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Organización
de las Naciones Unidas
para la Educación,
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UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

EIGHTEENTH SESSION OF THE GENERAL ASSEMBLY OF STATES PARTIES TO THE CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

Paris, UNESCO Headquarters
7 – 9 November 2011

Item 11 of the Provisional Agenda: Future of the *World Heritage Convention*, including the 40th anniversary of the *Convention*

INF.11: Progress report on the organization of the 40th anniversary of the *Convention*

SUMMARY

Decision **35 COM 12D**, paragraph 5, encourages States Parties to develop, support and carry out activities to promote the 40th anniversary of the *World Heritage Convention* and to notify the World Heritage Centre of their intention to host events to celebrate the 40th anniversary.

Decision **35 COM 12D**, paragraph 12, requests the World Heritage Centre to report on the progress made to the 36th session of the World Heritage Committee (June/July 2012).

This document provides information on the progress made towards the organization of the celebrations of the 40th anniversary of the *World Heritage Convention*.

Progress report on the organization of the 40th anniversary of the *Convention*

A. Background

1. On 16 November 2012 the *World Heritage Convention* will be 40 years old. The celebration of this important anniversary will present an opportunity for the international community involved in cultural and natural heritage conservation to reflect on the achievements of the *Convention* to date as well as to take stock of the challenges with which it is confronted. The theme of the anniversary, as decided in a consultative process with States Parties, will be "World Heritage and Sustainable Development: the Role of Local Communities."
2. In this context it is planned that a series of activities, events and thematic workshops will take place from November 2011 to November 2012 throughout the five regions of the world, organized by States Parties in cooperation with the World Heritage Centre. A variety of pertinent communication tools and visibility-targeted activities is being developed. The final celebration will be hosted by Japan at a 3-days event, where, among other, the outcomes of the different workshops and studies will be presented that will feed the reflection on the future of the *Convention*.
3. Two main audiences are targeted: World Heritage experts and stakeholders through thematic meetings, and the general public through open activities and a variety of communication tools.
4. The coordination of the celebration activities will be 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. Activity plan

1. Launch

The official launch of the anniversary year will take place at the General Assembly of States Parties on 7-9 November 2011 at UNESCO Headquarters, in Paris. The opening ceremony of the General Assembly will be largely dedicated to the 40th anniversary. A specific brochure dedicated to the 40th anniversary of the *Convention* will be available during the General Assembly.

Discussions are ongoing for the organization of a ceremonial launch in January 2012 at UNESCO Headquarters involving Herbie Hancock, world renowned jazz icon and UNESCO Goodwill Ambassador, as well as other leading personalities.

2. Activities

A circular letter requesting States Parties to inform the Centre about their envisaged celebratory activities was sent in September 2010, followed by another circular letter sent in April 2011.

Following States Parties' expressions of interest and preliminary discussions with the World Heritage Centre, the events or activities related to the 40th anniversary of the *Convention* presented below can be noted in a preliminary manner (some of the events/dates are to be confirmed), while further engagements are expected:

- **Bahrain:** International meeting on Prehistory (April 2012, dates to be confirmed);

- **Brazil:** - International expert meeting on *World Heritage and Sustainable Development* (5-7 December 2011, dates to be confirmed);
 - Possible side event linked to Rio+20;
- **South Africa:** - Durban: National workshop (20-24 February 2012);
 - International Meeting on World Heritage and Sustainable Development (September 2012)
- **Canada:** World Heritage-related topic for final school exams (School year 2011, publication in 2012);
- **China:** - Beijing: National forum (Summer 2012);
 - Shanghai WHITRAP: International workshop (July 2012);
 - Suzhou WHITRAP Forum: Award, education and youth activities (dates to be confirmed).
- **Italy,** Florence: International Conference (21-22 September 2012)
- **Mongolia:** Workshop (theme to be confirmed);
- **Norway,** Røros: “Living with World Heritage”, Interregional conference (May 2012);
- **San Marino:** Special philatelic issue on 40th anniversary;
- **Spain:** Youth Forum; Iberian and national meeting; prize; website (2012);
- **United Kingdom:** British Museum conference (July 2012, to be confirmed);
- **USA:** Smithsonian Institution virtual exhibition (within framework of MOU between UNESCO and the Smithsonian Institution);
- **Viet Nam,** Conference on evaluation of the impact of the *World Heritage Convention* on Sustainable Development (to be confirmed).

3. Recognizing and rewarding best practice on site management through a one-off initiative

As follow up to Decision 35 COM 12D.7, the World Heritage Centre and the Advisory Bodies are exploring ways for recognizing and rewarding best practice in successful and sustainable management of World Heritage properties. A call to States Parties to nominate sites according to specific criteria will be sent out in October 2011, and a selection committee will be set up to analyze submissions and select best practices. One best practice per region will be recognized. The one-off initiative will be presented at the closing event of the 40th anniversary of the *World Heritage Convention* (6-8 November 2012, Kyoto, Japan).

4. Communication resources

A series of communication components are being developed by the World Heritage Centre to promote the anniversary year and to assist States Parties in their celebratory activities. A specific visual identity for the celebratory year has been created with a 40th-anniversary logo (see Annex). States Parties will be encouraged to use this specific logo

widely throughout 2012 for all World Heritage related activities, according to established criteria.

Several communication materials are in preparation:

- a flyer for fundraising;
- a brochure on 40 years of the *Convention*;
- a 250-page publication *World Heritage and Sustainable Development* intended to raise awareness about the contribution of World Heritage properties to the four pillars of sustainable development – economic, social, environmental and cultural;
- a Special edition of World Heritage Diary;
- a new edition of the Harper Collins/UNESCO co-publication “The World’s Heritage”;
- special focuses in the *World Heritage Review* throughout 2012;
- specific web pages on the World Heritage Centre’s website dedicated to 2012.

The commercialization of a series of environmentally and culturally sensitive commemorative products is being explored together with ERI/DPI and external partners.

A number of World Heritage Centre partners have expressed interest to participate in the activities celebrating the 40th anniversary, such as:

- **The Smithsonian Institution:** creation of a web portal and a virtual exhibition (to be confirmed);
- **History Channel:** will provide World Heritage Centre with Public Service announcements on 40th anniversary to be aired worldwide;
- **International Herald Tribune:** will elaborate one editorial page dedicated to the anniversary;
- **Jaeger LeCoultre:** an auction of the watch 'unique time geometre' will be launched in November 2012, preceded by an online photo competition where participants are sensitized to the 40th anniversary of the *Convention* and invited to contribute photos of one of the marine or coastal sites in each of the 24 time zones of the world. The raised amount will be donated to one of the marine sites;
- **Panasonic:** as part of the company’s Corporate Social responsibility programme, Panasonic will provide the World Heritage Centre with financial and in-kind contributions to support events and activities in particular around youth education projects.

Other discussions are ongoing.

5. Exhibitions

- The **Group of 77 and China** is organizing a photographic exhibit of World Heritage sites to be launched at the 18th General Assembly of States Parties;
- Egypt has proposed organizing an exhibition **paying tribute to Egyptologist Christiane Desroche-Noblecourt** (1913-2011) and her role in the UNESCO International campaign to save the monuments of Nubia in 1959;
- Global photo exhibitions in discussion with partners (**OurPlace** World Heritage collection, **Xinhua** in partnership with UNESCO);
- Exhibition at **Osaka and/or Tokyo Panasonic** Headquarters in Fall 2012.

6. Related events

Other organizations will highlight the anniversary celebrations on the occasion of their institutional events:

- ICOMOS 17th General Assembly (Paris, 27 November - 2 December 2011) whose theme is “Heritage as driver of development”;

- ICOMOS Monuments and Sites Day (18 April 2012);
- IUCN World Conservation Congress (Jeju Island, Republic of Korea, 6-15 September 2012);
- International Youth Forum Go4BioDiv, organized in parallel to CBD-COP11 in India in 2012, which will be closely linked to the 40th anniversary.

7. Final event

Japan will host a three-day event as the final celebration of the 40th anniversary in Kyoto on 6-8 November 2012.

Side events at the final event:

- Recognition of best practices for site management (a one-off initiative);
- Launch of the publication *World Heritage and Sustainable Development*

8. Bilateral funds

The Japanese government has generously provided assistance to the preparation of the 40th anniversary through the Japanese Funds in Trust notably for: 1) publication of a 40th anniversary brochure; 2) *World Heritage and Sustainable Development* publication; 3) editing of moving images on World Heritage sites for use on World Heritage Centre and UNESCO website; 4) a temporary staff dedicated to assisting the World Heritage Centre in the preparation and implementation of the 40th-anniversary celebration activities.

9. Organization

The Communication, Education and Partnerships Unit at the World Heritage Centre is dedicating a considerable part of its time and efforts to the coordination of all 2012-related activities, in order to ensure a wide communication on the anniversary and the selected theme, and to assist States Parties in their celebratory efforts.

10. Reporting

A Progress report on the organization of the 40th anniversary celebration will be presented to the 36th session of the World Heritage Committee in 2012.

Annex



World
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Convention



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Convención
del Patrimonio
Mundial

