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**UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION**

**CONVENTION CONCERNING THE PROTECTION OF
THE WORLD CULTURAL AND NATURAL HERITAGE**

WORLD HERITAGE COMMITTEE

Thirty-fourth Session

Brasilia, Brazil
25 July – 3 August 2010

Item 12 of the Provisional Agenda: Reflection on the future of the *World Heritage Convention*:

12B: Preparation of the 40th Anniversary of the *World Heritage Convention* (2012)

SUMMARY

This document contains the concept proposal for marking the 40th Anniversary of the World Heritage Convention in 2012, dedicated to the theme of « Heritage and Development ».

Draft Decision: 34 COM 12B, see point II

I. Preparation of the 40th Anniversary of the *World Heritage Convention* (2012)

A. Background

1. The 40th Anniversary of the *Convention Concerning the Protection of the World Cultural and Natural Heritage*, adopted by the UNESCO General Conference on 16 November 1972, presents an opportunity for the international community involved in cultural and natural heritage conservation to reflect on achievements of the *Convention* to date as well as to take stock of the challenges with which it is confronted. It should also help bring the focus of the global community on World Heritage and further improve the public image and awareness of the *Convention*, which, 40 years after, is more relevant than ever.
2. First and foremost, the Anniversary should allow the World Heritage community: the States Parties, site managers, local communities, UNESCO as the Secretariat of the *Convention*, as well as all other stakeholders in the World Heritage processes, to situate the real place of the *Convention* as a tool for preserving humanity's heritage of outstanding universal value within the current context of the world, as expressed through the 8 MDGs. The main thrust of the celebration activities which WHC proposes to develop and carry out in collaboration with States Parties and partners is therefore placed on the relations and synergy between Heritage and Development. This is proposed as the main theme of the Anniversary year.
3. The main objectives of the celebration activities are to:
 - a) Demonstrate the value of heritage preservation towards enhancing the social and economic conditions of communities linked to World Heritage sites;
 - b) Increase the visibility of the *Convention* and the activities undertaken to preserve World Heritage while contributing to sustainable development;
 - c) Assert the role of research, training and capacity building towards improved conservation of World Heritage;
 - d) Strengthen the role of private sector partners as support to conservation and sustainable development efforts at World Heritage sites.
4. The results of the celebration activities will feed into the processes established for the future development directions for the *World Heritage Convention*.

B. Concept

5. From the launch of the celebrations, in January 2012, to the main official ceremony on 16 November 2012, a series of workshops, meetings and other events will be organized throughout the five regions of the world, accompanied by a variety of pertinent communication tools and visibility-targeted activities. The coordination of the celebration components will be managed by WHC in collaboration with States Parties to the *Convention*, UNESCO Field Offices, Advisory Bodies, UNESCO Category 2 Centres dedicated to World Heritage, partners and major conservation NGOs.
6. The envisaged topics of the thematic meetings (one per region) are:
 - a) Research, education and capacity building as support for credibility and conservation
 - b) Showcasing measurements of how heritage fits into sustainable development
 - c) Private sector partners – sustainable development support and know-how in action

- d) The people and the sites – integrating sustainable community projects into World Heritage planning
 - e) Raising awareness of World Heritage – communicating for sustainability
7. Two main audiences will be targeted: the general public - through open activities and a variety of communication tools -, and World Heritage experts and stakeholders - through the thematic meetings and a specific report on Heritage and Development.
 8. Several World Heritage Youth Forums will also be organized on the national and international levels, among them a World Heritage Youth Summit at Greenwich linked to the 2012 Olympics and co-organized with the Jurassic Coast World Heritage Team.
 9. Japan has expressed its willingness to host closing event of the Anniversary year on 16 November 2012.

C. World Heritage Prize

10. As a specific component of the Anniversary celebrations, the World Heritage Centre proposes to establish and launch a biennial Prize for Excellence in World Heritage Site Management. In accordance with UNESCO's rules for awards and prizes, a feasibility study would be prepared and submitted to the Director-General, for further submission to the Executive Board and the 36th UNESCO General Conference in 2011. The feasibility study would be commissioned by WHC on the basis of the assumption that the Prize would be established in synergy with (an) external partner(s) according to similar models inspired by other UNESCO Prizes.

11. The Prize's aims would be to:

- a) Recognize and reward World Heritage sites committed to excellence in site management;
- b) Communicate and celebrate best practice and successes by showcasing examples featuring in Prize submissions;
- c) Create a dynamic community by sharing practical knowledge and expertise among World Heritage sites to enhance their ability to build capacity and improve conservation;
- d) Raise awareness of the *World Heritage Convention* and inscribed sites and of the importance of their preservation while nurturing sustainable development in the surrounding communities, for the benefit of generations to come.

12. The first set of prizes could be attributed at the closing ceremony of the 40th Anniversary on 16 November 2012.

D. Communication

13. To maximize impact of the celebrations, the World Heritage Centre would partner with (an) external communications company(ies), in order to create a specific communications strategy, develop visual elements, and assist States Parties in event management and communication activities. The company(ies) would be contracted through a tender process and remunerated through sponsorship funding or royalties.

14. The components below are foreseen for integration into the overall communication strategy:

a) World Heritage Day

It is proposed to institutionalize 16 November as the UN International Day for World Heritage by 2012. The necessary steps, as per UN rules and regulations, include: promotion of the idea by a Member State, gathering support, submitting a draft resolution and presenting the proposal for the decision by the UN General Assembly. The existence of such a Day is expected to create multiple awareness-raising opportunities on local, national and international levels and would contribute to an improved conscience of the need to protect the world's heritage and participate in its preservation.

b) Visual identity

A specific visual identity for the 40th Anniversary would be created along with users' guidelines, including a graphic charter, governance and responsibilities for its use by the actors participating in the organization and coordination of the different components of the celebrations.

c) Events and exhibits

States Parties will be encouraged to organize World Heritage related events and exhibits and can request advice and assistance for this from the Centre and its network of partners. One or several major exhibitions would be organized with world-renowned photographers such as Sebastiao Salgado and his Genesis project. The *Our Place World Heritage Collection* would continue to be one of the main providers of quality images and travelling exhibition setups, in particular through innovative projects engaging the participation of local communities in awareness-raising.

d) Publications

In addition to a brochure highlighting the main theme and events linked to the celebrations to be launched at the beginning of the Anniversary year, WHC would prepare, together with its partners, several other publications. This would include a Special Anniversary Issue of the quarterly *World Heritage* magazine; a "Golden" updated edition of the co-publication issued in 2009 with Harper Collins *The World's Heritage – A Complete Guide* in English, French, Spanish and other languages; a book for general audiences on *Heritage and Development* showcasing World Heritage sites; a documentary DVD on the *World Heritage Convention* in the 6 UNESCO working languages for distribution to all States Parties to the *Convention*; and a future-oriented Report on the 40th Anniversary celebrations.

e) Commemorative products

A series of environmentally and culturally sensitive commemorative products will be developed to celebrate the Anniversary and promote the *Convention*. The commercialization of these products could be explored together with BPI and external partners.

f) Website

A specific website dedicated to the 40th Anniversary, accessible through the World Heritage Centre website (<http://whc.unesco.org>), will be developed as a location for accessing information relative to the celebration and will include detailed information concerning events, exhibits, publications, meetings, products, etc.

g) Media coverage with partners

States Parties will be encouraged to publicize the Anniversary, and to engage with national and local media partners to enhance the awareness of the *Convention* on the national level. WHC will work with international television, radio, internet, newspaper and other media outlets to promote the Anniversary and the achievements of the *Convention*. Preliminary discussions are underway among other with: BBC radio; the Arabic TV channel Al-Arabiya for the realization of a series of documentaries about World Heritage in the Arab region; France Televisions for a documentary about the history of the *World Heritage Convention* and current challenges; National Geographic on a feature story on the *Convention*, and with other print media on publishing special editions on World Heritage.

h) Press

In addition to media coverage with partners, information for the press will be available through institutional UNESCO/WHC sources and will include organization of press conferences and workshops throughout the world regions, in collaboration with UNESCO Field Offices and States Parties' communication outlets.

E. Resources required

15. States Parties will be encouraged to host one of the planned events on the theme of Heritage and Development during 2012. Hosts will provide event logistics and contribute support for general communication activities.
16. The World Heritage Centre will seek further extrabudgetary funding through partnerships and funds-in-trust to support the planning, coordinating and organizing of activities.

II. Draft decision

Draft Decision: 34 COM 12B

The World Heritage Committee,

1. *After having examined Document WHC-10/34.COM/12B,*
2. *Takes note of the proposed concept of activities for the celebration of the 40th Anniversary of the World Heritage Convention in 2012;*
3. *Welcomes the theme of "Heritage and Development" as focus of the celebrations;*
4. *Also welcomes the willingness of the Government of Japan to host the final closing event of the Anniversary year on 16 November 2012;*
5. *Encourages States Parties to develop and carry out activities to promote the Anniversary;*
6. *Invites the World Heritage Centre to identify extrabudgetary funding sources to implement the programme of activities;*
7. *Welcomes the initiative to create an Prize for Excellence in World Heritage Site Management;*
8. *Invites the World Heritage Centre to undertake the necessary steps for the establishment of the Prize in accordance with existing UNESCO rules and procedures;*

9 *Invites the World Heritage Centre to report, within the Report on the Secretariat's activities, on the progress made towards the organization of the 40th Anniversary celebrations at the 35th session of the World Heritage Committee in 2011.*