published.

B. Exhibit

A World Heritage exhibit will be produced by INCAFO (Madrid) thanks to financing by the Spanish Ministry of Cultural Properties. This exhibit will consist of a few general explicatory panels with a very short text in three languages (English, French, Spanish), summarizing

summarizing the characteristics of each site, justifying its inscription on the List. In addition, each site will be illustrated by several colour photographs. The folding poster mentioned above will be handed out to visitors at the exhibit.

It will be mounted for the first time early in 1985 in the Botanical Gardens in Madrid, Spain. It is hoped that funds can be found to produce additional copies for display at various exhibitions and congresses in different parts of the world.

C. Folding poster

The mock-up of the folding poster has been prepared and was approved in June by the Bureau, in accordance with the decision of the Committee at its seventh session. 5,000 copies of this folding poster are to be printed in each of three languages (English, French, Spanish).

The folding poster uses illustrations to present the objectives of the Convention in a manner easily understandable by the General Public. It also presents the list of States Parties and the List of World Heritage properties with their geographic locations. This folding poster will be available for distribution at World Heritage sites and at exhibits concerning the Convention. The daily experience of the Secretariat has shown the necessity of widely distributing this kind of material in order to meet the many requests for clear, concise information on the Convention, and to elicit contributions to the World Heritage Fund.

D. Brochure

A brochure published by Unesco as part of a series destined for the general public entitled "Backgrounder: The protection of the World Cultural and Natural Heritage" is available in French and English. This brochure replaces the first information brochure on the Convention, which is now out of print.

E. Ambio Special Issue

A special issue of the "Ambio" magazine was published at the end of 1983. This described the World Heritage Convention and was distributed to all States Parties to the Convention, to all MAB National Committees, as well as to all the Unesco Regional Offices, who distributed copies locally.

F. Monumentum

The special issue of "Monumentum" on the World Heritage Convention was published in June 1984 and has also been widely disseminated.

G. Ceremonies

The Director General, during his missions, has occasionally been invited to participate in ceremonies held to celebrate the inscription of sites

on the World Heritage List. This was the case for the Kathmandu monuments in December 1983 in Nepal at the inauguration of the International Centre on Integrated Mountain Development. Another plaquing ceremony was held at Leptis Magna in Libya. In April 1984, the Director General also participated at a meeting for journalists organized jointly by the Smithsonian Institution in Washington and Unesco which dealt also with the implementation of the World Heritage Convention.

In France, the Director General as well as two French ministers and local representatives, were present at plaquing ceremonies at Mont Saint Michel in May and at Vézélay in August. The French Committee for World Heritage, composed of representatives of towns in which French World Heritage sites are located, was also present at these ceremonies.

Finally, ceremonies regarding the inscription of Cuzco (Peru) and of San-Juan de Puerto-Rico (USA) also took place in April.

H. World Heritage Computerized Information System

Concise information on new proposed natural World Heritage sites has been entered into the computer file of IUCN's Conservation Monitoring Centre (CMC) at Kew Gardens (UK). It has been used in particular for summarizing and evaluating the nominations of natural sites which have been submitted at this session. Illustrations and maps are being included, when available, to assist the Committee in its decisions.

II. Promotional activities likely to directly produce revenue

A. Stamps

The launching of the philatelic programme has been somewhat delayed. This commercial operation will be launched by the specialized firm which has been contracted to undertake this project, once the time appears to be opportune.

B. Illustrated Books on World Heritage

The first volume in the Spanish language series published by INCAFO is now on sale. The sum of \$1,200, corresponding to the first payment of profits going to the World Heritage Fund, was handed over to Unesco last March. A continued effort is being made to find editors which would publish these books in other languages. Agreement has been reached in the summer of 1984 between INCAFO and the Yugoslavian publisher "ROSPEKTAR" to publish the illustrated books on World Heritage in other language versions.

C. Unesco Illustrated Publication

The Unesco Public Information Office has produced an illustrated publication in English, "Legacy for All", on the first sites inscribed on the World Heritage List. This publication has been placed on sale by the Organization. However, the Secretariat will not continue this series since the successful experiment with INCAFO in Spanish has shown that not only can quality publications be produced without drawing on the World Heritage Fund, but they can even be a means of providing additional income.

D. Books for Children

The series "Patrimoine mondial" in which volumes on Nepal and Tunisia have been published, has temporarily been stopped for lack of funds.

E. World Heritage Guide

This pocket guide consists of a detailed description and an illustration of each of approximately 160 sites. A map indicating the location of each site and a short text justifying its inscription on the World Heritage List will be provided. This text is the same as that used for the exhibit panels (see above) and has been prepared, in cooperation with ICOMOS and IUCN. The mock-up of this guide was approved by the Bureau in June.

Unesco has acquired the copyright to the guide and the rights to 160 photographs used for this guide. The Spanish version of the guide will be produced by INCAFO and Unesco will receive 10% of the profits of its sale for the World Heritage Fund.

Unesco has been working with INCAFO to secure publishers for English, French and German language versions. At the Book Fair in September this year in Frankfurt, interest was also shown for these and an Italian language version. Further negotiations are continuing to have these published as soon as possible.

F. Periodicals on World Heritage

These periodicals will be published in Spanish, either by INCAFO or by another publisher chosen by INCAFO, at their expense. They are based on the use of the contents of the illustrated books which are currently being published and will be distributed in various ways, including through the sales points. A percentage of the sales price will be turned over to the World Heritage Fund and a number of copies (50 to 100) will be made available to Unesco. Unesco will also be able to use the illustrations used in these editions for non-profit making purposes.