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# World Heritage

# 37 COM

**WHC-13/37.COM/5E**

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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-seventh session**

**Phnom Penh, Cambodia  
16 – 27 June 2013**

**Item 5 of the Provisional Agenda: Reports of the World Heritage Centre and the Advisory Bodies**

**5E: Report on the 40th anniversary celebrations**

## **SUMMARY**

By decision **36 COM 12D** (paragraph 5) the World Heritage Committee requested the World Heritage Centre to report on the 40th Anniversary celebrations.

This document includes a final report on the celebration of the 40th anniversary as well as a report on the outcomes of the one-off initiative to recognize best practices in World Heritage sites' management and the establishment of a Site Management Network.

The complete list of events which took place in 2012 can be found at the following web address <http://whc.unesco.org/en/40years>.

**Draft Decision: 37 COM 5E**, see Point III.

## **I. 40TH ANNIVERSARY CELEBRATIONS**

### **A. Background**

1. In accordance with Decision **34 COM 12** (paragraph 7), and following consultations with States Parties, the theme of the 40th anniversary of the World Heritage Convention was defined as “World Heritage and Sustainable Development: the Role of Local Communities”. By focusing on this theme, States Parties decided to reflect on policies and procedures on how to mainstream sustainable development into the processes of the *World Heritage Convention* while improving social and economic conditions of local communities.
2. Decision **35 COM 12D** (paragraph 5) encouraged States Parties to develop, support and carry out activities to promote the anniversary and to notify the World Heritage Centre of their intentions to host events to celebrate the 40th anniversary.
3. The coordination of the celebration activities was undertaken by the World Heritage Centre 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.

### **B. Activities**

4. The 40th anniversary year was launched on 7 November 2011 at the 18th General Assembly of States Parties to the *Convention* by the Director-General. The launch ceremony took place on 30 January 2012, at UNESCO Headquarters, in the presence of the Director-General and UNESCO Goodwill Ambassador and musician Herbie Hancock who addressed the public and performed a concert with other renowned artists. This prestigious special event was held in the presence of Permanent Delegations to UNESCO, high profile personalities, UNESCO’s institutional and private sector partners, the media and the general public. The launch received wide attention by the press and audiovisual media.
5. Throughout 2012, 122 events took place in 47 countries. Moreover, 50 World Heritage young volunteers’ work camps were organized in the framework of the anniversary year in 25 countries. The ICOMOS Monuments and Sites Day (18 April 2012) was dedicated to World Heritage and the IUCN World Conservation Congress (6-15 September 2012), Jeju Island, Republic of Korea, held a 40th anniversary celebration and adopted resolutions specifically related to the *Convention*.
6. A variety of activities such as conferences, thematic and capacity-building workshops and training programmes, as well as general public events such as guided visits at World Heritage sites, photographic exhibitions, video contests etc., took place throughout the world in the period November 2011 to December 2012. The complete list of events can be found at the following web address <http://whc.unesco.org/en/40years>. The World Heritage Centre has published a brochure (available in print and online) in English and French dedicated to the activities which took place during the anniversary year and the results achieved.

### **C. Closing Event of the 40th anniversary of the *World Heritage Convention***

7. To conclude the 40th anniversary year, the World Heritage Centre and the Government of Japan co-organized the closing event in Kyoto, Japan, on 6-8 November 2012. This 3-day event was financed by the generous contribution of the host government, both as direct organizer as well as through a Japan Funds-in-Trust

(JFiT) allocation to the World Heritage Centre, with the cooperation of the local governments managing the Historical Monuments of Ancient Kyoto World Heritage property. Being open to all, the event provided a rare occasion to exchange views among an eclectic group of people from diverse backgrounds: cultural and natural heritage experts, State Party and local government representatives, Advisory Bodies, NGOs, academics and local citizens. Over 600 persons from 61 countries participated.

8. Reflecting upon the founding spirit of the *Convention*, as well as its achievements and its evolution over the last forty years, the event discussed the significance of World Heritage to humankind today. The event especially focused on the most pertinent issues that the *Convention* is facing today in relation to the anniversary theme “World Heritage and Sustainable Development: Role of Local Communities.” The agenda included a series of panel discussions on such themes as sustainable social, economic and environmental development, disaster risk management, capacity-building and public and private partnerships.
9. The outcome document of the meeting, the Kyoto Vision, stresses the importance of people-centred conservation of World Heritage to contribute to sustainable development and ensure a harmonious relationship between communities and the environment, as the best way to ensure long-term protection of the Outstanding Universal Value of World Heritage sites. The document concludes with a call for action, appealing to the international community to, among other points, ensure “effective involvement of local communities, indigenous peoples, experts and youth” in all aspects of World Heritage conservation, from the nomination of the site to long-term conservation practice.  
See <http://whc.unesco.org/uploads/news/documents/news-953-1.doc>
10. The event was also the occasion to present the year’s activities which were organized in various parts of the world commemorating the anniversary. The reports of 5 regional events – one each from five geographical regions – were presented, along with that of the World Heritage Volunteers project for the youth.
11. Proceedings of the Kyoto event will be published in English and French ahead of the 19th General Assembly of States Parties in November 2013.

#### **D. Communication**

12. A series of communication components were developed by the World Heritage Centre to promote the anniversary year and to assist States Parties in their celebratory activities: a) dedicated web pages on the World Heritage Centre’s website launched on November 2011 (<http://whc.unesco.org/en/40years>); b) a brochure on the 40 years of the *Convention* (<http://whc.unesco.org/uploads/activities/documents/activity-664-1.pdf>) produced thanks to the contribution of the Japanese Ministry of Foreign Affairs; c) a special edition of the 2012 World Heritage Desk Diary; d) commemorative pins; e) a new edition of the Harper Collins/UNESCO co-publication “The World’s Heritage”; f) special anniversary-focused articles in *World Heritage* magazine throughout 2012; g) a flyer for fundraising. Four States Parties (Japan, Republic of Korea, Russian Federation and Serbia) have translated the 40th anniversary brochure and/or the World Heritage Map 2012 into their national languages.
13. A UNESCO Publishing / Cambridge University Press co-publication “World Heritage: Benefits Beyond Borders” was released in November 2012 at the closing event in Kyoto. It features a thematic collection of case studies providing a thorough understanding of World Heritage sites and their Outstanding Universal Value in the context of sustainable development. The case studies describe twenty-six thematically, typologically and regionally diverse World Heritage sites illustrating their

benefits to local communities and ecosystems and sharing the lessons learned with the diverse range of stakeholders involved. The publication of the book was made possible thanks to the financial contribution by the Government of Japan through the Japan Funds-in-Trust. Following the original English version, translations are currently being prepared in French, Korean and Thai language. Some 350 copies have been sold to date (total sales by UNESCO and Cambridge University Press). See <http://whc.unesco.org/en/activities/711/>

14. A specific logo was created in order to ensure increased visibility and awareness of the anniversary year. Guidelines were set up for the regulation of its use and States Parties were encouraged to display the logo during official and related events and for their communication related to the anniversary. The World Heritage Centre has approved 55 requests by States Parties and organisations for use of this logo in hundreds of different supports such as videos, publications, brochures, gadgets, posters, exhibitions, working documents, websites, proceedings, banners, invitation letters, postcards, envelopes, newspapers, maps, CDs, folders, badges, flyers, conference bags, etc.
15. The 40th anniversary of the *Convention* and/or related events were mentioned in articles or interviews, among others, in the following media, in print or online (non-exhaustive list): the *International Herald Tribune*, *Le Figaro*, *Le Nouvel Observateur*, *Japan Times*, *La Tribune Online*, *Financial Times*, *The New York Times*, *The Economist*, *Asahi Shimbun*, *Correio Braziliense*, *GEO magazine*, *Mariner Magazine*, *ABC News*, *National Geographic Traveler*, *Geographical magazine (UK)*, *Wall Street Journal*, *Grands Reportages*, *World Conservation Debates*, *The Times of India*, etc. A 110-minute programme of the French television documentary series “Des racines et des ailes” was dedicated entirely to “40 years of World Heritage”, broadcasted on the France 3 television network and rebroadcasted on TV5 with an audience of 3.2 million viewers on 15 February 2012. A photo exhibit was organized by the G-77 & China from 7 to 10 November 2011 at UNESCO Headquarters celebrating the 40th anniversary. A video and press statement on the *World Heritage Convention* by the Secretary of State of the United States was released on 16 March 2012. Other personalities gave video statements about the 40th anniversary that were broadcast on the World Heritage Centre website.

#### **E. Cooperation with partners**

16. A number of World Heritage Centre partners have actively collaborated in the activities celebrating the 40th anniversary, among others:
  - a) Panasonic, Jaeger-leCoultre and Citibank by sponsoring the launch ceremony of the anniversary year at UNESCO Headquarters on 30 January 2012;
  - b) Panasonic, by donating a financial contribution to help promote World Heritage through communication and educational activities;
  - c) The Smithsonian Institution (USA) by creating a web portal and a virtual exhibition entitled “Protection, Preservation and Prosperity: Celebrating 40 Years of the World Heritage Convention” launched in July 2012 (<http://worldheritage.si.edu/en/index.html>);
  - d) NHK (Japan Broadcasting Corporation) by providing moving images on World Heritage for use on the UNESCO website;
  - e) HISTORY (an US-based international television channel) by providing World Heritage Centre with Public Service Announcements on World Heritage;
  - f) TBS (Tokyo Broadcasting System, a Japan television network) by providing 50 2-minute films on World Heritage sites to use online and at events.

## **F. Follow up**

17. As mentioned above, the celebrations of the 40th Anniversary of the Convention have provided a unique opportunity to stimulate a large reflection on the theme of “World Heritage, sustainable development and the role of communities”. Through our communications with States Parties the Centre has received stories—good examples on the anniversary theme from more than 25 States Parties. These examples have been promoted through our website, in the special 40th anniversary brochure, the “Benefits Beyond Borders” publication and in the *World Heritage Magazine*.
18. Numerous seminars and conferences organized in various regions of the world have brought together managers, administrators, experts and community members to discuss the matter. These have resulted in a number of outcome documents, containing a large set of recommendations on policies and actions that could be adopted and implemented in the context of the *World Heritage Convention*.
19. At its 36th session in 2012 (Saint Petersburg), by Decision **36 COM 5C**, the Committee had requested the World Heritage Centre, with the support of the Advisory Bodies to develop a proposal for a policy on the integration of sustainable development into the processes of the *World Heritage Convention*. According to the decision, this policy, to be presented to the Committee at its 38th session in 2014, should take into consideration “the outcomes of the Ouro Preto Meeting and of other meetings that are taking place in the anniversary year across the world”.
20. For this reason, the World Heritage Centre is currently compiling the outcome documents produced in the context of conferences and workshops organized during the celebrations for the 40th Anniversary. The recommendations contained in these documents are being analyzed with respect to their relevance to sustainable development aspects and for their possible implications on the processes of the *World Heritage Convention*. This analysis will then inform the development of the above-mentioned proposal.

## **II. ONE-OFF INITIATIVE TO RECOGNIZE AND REWARD BEST PRACTICES IN WORLD HERITAGE CONSERVATION AND ESTABLISHMENT OF A SITE MANAGEMENT NETWORK**

### **A. One-off initiative to recognize and reward best practices in World Heritage conservation**

21. Decision **35 COM 12D** (paragraph 7) requested “the World Heritage Centre, with the support of the Advisory Bodies, to develop, for further consideration the proposal contained in Document WHC-11/35.COM/12D on the establishment of a Site Management Network to facilitate exchange and sharing of information on best practice heritage management and further to explore ways of recognizing and rewarding best practice through a one-off initiative at the closing event of the 40th anniversary of the *World Heritage Convention* (November 2012, Japan)” while requesting the Centre “to seek extrabudgetary funding to secure the necessary resources and technical support”.
22. In December 2011, States Parties to the *World Heritage Convention* were invited to participate in this initiative by proposing World Heritage properties in their country that they regard as an example of successful and sustainable management. In order to be eligible for this initiative, the submission had to concern a World Heritage site and successful and sustainable management had to be clearly demonstrated. Best practices were considered those that are tried, tested and applied in different

situations and in a wider context. Furthermore they needed to be an outstanding example of innovative management in dealing with one or more management challenges and/or issues that could offer lessons to other sites.

23. By the end of April 2012, 28 submissions were received (8 from natural sites and 20 from cultural sites. By region: 2 from Africa, 1 from Arab States, 8 from Asia and Pacific, 11 from Europe and North America and 6 from Latin America and Caribbean).
24. A 10-member selection committee, composed of experts proposed by the regional groups, representatives of the Advisory Bodies and the World Heritage Centre, examined the submissions and selected those entries that best demonstrated successful and sustainable management.
25. The Historic Town of Vigan in the Philippines was chosen as a best practice achieved with relatively limited resources, a good integration of the local community in many aspects of the sustainable conservation and management of the property and with an interesting multi-faceted approach to the protection of the site. A certificate of recognition was presented to Ms Eva Marie S. Medina, Mayor of Vigan, on 8 November 2012 at the Closing Event of the 40th anniversary of the World Heritage Convention in Kyoto, Japan.
26. In line with the World Heritage Capacity Building Strategy, adopted by the World Heritage Committee in 2011, the best practices shared through this Initiative are now part of the communication tools for capacity building for World Heritage conservation and management activities. They can be consulted on the WHC website, at <http://whc.unesco.org/en/recognition-of-best-practices/>. Furthermore, the April 2013 issue of *World Heritage* (Nr 67) focuses on the merits of sharing best practices and features several cases proposed in the framework of this initiative.
27. Following this first World Heritage Centre-led initiative, the World Heritage Committee may wish to decide to establish regular recognitions of this kind, leading to exchanges of best practices for the benefit of the sites and their conservation. Such a development would moreover be consistent with the Committee's Capacity Building Strategy (ref. Actions 7.1 and 7.3), and would be an integral part of the implementation of the Strategic Action Plan and Vision for the future of the Convention, adopted by the 18th General Assembly of States Parties to the *World Heritage Convention* (see WHC-12/36.COM/12A, Decision 36 COM 12 and Resolution 18 GA 11). Indeed, such recognition is mentioned in the following World Heritage Goals: Goal 1 "The outstanding universal value of World Heritage sites is maintained", Goal 4 "World Heritage maintains or enhances its brand quality" and Goal 5 "The Committee can address policy and strategic issues".
28. Should the Committee decide to take this direction and establish such recognitions on biennial basis, it should be noted that the budget needed for one cycle is approximately estimated at 45,000US\$, to be covered through extrabudgetary sources (e.g. via a new partnership agreement with the private sector, or via bilateral agreements with governmental donors to be identified).

## **B. Establishment of a site management network**

29. References to the opportunity to establish a site management network with an aim to facilitate exchange and sharing of information on best practice heritage management can be found within Goal 1 of the Strategic Action Plan for the Implementation of the *World Heritage Convention* 2012 - 2022 (Document WHC-12/36.COM/12A and Decision 36 COM 12), where such a task was placed under the responsibility of the

Advisory Bodies, as well as among the actions proposed in the World Heritage Capacity Building Strategy (e.g. Action 6.1).

30. Initial steps were made towards the establishment of a site management network. Several networks are in fact already operational, such as the marine World Heritage site managers' network, the Organization of World Heritage cities, and networks set up for Periodic Reporting. While these networks should continue to be used, reflections are ongoing with the Advisory Bodies about setting up a new management network which would need to have a clear added value. The creation of a new network would have also financial implications as it will need hosting, development and maintenance.

### III. DRAFT DECISION

#### **Draft Decision: 37 COM 5E**

*The World Heritage Committee,*

1. Having examined Document WHC-13/37.COM/5E;
2. Takes note with appreciation of the results of the activities undertaken for the celebration of the 40th anniversary of the World Heritage Convention under the theme "World Heritage and Sustainable Development: the Role of Local Communities";
3. Requests the World Heritage Centre, in cooperation with the Advisory Bodies and in the framework of the Capacity Building Strategy, to seek extrabudgetary support with a view to the possible establishment, on a biennial basis, of a recognition of a best practice in priority domains of the implementation of the World Heritage Convention;
4. Furthermore requests the Advisory Bodies in consultation with the Centre to seek extrabudgetary funding to develop, for its consideration at the next session, a scoping study on the establishment of a Site Management Network to facilitate sharing of best practice heritage management, including on its possible composition and functioning, its added value and cost implications, and report on this within the framework of the item on capacity building;
5. Finally requests the World Heritage Centre and the Advisory Bodies to report on the implementation of the two initiatives within the progress report on the Capacity Building Strategy to be presented at the 38th Committee session in 2014.