

# World Heritage 2002

Shared Legacy, Common Responsibility



## **WORLD HERITAGE 2002** **Shared Legacy, Common Responsibility**

***Associated Workshops***  
***Italy***  
***11-12 November 2002***

### **TOWARDS INNOVATIVE PARTNERSHIPS FOR WORLD HERITAGE**

**VENICE**

### **CONCLUSIONS OF THE INTERNATIONAL WORKSHOP**

*Hosted by the City of Venice and the UNESCO Regional Bureau for Science in Europe (ROSTE)*  
*Organised by Earth3000 and the UNESCO's World Heritage Centre*  
*With the support of the CARIVE Foundation, the United Nations Foundation (UNF) and*  
*the Deutsche Bundesstiftung Umwelt (DBU)*

## Background

World Heritage sites need long-term, continuous support. The greatest challenge to national and local authorities and citizens is to provide both technical and financial assistance for their long-term management, preservation and for emergency interventions.

Over the years, a number of innovative and creative ways have been found to further strengthen the effectiveness and resilience of the World Heritage Convention. In June 2002, the World Heritage Committee welcomed the development of a *World Heritage Partnerships Initiative*, "as a means to achieve, on an experimental basis, a new systematic approach to partnerships".

The 1990s saw the emergence of partnerships between public institutions on the one hand, and civil society and private sector organizations on the other. Corporations and individual citizens are increasingly taking on - directly or by way of specialized foundations - responsibility for a range of social and environmental causes, including World Heritage preservation. This trend is also reflected in the emergence of new institutions associated with the United Nations system, most prominently the United Nations Global Compact.

## The Need for Support

**Long-term Needs.** Ensuring that World Heritage sites sustain the outstanding universal value for which they have been designated is an increasingly complex challenge. Thirty-three of the 730 World Heritage sites have been formally declared as *World Heritage in Danger*; many others face ascertained and potential threats to their long-term integrity and survival. These sites are vulnerable to the effects of urban development, exponential increases in tourism, deterioration, negative impact of infrastructure construction, improper use, pollution and the long-term effects of climate change and, occasionally, wanton destruction.

It is therefore vital to mobilize resources to consolidate and expand existing levels of technical and administrative expertise and financial assistance to safeguard the proper management of these outstanding cultural and natural heritage sites. Sustainable partnerships can make a tangible difference.

**Emergency situations.** Sudden calamities and emergencies, including wars, earthquakes or floods, can critically affect World Heritage sites, and threaten what the world community cherishes most. Attending to sudden special needs requires quick response and intervention capabilities. Damages at affected World Heritage sites can quickly escalate beyond the normal stand-by capacity of local authorities and of the World Heritage Fund. In times of such sudden peak demands there will also be a need for a stronger technical stand-by assistance, to facilitate fast mobilization of the very best expertise.

## The World Heritage Partnerships Initiative

The *World Heritage Partnerships Initiative* offers opportunities for broadening civil society support and corporate collaboration. In addition to contributions towards the World Heritage Fund, a major objective will be to link civil society initiatives, corporate

endeavours, philanthropists and donors to particular World Heritage sites, or specific programmes.

The *World Heritage Partnerships Initiative* will build on many promising examples of civil society and private sector engagement. There is a track record of initiatives that have succeeded in raising awareness, technical cooperation, and resource mobilisation.

In welcoming the *World Heritage Partnerships Initiative* in June 2002, the World Heritage Committee encouraged the development of performance indicators for evaluating the *Initiative* which will be considered by the Committee in 2003. It further requested periodic progress reports, and an evaluation in 2006 of the *Initiative* up to the end of 2005.

Setting a strategic framework for implementing the *World Heritage Partnerships Initiative* is the initial and necessary step towards the development of the founding principles, benchmarks and targets, the promotion of pilot approaches, and of adjustments in response to lessons learned.

### **The Venice Workshop**

The objective for the Venice Workshop has been to identify elements for a strategic framework for long-term, sustainable support for World Heritage as envisaged by the *World Heritage Partnerships Initiative*. In this context, it has reviewed and adapted existing partnership schemes and tabled innovative proposals.

The Workshop discussions distinguished three categories of issues:

1. Communication and general engagement of the public
2. Mobilizing Resources for World Heritage
3. Public-private complementarities

Suggestions of the Workshop under these categories were as follows:

#### **1. Communication and general engagement of the public**

**Objectives of the Group's Discussion.** The group looked at the challenge to reach larger audiences to increase public understanding of World Heritage sites. Discussion progressed from an overview of the cause, the value of branding, the issues and target audiences involved, and ended with suggestions of specific initiatives.

#### **Suggestions:**

- Valuing the World Heritage "brand". The World Heritage portfolio is of timeless and immense social value. So much so that some organizations or corporations may like to connect their image with a specific site or a specific thematic category or cause. World Heritage sites have been selected from a much larger pool of applicants; they are internationally acclaimed, and officially certified;
- Create a "Champions' Club" of international figures, using the "ambassadors" model of UNICEF and UNESCO at the national, regional and global levels;
- Launch a Youth Heritage Movement using the "World Federation of UNESCO Clubs and Associations";
- Partner with the media to reach a larger audience;
- Set up an international award for World Heritage journalism;
- Establish a *World Heritage Day*;

- Institute special awards every two years, to acknowledge successful initiatives at World Heritage sites;
- Establish a programme to highlight 24 sites and their stories annually;
- Utilize websites for the promotion of World Heritage sites (e.g. screen savers, web cams, bulletin boards, etc.);
- Prepare practical regional field guides to World Heritage sites to support fund-raising, advocacy, and information sharing at World Heritage sites about other sites;
- Clarify through communication that World Heritage sites are not protected by UNESCO, while they are under the responsibility of the States Parties.

## **2. Mobilizing Resources for World Heritage**

**Objectives of the group discussion:** The group looked at the challenge of mobilizing additional resources to meet long-term funding requirements for World Heritage. Discussion progressed from the need to survey current activities and resource gaps at sites, to universal agreement on the lack of current resources available to meet identified needs, to structuring an overall strategy to mobilize more resources over the next five years.

### **Suggestions:**

- Public-private partnership programmes should, wherever possible, be structured with a view to the long term;
- There is a need for a cohesive and overall strategy to engage all constituencies to provide more and sustainable resources for World Heritage;
- The following elements were identified as central to developing a strategy:
  - Present a clear and compelling case for support. Mapping current activities, identifying priority needs, and demonstrating likely impact of additional resources;
  - Develop a leadership community. Cultivate private individual, top-level corporate and foundation, bi- and multi-lateral leadership willing to advocate, build awareness, and seek support for World Heritage sites;
  - Develop prospects for support from all potential constituencies. Customize prospect identification in order to match site needs with what various constituencies can offer;
  - Design a coherent and comprehensive plan of action. Ensure that the plan is realistic, reflects clear goals and priorities, and can be scaled up consistent with capacity.
- Within an overall strategy to mobilize resources, the following reflect a range of ideas:
  - Develop membership programmes targeting various constituencies;
  - Leverage the resources of various constituencies (e.g. private capital triggering multi-lateral funding) to yield more rapid results;
  - Build sustained corporate giving programmes (targeting customers and employees);
  - Create an “Adopt-a-Site” and a “Sister-Sites” programme, potentially around endangered sites, to connect resources with needs at different locations;
  - Explore other commercial linkages such as electronic billing add-ons, or marketing for a cause;
  - Seek to involve the growing number of foundations and non-profit institutions who specialise in bringing investors, philanthropists and applicants together;
  - Prepare an inventory of potential donors; prepare a clear portfolio of sites needing support from respective donors; prioritise projects and seek to secure funding for the entire portfolio.
- The World Heritage Centre needs to assess the staff and resource implications required to put into effect this plan of action.

### **3. Private-Public Complementarities**

**Objectives of the group discussion:** The group explored ways in which governments and international public institutions can directly and indirectly support the cause of World Heritage through their policies, incentives, and other instruments.

#### **Suggestions:**

- Mainstream World Heritage into development processes, such as the World Bank Comprehensive Development Framework and UN Coordination programmes:
  - Use World Heritage as a sector of activity and a basis to review other programmes and projects;
  - Use programmes aimed at social development, environment, infrastructure, training and income creation as entry points;
  - Explore opportunities in the context of the new 15 percent World Bank grant provision under International Development Aid (IDA) to support World Heritage sites, and enlarge site-specific trust funds.
- Prepare a protocol to support private-public partnerships. These could include:
  - A Tool Kit (legislation and policies, tax incentives, revenue retention at sites);
  - Governance instruments (trusts and foundations, advisory boards representative of local, national and, international interests, impact assessment of development proposals on cultural resources, values-based planning, methodology for assuring long-term support and inter-government coordination);
  - Best Practices guide
- Invest in strengthening local capacity to enable local communities to coordinate donors and make World Heritage a priority demand in development aid;
- Carry out pilot projects to demonstrate Return on Investment for conserving sites (value-adding activity) and report results widely;
- Disseminate widely the inventory of endangered World Heritage sites, and specify budgetary requirements;
- Establish structured Round Tables for natural World Heritage sites with the Global Environment Fund (GEF); consider adding a cultural fund to GEF using the example of the nature-culture continuum of cultural landscapes.

#### **Feedback and Accountability**

The *World Heritage Partnerships Initiative* must be accountable to its stakeholders. It will present periodic progress reports to the World Heritage Committee up to 2006, at which time an in-depth performance evaluation and decision on continuation will be made. Such feedback will be essential in keeping partnerships and the good-will of contributors alive. Transactions – from project selection to implementation, evaluation and accounting – must be governed by correct rules and highly transparent procedures. Beyond ethical conduct, results should be well disseminated, and successes should be celebrated. Where warranted, positive feedback and public recognition needs to be given to those who have generously supported a cause.

#### **The Road Ahead**

At the conclusion of the workshop, participants highlighted the need to define a detailed action plan for the short and medium term development of the *World Heritage Partnerships Initiative*. The action plan should – in line with all of the above recommendations – address the following issues:

- Establishing clear guidelines and mechanisms for partnerships development and operation;
- Expanding and ensuring effective implementation of existing partnerships;
- Identifying new partnership potential and financial opportunities;
- Establishing performance indicators for evaluation of the activities.

Consistent with the request of the World Heritage Committee, an action plan for the next 4 years needs to be formalized, in order to guide the development of the *Initiative* until the 2006 assessment process. The action plan has to be considered as a flexible instrument for shaping World Heritage Partnerships activities and needs to be completed in an initial form in early 2003 to sustain the momentum and reinforce the Centre's ability to move quickly in expanding partnerships in the service of the protection of World Heritage.

An important opportunity to showcase and advance this *Initiative* is provided by the decennial World Parks Congress to be held in 2003 in Durban. The workshop participants expressed their interest in continuing collaboration and in reconvening in the future to discuss progress and help expanding the potential of the *Initiative*.