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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

Twenty-fourth session

Cairns, Australia

27 November – 2 December 2000

**Item 12 of the Provisional Agenda : Activities Concerning World Heritage
Documentation, Information and Education**

SUMMARY

This document presents:

- A. An introduction to the 2001 work plan of activities concerning World Heritage Documentation, Information and Education (Chapter V).
- B. A report of activities undertaken in 2000 and proposed orientations for 2001 for each of the six sub-headings of this Chapter.
 - I. Documentation
 - II. Information
 - III. Internet and WHIN
 - IV. Programme on Partnerships for World Heritage
 - A. Partnerships with the tourism industry
 - B. Self-financing Programme on Partnerships with the Media and Publishers
 - V. Education and mobilisation of universities and youth NGOs
 - A. UNESCO Special Project: “Young People’s Participation in World Heritage Preservation and Promotion”
 - B. Forum UNESCO University and Heritage and Participation of Youth NGOs
 - VI. Sensitisation campaign to promote the Convention in preparation of the 30th anniversary
- C. Summary of extra-budgetary income generated through partnerships with public and private sector (more detailed information available in Working Document WHC-2000/CONF.204/15)
- D. CONNECT – Report of Task Force meeting
(see also information document WHC-2000/CONF.204/INF.12)

Decision required: The Committee is requested to adopt the proposed World Heritage Documentation, Information and Education Programme and Budget for 2001 presented in this document.

A. INTRODUCTION

I. ORIENTATIONS AND ACTIONS IN 2000

- The year 2000 was characterised, for the Centre's Documentation, Information and Education Unit, by the number and quality of actions it achieved. The activities undertaken in the field of documentation, an essential function of the Centre, and information, brought concrete results through the reinforcement of the Centre databases, through the development of new methods of access to information and by multiplying the number of available information tools. Similarly, the reinforcement of awareness-building actions aimed at young people, the public and decision-makers through the broadening of these activities and through the elaboration of new types of partnerships - with the tourism industry for example - have largely contributed to increasing knowledge about the 1972 Convention and the sites under its protection. Tangible results were obtained by all these activities, despite the limited financial means and reduced staff, thus contributing to increasing the visibility of UNESCO's actions in favour of World Heritage preservation.
- In addition, the strong will of the States Parties to make the objectives of the Convention better known, was demonstrated, starting in 1999, by the significant increase in the number of international assistance requests for promotional, information and educational activities. The year 2000 was also marked by a significant increase in the number of requests. This constant growth reveals the importance given to promotional, awareness-raising and education activities by the States Parties.

II. REINFORCEMENT OF THE PROMOTIONAL AND AWARENESS-RAISING ACTIVITIES OF THE WORLD HERITAGE CENTRE

To respond to the request of the States Parties to increase knowledge of the objectives of the Convention in their country, the Director-General of UNESCO decided to strengthen the Documentation, Information and Education Unit of the Centre by detaching two staff members from the Division of Cultural Heritage to the World Heritage Centre. The activities previously handled by this staff, will consequently be integrated in this Chapter.

This decision was based on the following observations:

- The complementarity and synergy of the various activities and existing partnerships will enable a multiplier effect;
- The reinforcement of activities already initiated by both the Cultural Heritage Division and the Centre will increase visibility and impact of the actions undertaken;
- Optimal use of technical resources, documentation, information material and exhibitions on World Heritage will be ensured.

The plan of action proposed for 2001 clearly reflects the complementarity between the activities of the two services, notably between the Special Project in favour of young people and the Forum UNESCO – University and Heritage (section B.V). In addition, the partnerships with the tourism industry, some of which are strongly supportive of heritage conservation and as such contribute financially towards safeguarding actions (Angkor, Petra, Machu Picchu, Lalibela, Puebla, etc.), complement other partnerships undertaken with the media and publishers.

III. DECISIVE ACTION IN PREPARATION OF THE 30th ANNIVERSARY OF THE CONVENTION

- The 30th anniversary of the World Heritage Convention could be an exceptional occasion to increase awareness of the objectives of the Convention.
- The anniversary is not a celebration limited to punctual actions whose impact remains limited. Its actions will be aimed to introduce dynamism within the States Parties with durable effects extending beyond the year of celebrations.
- National and international mobilisation actions aimed at local communities, decision-makers, media, schools, universities, NGOs, the private sector, and the general public, to give strong impetus to the organization of events celebrating the anniversary will be initiated at the beginning of 2001. A series of regional and international forums on World Heritage management regimes is being considered within the existing frameworks of the Forum UNESCO – University and Heritage, the annual meeting of the Organization of World Heritage Cities and the World Heritage Youth Fora.

B. SUMMARY OF ACTIVITIES and BUDGET IMPLICATIONS

I. DOCUMENTATION

Objectives

- Serve the statutory documentation requirements of the World Heritage Committee and ensure the timely electronic distribution and archiving of working documents
- Ensure curatorial responsibility for registration and archiving of World Heritage nominations and tentative lists
- Provide staff and partner organizations the documentation and digital information needed for their work
- Adapt World Heritage statutory documentation into other formats for a wider distribution

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
I.1 Registration of Nominations Registration of 61 nominations submitted for review in 2001 as well as continuing registration of supplementary material for nominations pending for both 2000 and 2001. (US\$ 10,000)	I.1 Registration of Nominations (continuing) Registration of new nominations submitted for review in 2002, as well as of supplementary information for pending nominations for 2001 and 2002. (US\$ 13,000)
I.2 Statutory Meeting Documents Online Online Access to Statutory Meeting Working Documents. Continuation of project from previous years. (US\$ 5,000)	I.2 Statutory Meeting Documents Online (continuing) Provides Committee and Bureau participants with RTF and PDF-formatted working documents on protected FTP site in two languages. (US\$ 5,000)
I.3 Digitization Project. Inventory and scanning of 48 nomination dossiers for World Heritage sites inscribed in 1999, approximately 11,000 pages (Project initiated in 1997). (US\$ 18,000)	I.3 Digitization Project (continuing) Continuation of this project to include scanning of potentially 64 + nomination dossiers for World Heritage Sites inscribed in 2000, estimated to be 20,000 pages. Increased efforts will be made to retrieve digital files from States Parties submitting nominations. (US\$ 15,000)
I.4 Database Maintenance Update and maintain databases (Tentative List, States Parties, Mailing Lists, and WHL). Continuation from previous years. (US\$ 5,000)	I.4 Database Maintenance (continuing) Update and maintain databases in conjunction with anticipated IMS integration (Tentative List, States Parties, Mailing Lists, and WHL). (US\$ 5,000)
Total WHF Budget 2000: US\$ 38,000	Total WHF Budget 2001: US\$ 38,000

Future opportunities and proposed directions

The increase in the number of nominations has strained the ability of the Secretariat to expand digitization activities beyond the scanning of nominations. However, an integrated Information Management System (IMS), high-speed scanning equipment, and increasing numbers of nominations submitted in electronic formats are expected to reduce this bottleneck in the near future and make possible expansion of digitization activities ("Data capture") to include working documents prior to 1997, State of Conservation requests, International Assistance documentation, and other types of Centre-held documents. A proposed priority list follows:

Data Capture Initiative

Document Type	Priority	Availability			
		Hard Copy in WHC	Electronic Formats	UNESCO Archives	Comments
Nomination Files					
Inscribed sites	High	Yes	PDF ¹	No	Completed or underway
Deferred sites	Medium	Yes	None	No	PDF scanning desirable
Statutory Meeting documents					
Final Reports ²	Highest	Yes	HTML, PDF, (Word)	Yes	Completed
Working documents ³	Medium	Recent	Partial	Yes	PDF scanning desirable
Advisory Body evaluations ⁴					
prepared for Bureau sessions	Low	Yes	Partial	Yes	
prepared for Committee sessions	High	Yes	Word and/or PDF	Yes	Completed
Tentative List submissions ⁵	Medium	Yes	MS Access	No	PDF scanning desirable
State of Conservation Reports ⁶		?			
Original reports ⁷	High	Yes ?	recent	No	PDF scanning desirable
Working document summaries		Recent	PDF	Yes	Completed
International Assistance Projects ⁸					
Initial application form	High	?	No	No	High cost of file identification anticipated
Project Reports		?	No	?	

This list does not include extensive correspondence files, filed both by regional responsibility and centrally. One region alone (Latin America/ Caribbean) contains 30 linear m of files. Data capture on these files should be the subject of a long-range planning strategy.

¹ Of the 630 inscribed sites, all nominations inscribed through 1998 have been scanned as PDF (image) files. The Doc Unit is currently attempting to request electronic copies directly from States Parties for sites inscribed in 1999, as well as for sites proposed for 2000 and 2001.

² Reports of the Committee and Bureau since 1977 have been made publicly available on the web in HTML (text) and PDF formats. All English texts have been scanned with character recognition (OCR) and are fully searchable; all French reports are available in PDF, and many are also available as fully-searchable texts.

³ Working documents since 1997 have been routinely saved in PDF format for the FTP site; selected documents (reports of meetings, etc. as requested by Committee and WHC staff) are made available to the public through the public web site at <http://www.unesco.org/whc/toc/mainf10.htm>. Full public access to all working documents is currently the subject of a Task Force recommendation to the Committee.

⁴ Since 1998, Advisory Body evaluations have been supplied to the WHC in MS Word format and converted to PDF format; final evaluations prior to that date have been scanned as part of the inscribed site files.

⁵ Tentative List submissions have been manually entered into an MS Access database with full text character recognition of the "description" section.

⁶ State of Conservation Reports have been collected and filed by regional responsibility, with no uniform accession process. Some reports filed since 1999 have been submitted in MS Word and converted to PDF for internal use. Reports filed prior to 1992 (the creation of the World Heritage Centre) may not necessarily have been transferred to the WHC. Some partial inventories have been undertaken in recent years but not collated with Centre-wide holdings.

⁷ In 1999-2000, an attempt was made to identify the reports submitted by examination of State of Conservation working documents prepared for Committee meetings since 1986. All Working documents containing State of Conservation reports (81) files were scanned in PDF files. 117 reports were filed for individual sites between 1986 and 1991.

⁸ International Assistance requests start with an application form. There is no central archive of these requests, which are filed by country and region by the respective regional programme officers. Prior to 1992, it is not clear whether these files still exist or where they are located. The only available list readily available indicates that between 1978 and 1997, 919 international assistance requests were approved. Since 1998, all requests have been routinely entered into an International Assistance Database. Project completion reports have never been inventoried or collated, nor is it clear what percentage of projects still lack these reports.

II. INFORMATION

Objectives

- Sensitise the public opinion to the World Heritage Convention and the World Heritage conservation process
- Produce quality information materials for various target groups
- Stimulate and support production of information materials on the Convention in States Parties and in languages other than English, French and Spanish

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
II.1 World Heritage Information Package distributed to the public individually, through UNESCO Offices and at special events • WH Map and Brochure printed in 26,000 copies (US\$ 35,000) • WH Information Kit: new sheets prepared on Tourism, Global Strategy and Partnerships with Private Sector; multi-purpose folder printed (US\$ 23,000) • Basic information documents updated, Brief descriptions revised after States Parties' comments (US\$ 4,000)	II.1 World Heritage Information Package distributed to the public individually, through UNESCO Offices and at special events • WH Map and Brochure (print run 24,000 copies); initiate preparation of a special 30-th anniversary edition for 2002 (US\$ 29,000) • WH Information Kit (14 pages): update and print 13,000 copies (US\$ 15,000) • Basic information documents: update and print (US\$ 3,000)
II.2 Visual aids and exhibitions produced for circulation in States Parties and at WH sites • WH Slide Kit produced in Spanish (60 copies); French and English version updated and reproduced (US\$ 6,000) • WH travelling exhibit updated and circulated (Pyrénées/Mont Perdu, Saint Emilion, Beyrouth, Cottbus University in Germany, Netherlands, Kazakhstan) (US\$ 5,000) • Other exhibitions: - 'Abou Simbel to Angkor', Washington (USA), July-August 2000 - Hatra (Iraq), UNESCO Paris, 2000 - Ethiopia, UNESCO, Paris, September 2000 - 'Participation of Young people in Heritage Protection', Salvador de Bahia, Brazil, April 2000 - Denkmal, Leipzig, Germany, October 2000 • Film projections: 'Nubie 64', 'Kazakhstan', 'Au-delà d'Angkor' (produced by Arte, France 2 and Gédéon Films)	II.2 Visual aids and exhibitions produced for circulation in States Parties and at WH sites • WH Slide Kit: update and produce 120 copies for distribution to States Parties and partners (US\$ 2,000) • Travelling exhibit on the WH conservation process: prepare new 30th-anniversary edition in English and French with improved material and colour scheme; encourage States Parties to use CD Rom version for on-site presentation (US\$ 5,000) • Other exhibitions (to reinforce actions undertaken to celebrate the 30th anniversary) - 'Abou Simbel to Angkor', UN HQ, Geneva, 8 - 26 January 2001 - 'Young people and Heritage', UN HQ in New York, September 2001. Exhibition will be held during the General Assembly of the United Nations. Activity to be financed by EF Educational Tours with the technical support of the Hull Museum of Civilisations (Canada).

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
II.3 Publications for free or commercial distribution • <i>World Heritage Review</i> issues 14-17 have been published (print run 24,000 copies: English 8,000, French 10,000 and Spanish 6,000); as of issue 16 the <i>Review</i> has become a bi-monthly magazine; a selection of ten articles in both English and French are now available on the WHC web site (US\$ 25,000) • <i>World Heritage Newsletter</i> issues 24 – 27 have been published (10,000 copies: English 5,000 and French 5,000) (US\$ 19,000) • <i>World Heritage Desk Diary 2001</i> published (10,000 copies) (US\$ 13,000) • <i>Periodic Reporting</i> brochure published in Arabic, Chinese and Russian (6000 copies) (US\$ 10,000) • Article for the G-8 summit (Okinawa, Japan, July 2000)	II.3 Publications for free or commercial distribution • <i>World Heritage Review</i>: produce issues 18-24; utilize the bi-monthly production frequency and new distribution channels to increase readership and advertising, in order to reach the stage of self-financing (US\$ 20,000) • <i>World Heritage Newsletter</i> issues 27 to 33 to be published; modernize lay-out (US\$ 19,000) • <i>World Heritage Desk Diary 2002</i>: produce a special 30th anniversary edition (US\$ 12,000)
Total WHF Budget 2000: US\$ 140,000	Total WHF Budget 2001: US\$ 105,000

Future opportunities and proposed directions

- *WH Information Package*: Initiate reflections on its future development in view of the forthcoming 30th anniversary of the Convention and specifically in view of presenting a rapidly increasing number of sites added annually to the List
- Encourage the utilization of the WH Map as a digital file for easy adaptation by States Parties
- *WH travelling exhibit*: Envisage a new “look” for the scroll panels: while keeping the same texts, improve both the material used and the colours, in order to avoid rapid degradation
- Encourage the States Parties to use the CD Rom of the WH Exhibit for on-site production
- Ensure constant circulation of the exhibit to assist promotional activities in States Parties
- Further improve the contents, look and distribution of the *WH Review* with the aim of attaining a self-financing stage. The bi-monthly frequency adopted since September 2000 should make the *Review* more attractive to distributors world-wide and help find publishing partners for other language productions
- Improve quality of both contents and looks of the *WH Newsletter*

III. INTERNET and WHIN

Objectives

- Disseminate World Heritage documentation and information to the public
- Develop and maintain public World Heritage web site
- Develop and maintain co-operation and exchange of information with partners in World Heritage Information Network (WHIN)

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
III.1 Inventory and Geographic Assessment Project: Evaluation of nomination dossiers and assessment of the state of geographic information on World Heritage sites in conjunction with periodic monitoring cycle • Arab States (43 nominations) • Africa (40 nominations) • Asia/ Pacific (99 nominations) • Latin America and the Caribbean (62 nominations) (US\$ 20,000)	III.1 Inventory and Geographic Assessment Project: Evaluation of nomination dossiers and assessment of the state of geographic information on World Heritage sites in conjunction with periodic monitoring cycle. • Europe and North America (271 nominations) (US\$ 20,000)
III.2 State of Conservation Report links: Introduction of Committee decisions on State of Conservation to individual World Heritage site pages. Continuation from previous years. (US\$ 10,000)	III.2 State of Conservation Report links (continuing) Introduction of Committee decisions on State of Conservation to individual World Heritage site pages. (US\$ 10,000)
III.3. WH Web site Expansion WHC's web site has been expanding since inception in 1995. New content in 2000 included installation of web pages for the Task Force, Working Groups, cultural landscapes, subject categories, and other features. (US\$ 20,000)	III.3 WH Web site Expansion (continuing) Introduction of new content in association with other WHC units (Education, media, promotion, etc.). (US\$ 20,000)
III.4 Annual update of web pages Decisions of the Committee regarding World Heritage List, List in Danger, Report of the Committee, and selected working documents for public web site. Continuation from previous years. (US\$ 5,000)	III.4 Annual update of web pages (continuing) Decisions of the Committee regarding World Heritage List, List in Danger, Report of the Committee, and selected working documents for public web site. (US\$ 5,000)
III.5 World Heritage Information Network (WHIN). Continued expansion of partner network of information providers. (US\$ 15,000)	III.5 World Heritage Information Network (WHIN). This year the total includes funding to expand contact information obtainable from CONNECT (US\$ 5,000). (US\$ 15,000)
Total WHF Budget 2000: US\$70,000	Total WHF Budget 2001: US\$ 70,000

Future opportunities and proposed directions

- Updated, replacement maps installed for States Parties and regional web pages
- Redesign of web pages, accommodating automatic update of web site from new IMS integrated system

IV. PROGRAMME ON PARTNERSHIPS FOR WORLD HERITAGE

A. Partnerships with the tourism industry

Objectives

- Sensitise the hotel industry, tour operators and airline companies to the importance of protection and promotion of World Heritage.
- Mobilise financial support from the tourism industry for promotional and operational projects on World Heritage sites
- Build the awareness and respect of tourists (657 million tourists worldwide in 1999) for World Heritage sites.

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
IV.A.1 Activities with the tourism industry: • ITB-Berlin: Special UNESCO session presided by the Director-General • Promotion of the implementation of projects financed by the tourism industry in Petra (Jordan) Museum of Nubia (Egypt), and Angkor (Cambodia) on national and international level. • General Assembly of IH & RA • Preparation and production of film on WH conservation practice for broadcast on flights of selected airlines.	IV.A.1 Activities with the tourism industry: • ITB-Berlin: Organisation of a Special UNESCO session presided by the Director-General (3-7 March 2001) • BIT – Milan: Participation in event together with the UNESCO Office in Venice (June 2001) • National seminars to strengthen the commitment of the tourism industry in favour of WH • Promotion of the implementation of projects financed by the tourism industry in Mexico, Ethiopia, and Tunisia on national and international level. • General Assembly of IH&RA: Organisation of a round table on WH. • Launch of broadcast of film on conservation practice on flights of selected airlines. • Publish articles on WH in airline magazines (US\$ 5 000)
IV.A.2 Other co-operative efforts with the tourism industry: • Voyageurs du Monde (France): Partnership initiated to develop site-specific information materials and awareness-raising activities on site (support to local management, creation of interpretation centres, production of information materials, international awareness raising via press) • Windrose Tour Operators (Germany): Follow up of voluntary contribution from Windrose for the sites of Kaziranga (India) and Shibam (Yemen) – US\$ 5,000 for each site. • Expo 2000: A press conference and WH exhibition were held at Expo 2000 (Hannover, Germany) on 26 September 2000 at the Pavilion of the Southern African Developing Community. The event was organised at the initiative of the Seychelles Government (Ministry of Tourism), with the support of the WH Fund (International Assistance for promotional activities) on the occasion of the 25th anniversary of the World Tourism Organization to promote sustainable tourism development. • Tema- Swedish group of tour operators (Sweden): A voluntary contribution from Tema (US\$ 20,000) was received by the UNESCO office in Kathmandu in 1999 for the restoration of Tum Baha Temple in Patan Monument zone, Kathmandu Valley (Nepal).	IV.A.2 Other co-operative efforts with the tourism industry: • Voyageurs du Monde (France): Identify projects and field activities in favour of WH sites to be financed by Voyageurs du Monde. In addition, Voyageurs du Monde has offered to pay for the development of regional and national maps illustrating the geographic location of WH sites for use in the WH web site. • Expo 2000: Follow up to Expo 2000/ Seychelles Government event: exhibition on WH sites located in the SADC region inaugurated during Expo 2000 to be held at UNESCO HQ. Costs of transportation of the exhibit from Germany to Paris will be borne by Seychelles Ministry of Tourism. • Tema (Sweden): Another US\$ 20,000 will be contributed by Tema at the end of 2000 to finance a project in favour of a WH site in India, to be initiated in 2001.
Total WHF Budget 2000: US\$ 0	Total WHF Budget 2001: US\$ 5,000

Future opportunities and proposed directions

- Development of these partnerships, in the respect of procedures and in the interest of World Heritage.
- Strengthen the commitment of the tourism and hotel industry and tour operators on national level
- Contribute to capacity building and training projects in support of the creation of new professions related to World Heritage conservation
- Encourage exchange between site managers and the tourism industry.

B. Self-financing Programme on Partnerships with the Media and Publishers

Objectives

- Improve the distribution mechanism of existing WH information materials
- Encourage the Centre's partners to create specific materials using a more thematic approach
- Develop new partnerships to respond to the endlessly growing demand for information on World Heritage

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
IV.B.1 TV partnerships: • Südwestrundfunk (Germany), Tokyo Broadcasting System (TBS) (Japan), Walk Associates (Japan): over 600 films produced to date. • Walk Associates (Japan): Negotiations for the production of a second video series have ended and a contract is in preparation. • Arts & Entertainment TV Networks (USA) (distribution network of 50 channels worldwide): co-operation to promote sites on the List of WH in Danger via TV and Internet well underway. See web site at: www.historychannel.com/endangered. • Film "World Heritage: Ours to Cherish, Ours to Protect" on the WH conservation process produced in 1999 has been duplicated for distribution to all WH sites. • Abrahms Conseils (France): Agreement being developed for the production of public service announcements on WH for broadcast on TF1 (French National TV). • TBA Entertainment (USA): Initial negotiations were undertaken with TBA Entertainment (company partly owned by Warner) to develop co-operation for the production of a TV series of 13 episodes on WH sites featuring internally renowned artists.	IV.B.1 TV partnerships: • Co-operation with principal TV partners to be continued and strengthened. • Walk Associates: begin working on production of new video series. • TBS Vision (sub-group of TBS, Japan): production of a CD-ROM / DVD package on WH for broad commercial distribution. • Film "World Heritage: Ours to Cherish, Ours to Protect": distribution of film to WH sites • Abrahms Conseils (France): Identify and create inventory of resources for the production of the public service announcements. • TBA Entertainment (USA): Proceed with signature of an agreement and begin collaboration with TBA for the development of the TV series. • Continue activities and projects initiated in prior years and seek new partnerships with TV producers and broadcasters • Study new project proposals and make recommendations to the next Committee session
IV.B.2 Activities with publishers: • Walk Associates (Japan): 3-volume book on a selection of WH sites published in Japanese. • Panasonic (Japan): WH youth and corporate calendars published. • Magnum Photo Agency (France): WH photo art book entitled "Heritage" published and distributed through commercial outlets (Fnac, Virgin and bookstores) in France. • Art'Kan (France): WH educational guide-books entitled "Merveilles du Monde" on Paris and Arles, published and distributed through commercial outlets in France. • 12-volume WH encyclopaedia: New versions in Polish, Greek, Czech, Slovenian, Korean, and Russian produced. • Kodansha (Japan): New contract concluded in 2000 for the production of a weekly WH magazine over a two year period starting in 2001. • Corriere della Sera (Italy): Follow-up of income generated by information / fund-raising campaign implemented in 1999.	IV.B.2 Activities with publishers: • Panasonic (Japan): 2001 Calendars to be published. New contract for 2002-2006 Calendars to be established. • Art'Kan (France): New guide book on Versailles to be published. • Corriere della Sera (Italy): Provided sufficient funds have been donated, funds will be used to seek further co-operation from the international press. • Maplink (USA): Follow up of project: quality control of maps produced and establishment of a budget to be allocated to documentation activities with geographical component. • 3 Suisses (France): Identification of financial resources generated by project and allocation of funds to field activities. • Freemedia (Switzerland): Should the draft contract submitted to Freemedia for the co-production of a WH calendar be accepted, production of a calendar for 2002 may begin.

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
IV.B.2 Activities with publishers: (cont.) • Maplink (USA): New contract concluded for production of maps identifying WH sites, based on available geographical data, for commercial distribution in USA. • 3 Suisses (France): New contract concluded for the development of an information and fund raising campaign in favour of WH. Campaign to be published in 3 Suisses spring/summer catalogue in November 2000. • Freemedia (Switzerland): Draft contract proposed to Freemedia for the production of a commercial WH calendar.	IV.B.2 Activities with publishers: (cont.) • Increase and improve quality of contacts with the press (dailies, weeklies and monthlies) • Pursue opportunities with Universities (eg: Calgary) to publish books of scientific value • Continue activities and projects initiated in prior years and seek new partnerships with publishers • Study new project proposals and make recommendations to the next Committee session
IV.B.3 Other media-related activities: • Radio broadcasters and daily newspapers: Support to journalists, organization of interviews, etc. • Boucheron (France): Follow-up of income generated by information campaign launched in 1999 and sale of watches designed by Boucheron illustrating WH sites. Revenues generated will be contributed towards rehabilitation projects in Turkey (Hagia Sofia) and Spain (Alhambra). • Heritage Partners Conference: Conference held in Nov. 99 organised by the Regional Council of Poitou-Charentes, with the support of UNESCO and under the High Patronage of the President of the French Republic, to enable site managers to meet and begin building a network of WH site managers. Publication of proceedings in English and French will be available before end of 2000.	IV.B.3 Other media-related activities: • Boucheron (France): Provided that all funds expected have been contributed by Boucheron, the projects in Turkey and Spain will be initiated. • Heritage Partners Conference: Follow-up of Conference will be ensured with the Regional Council of Poitou Charentes. The Council has proposed to create a small Steering Committee, of which WHC could be a member, for the development of future activities focusing on the reinforcement of the World Heritage site manager network. • Guidelines and principles for the use of the World Heritage Emblem: preparation of a document for the 25th session of the Committee, to encourage States Parties to ensure <u>legal protection of the WH trade mark</u> in their countries, in collaboration with Legal Affairs and World Intellectual Property Organization.
Total WHF Budget 2000: US\$ 8,000	Total WHF Budget 2001: US\$ 0

Future opportunities and proposed directions

- Develop, expand and improve content for the web site and other communication tools (ie: streaming of moving images). Partner with the Internet and multi-media industry to support these activities and provide assistance to local initiatives in creating specific content on individual sites.
- Undertake an evaluation of the awareness raising potential of partnerships with telecom companies in view of increasing the range and scope of activities with the media industry.
- Develop a fund-raising action plan in favour of World Heritage.
- Review of internal policies as concerns Sector responsibilities (WHC, CLT, UPO, OPI, LA) for WH promotional activities.
- Develop an internal policy with regard to WH photo and image banks – promote the use of these tools.

V. EDUCATION AND MOBILISATION OF UNIVERSITIES AND YOUTH NGOs

A. UNESCO SPECIAL PROJECT “YOUNG PEOPLE’S PARTICIPATION IN WORLD HERITAGE PRESERVATION AND PROMOTION”

Objectives

Launched by UNESCO in 1994 at the grassroots level by the Associated Schools Network and the World Heritage Centre, the “*Young People’s Participation in World*

Heritage Preservation and Promotion” Special Project has led to the development of a new educational concept and many significant events for young people. The overriding aim of the Project is to mobilise young people to contribute to World Heritage preservation by:

- Introducing World Heritage Education in classroom teaching and in school curricula;
- Involving young people in World Heritage Youth Fora, summer camps and on-site conservation courses;
- Creating new information channels to exchange best practices through traditional and new Information & Communication Technologies;
- Establishing a sub-ASP-net of World Heritage schools featuring school links and exchange;
- Promoting a new synergy between educators, decision makers and heritage experts (museum personnel, site managers, conservation specialists, ICOMOS, ICCROM, ICOM, IUCN).

The Project is proving to be one of the most successful flagship projects launched by UNESCO for young people and is presently involving more than 130 UNESCO Member States. The Project has largely benefited from the support of the Norwegian Organisation for Development Co-operation (NORAD) and due to exceptional high demand from Member States, much more funding is needed in order to meet the increasing number of proposals to develop World Heritage Education activities for young people at the regional and national level.

A full programme of activities is planned for 2001. Whilst many of these activities will be funded from other sources, such as Regular Programme (WH + ED) and extra-budgetary donors (in 2001, a minimum of US\$ 100,000 is expected from extra-budgetary donors), a total of US\$ 75,000 is requested from the World Heritage Fund in 2001. All Project activities carried out in 2000 and planned for 2001 are summarised below and specific request for funding from the World Heritage Fund in 2001 are indicated.

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
V.1 Educational Material The Educational Resource Kit for Teachers “World Heritage in young hands” • Published by UNESCO in English, French, Spanish and Arabic in 1999, the Kit is currently being evaluated and adapted in 700 ASP-schools in more than 130 UNESCO Member States. Production of the Kit in Russian and Chinese language versions. • UNESCO has received 58 requests for translation of the Kit into national language versions. To date, national language versions of the Kit are being produced in Armenia, Austria, Cambodia, China, Finland, Georgia, Germany, Indonesia, Italy, Japan, Kenya, Laos, the Russian Federation, Romania, Slovak Republic, Uzbekistan and Viet Nam. • UNESCO has received an overwhelming number of requests from teachers and new partners who would like to become involved in the development of World Heritage Educational and participation activities for young people.	V.1 Educational Material • Reprint and distribution of a low-cost version of the Kit in English and French to be made available for sale through the UN distribution network. A percentage of income generated will be returned to the WH Fund. (US\$ 20,000) • Preparation of 10 additional language versions of the Kit for the Internet (WHE On-line). • Production of booklets on World Heritage for primary school education in collaboration with UNESCO Islamabad Office (US\$ 10,000) • Production of students booklets on WH sites produced by students for students (in printed and digital form). • Production of a prototype for WH site information for young people (in printed and digital format) • Production of educational videos on WH • Production of “World Heritage in young hands” policy documents for potential donors

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
V.1 Educational Material (cont.) Due to the immense interest in the Kit and the Special Project, no more English and French copies of the Kit are available and UNESCO is currently looking into ways of reproducing it and making it available in print as well as in electronic format.	V.1 Educational Material (cont.) - Reprint of WHE Brochure (English, French) (US\$ 5,000) - Preparation of WH educational material specifically focusing on natural heritage and the environment (in line with recommendations of CONNECT) (US\$ 10,000)
WHF sub-total: US\$ 35,000	WHF sub-total: US\$ 45,000
V.2 Capacity building & policy development - A series of sub-regional workshops for curriculum developers, teachers and heritage experts were organized in Ecuador, Fiji, Georgia, India, Belize, Iraq, Jordan, Malawi, Mexico, Morocco, Oman, Palestine, the Russian Federation, Thailand, Uzbekistan and Yemen in late 1999 and 2000 to facilitate the introduction of the Educational Resource Kit into the classroom and develop regional and national strategies for the implementation of the Special Project. - Seed money was provided to 15 Member States in 1999-2000 to organize national teacher-training workshops on the use of the Kit	V.2 Capacity building & policy development - International WHE conference on teacher training in Egypt - Development of manual for training of teacher-trainers in the field of WHE (US\$ 10,000) - International meeting for development of IT strategy for WHE.
WHF sub-total : US\$ 10,000	WHF sub-total: US\$ 10,000
V.3 World Heritage Youth Fora - As part of the strategy for the Special Project in Latin America, a World Heritage Youth Forum on "Sustainable Tourism" was scheduled in Peru from 2-6 October 2000 (postponed to early 2001 due to political unrest). - A World Heritage Youth Forum for the Pacific sub-region to focus on environmental issues will take place in Cairns, Australia from 23 to 28 November 2000.	V.3 World Heritage Youth Fora - World Heritage Youth Forum for the Caribbean (US\$ 10,000) - Follow up to WH Youth Fora through the establishment of regional implementation strategies with UNESCO Field Offices as focal points
WHF sub-total : US\$ 10,000	WHF sub-total: US\$ 10,000
V.4 Networking & information strategy - WHE On-line has been created and this initiative will serve as a clearinghouse for WHE material and activities worldwide and will furthermore develop a model for distance learning in the field of heritage education (US\$ 25,000) - A biannual newsletter entitled "Teachers' Forum on World Heritage Education" has been published in English, French, Spanish and Arabic	V.4 Networking & information strategy - Further development of interactive sections of WHE On-line with special focus on use of IT and distance learning models in developing countries - Continued production of the WHE Newsletter
WHF sub-total : US\$ 25,000	WHF sub-total : US\$ 0
V.5 Skills development An "on-site skills development course" for young people in the Arab States is under preparation in collaboration with the UNESCO Amman Office. This will create a model for skills development courses in other regions.	V.5 Skills development Production of a skills development manual for students on WH and sustainable tourism (US\$ 10,000)
WHF sub-total : US\$ 0	WHF sub-total : US\$ 10,000

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
V.6 Evaluation • A mid-term evaluation of the Special Project is carried out from November 2000 to February 2001 by an evaluation team selected by NORAD. The recommendations will determine future development of a medium term strategy and corresponding activities. • An International Seminar on World Heritage Education was organized in collaboration with the Austrian National Commission for UNESCO and the City of Graz, Austria, from 7 to 12 October 2000, to focus on the preliminary results of the evaluation (recommendations available upon request).	V.6 Evaluation • Mid-term evaluation continued • Establishment of a 5-year strategy for the Project and negotiate agreements with key educational institutions and funding agencies to ensure the sustainability of the Project
Total WHF Budget 2000: US\$ 80,000	Total WHF Budget 2001: US\$ 75,000

Future opportunities and proposed directions

- Educational material: Development of additional thematic material, training manuals and educational videos for young people with emphasis of WH and sustainable development as well as WHE material for basic education level
- Capacity building: Development of model for training of teachers as well as skills development programmes for young people, collaboration with vocational training institutions and other partners
- WHE Information and Communication Strategy: Strengthening of networking and exchange of best practices through further development of IT strategy for WHE (interactive web-site, data-base development and distance learning programmes)
- Increased regionalisation of Project activities with UNESCO Field Offices as focal points, in close co-operation with National Commissions for UNESCO, schools heritage experts and other partners, to ensure sustained development of WHE activities.

B. FORUM UNESCO UNIVERSITY AND HERITAGE AND PARTICIPATION OF YOUTH NGOS

Objectives

- Mobilisation of universities whose programmes include courses in disciplines related to heritage, in favour of promotional and safeguarding projects for World Heritage.
- Facilitate exchange of knowledge and know-how between universities.
- Offer support to national and international heritage actors.
- Strengthen co-operation with the scout movement worldwide, with associated clubs and UNESCO Centres, and with CCSVI for the organisation of international youth workshops.

Report of achievements and activities undertaken in 2000	Proposed activities in 2001
V. B.1 • Creation of the first two UNESCO Heritage Chairs: signature by the Director-General on 18 April 2000: - North America: University of Laval, Canada - Asia/Pacific: University of Deakin, Australia • Meeting of Scandinavian universities, University of Lund, Sweden, May 2000. • Seminar of euro-mediterranean universities, organised by the National Commission of Italy for UNESCO, Vicenza, 24-25 July 2000. • IIIrd Spanish-American meeting, Lima, September 2000. • Vth International Seminar, Lebanese American University, Byblos, Lebanon, 11-15 December 2000. • Training seminar for national professionals in the field of heritage promotion, awareness-raising and communication: Colombia • Training seminar and national and international workshops for young people: Cartagena de Indias (Colombia), Vera Cruz (Mexico), Fès (Morocco), Lebanon and Valencia (Spain) • Scout moot on Heritage (Mexico, July 2000)	V.B.1 • National meetings of Canadian universities, National Commission of Canada for UNESCO • Training seminar of African universities and preparation for the 30th anniversary of the Convention. - South Africa, University of Capetown - Training workshops of francophone universities (with the Francophone University Agency). Preparation for the 30th anniversary of the Convention. • Rectors meeting of the universities of Asia (Deakin University, Australia) • Latin American meeting of Rectors (Brazil) • International seminar (Professors and students), Savannah College of Arts and Design (SCAD), Georgia, USA and preparation for the 30th anniversary of the Convention. • VIth International seminar, University of polytechnics of Valencia, Spain. • Signature ceremony of the Forum UNESCO Charter, UNESCO HQ, Decembre 2001 • Training seminar for national professionals in the field of heritage promotion, awareness-raising and communication: Arab States, Asia, Latin America. Case study: Preparation for the 30th anniversary of the Convention. • Training seminar for national professionals in the field of documentation and new technologies. • Regional Youth workshops: Jesuit Missions of the Guaranis (Argentina, Bolivia, Brazil and Paraguay). • International Youth workshops: in Cambodia. (US\$ 10 000)
Total WHF Budget 2000: US\$ 0	Total WHF Budget 2001: US\$ 10,000

Future opportunities and proposed directions

- Consolidation of network at national level
- Priority development of network in Africa and Eastern Europe
- Adoption of a Charter, by the Rectors of universities, to support the work of their collaborators within the context of Forum UNESCO – University and Heritage.
- Mobilisation of the universities of the network to promote the objectives of the World Heritage Convention.

VI. NATIONAL AND INTERNATIONAL SENSITISATION CAMPAIGN TO PROMOTE THE 30TH ANNIVERSARY OF THE CONVENTION

Objectives

- Assist States Parties, giving priority to those less privileged, in preparing for activities to commemorate the 30th anniversary of the Convention
- Mobilisation of World Heritage site managers to undertake on-site promotional events

- Develop promotional and field projects and propose these projects to potential and private donors for funding.

Proposed activities in 2001
• Identification and preparation of useful and visible project proposals for the 30th anniversary of the Convention. • Organise an international WH prize-giving competition in co-operation with Foundations in the United Kingdom. • Symposium on the theme of Young People and Heritage, at UN HQ in New York (in connection with the exhibition on the same theme). Activity to be financed by the American Association of Retired Persons.

Future opportunities and proposed directions

- Privilege co-operation with strong international networks to multiply and strengthen the achievements.

C. SOURCES OF EXTRA-BUDGETARY INCOME

Partner / source of Income	Income generated through partnerships with the media and publishers in 1999 (in US\$)	Income foreseen through partnerships with the media and publishers in 2000 (in US\$)
Südwestrundfunk	46 042	97 000
Walk Associates Ltd.	20 000	29 725
NFUAI / TBS	60 000	60 000
Panasonic	51 380	51 717
WH Encyclopaedia: Verlagshaus Stuttgart, Plaza y Janes, Planeta, Kodansha	58 462	54 527
<u>Weekly WH magazine</u> : Kodansha	0	50 000
<u>WH Agenda</u> : Ediciones San Marcos	3 931	3 500
Corriere della Sera	0	18 665
Clementoni	0	2 349
Windrose	0	9 899
Boucheron	0	47 190
3 Suisses	0	6 700
TEMA	*	20 000
TOTAL	239 815	451 272

* US\$ 20 000 contributed directly to UNESCO office in Kathmandu in 1999.

Further income was generated in 1999 and 2000 in favour of World Heritage sites through tourism partnership activities undertaken by the Division of Cultural Heritage (2 staff members now detached to WHC). The table below shows the income generated and expected in 2000. Furthermore, partnerships recently developed with tour operators like Jet Tour, Nouvelles Frontières and Royal Monceau Cham Palace Hotels will generate further income in future years based on a US\$2 or US\$5 fee donated by the tour operators per tourist visiting sites like Angkor (Cambodia), Petra (Jordan), Machu Picchu (Peru), Lalibela (Ethiopia) and others. The contributions will directly benefit the sites concerned by this project (see full list below*).

Partner / source of Income	Income generated through partnerships with the tourism industry in 1999 (in US\$)	Income foreseen through partnerships with the tourism industry in 2000 (in US\$)
ACCOR	50 000	50 000
RADISSON SAS	40 000	50 000
EF Educational Tours	0	100 000
TOTAL	90 000	200 000

In bold: Earmarked income for field activities

*Angkor (Cambodia), Machu Picchu (Peru), Petra (Jordan), the Historic Center of Mexico and Xochimilco (Mexico), Rock-hewn Churches in Lalibela, Aksum and the Gondar Region (Ethiopia).

D. REPORT OF TASK FORCE MEETING in favour of a World Heritage action plan for capacity building for outreach, natural heritage networking, education, co-operation and training (CONNECT) – UNESCO HQ, 17 - 20 April 2000

Objectives

Following the approval of the 23rd session of the Committee to organise a Task Force meeting to elaborate the 5-year strategic action plan, the Task Force met in April 2000 to define mechanisms for:

- (a) co-operation between the Centre and partners including conservation INGOs such as IUCN, WWF and others, Foundations and Funds to build support for protected area management and biodiversity conservation based on the prestige of World Natural Heritage;
- (b) demonstrate the use of outreach, promotional and educational activities in selected World Natural Heritage as a mechanism for generating sustainable financing for long-term conservation; and
- (c) demonstrate the use of outreach and educational activities focussed on World Natural Heritage for generating local community support and for raising local and national awareness of global environmental problems and contributions made by the sites in solving those problems.

The Task Force discussed the following themes and highlighted subjects such as:

1. **Climate Change** - projections and consequences; effects on protection and management of natural world heritage sites - role, responsibilities and opportunities.
2. **Partnerships** - international, regional, national, local; the role of NGOs - agreements, MOUs and support mechanisms.
3. **Key Conventions for international Conservation**- interrelationships and common ground; mutual advantages and opportunities for collaboration .
4. **Capacity Building** for more effective natural area management/monitoring in the 21st Century - institutions, individuals and incentives; State Party needs; skills and technology transfer; regional training centres; international, national and regional networks.
5. **Communication**, Promotion, Education and Public Awareness - audience(s)/providers, content, products, process and priorities; recognised and sustainable values; attitude/behaviour modification. (Communication; media and/or education specialists(s))
6. **Sustainable Use and In-Situ Conservation** - social and economic benefits at local community levels; context within regional development plans; infra-structure requirements; diversity and homogeneity; tourism/ecotourism - high yields, low investments, but at possible social costs.
7. **Successful and Self-sustaining Outreach Programmes** - case studies of outreach programmes and related contributions to conservation and effective management Natural World Heritage Areas; performance indicators.

The Task Force made the following recommendations:

- (1) Expand partnerships and increase joint activities with organizations and programmes with shared objectives for conserving natural heritage and further develop substantive working relationships with NGOs and Conventions addressing broader global environmental issues to achieve greater environmental, social and economic relevance for World Heritage.
- (2) Place greater emphasis on strengthening international self-help networks of natural protected area practitioners and faculty resources of regional training centres to increase natural heritage management effectiveness.
- (3) Promote the creation of national natural World Heritage Committees and a national focal point in order to strengthen institutional framework at the national level, broaden the variety of stakeholders and ensure effective promotion of the natural Heritage sites.
- (4) Develop effective and systematic delivery systems to assure World Heritage materials actually reach strategic focal points, and in particular, all natural World Heritage sites, training centres and partners.
- (5) Increase efforts to directly involve natural World Heritage site personnel in World Heritage activities and decision making and give high priority to resolving existing adverse conditions eroding World Heritage values in most, if not all natural World Heritage sites.
- (6) Develop systematic project performance evaluation mechanisms and incentive programmes to recognize and promote excellence in natural World Heritage achievements (e.g. International Award scheme, an Honor roll, Goodwill Ambassador(s)).
- (7) Promote, support and participate in events, such as to commemorate Convention thirty years anniversary (2002), the International Year of the Mountains (2002), IUCN Congress (2002), and World Biodiversity Day.
- (8) Collaborate with the donor agencies such as the Global Environment Facility (GEF), United Nations Foundation and others to examine the possibility of extra-budgetary financial support for CONNECT activities.

Seed funding in favour of the CONNECT programme is being requested from the World Heritage Fund out of section B.III.5 (Internet and WHIN) to expand contact information obtainable from CONNECT (US\$ 5,000) and section B.V.1 (Educational material for the UNESCO Special Project) to prepare WH educational material specifically focusing on natural heritage and the environment (US\$ 10,000).

The Committee may wish to endorse the recommendations of the Task Force and request the Centre and IUCN to explore ways of financing a few pilot outreach and educational activities emphasising World Heritage natural sites as the next step in future development of the CONNECT.