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# World Heritage

# 36 COM

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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-sixth session**

**Saint Petersburg, Russian Federation  
24 June–6 July 2012**

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

**12D: Progress report on the celebration of the 40th Anniversary of the *Convention***

## **SUMMARY**

By decision **35 COM 12D** point 12 the World Heritage Committee requested the World Heritage Centre to report on the progress made toward the organization of the 40th Anniversary celebrations.

This document includes a progress report on the celebration of the 40th anniversary as well as a report on the organisation of a one-off initiative to recognize best practices in World Heritage sites' management and the establishment of a Site Management Network (Decision **35 COM 12D** point 7).

**Draft Decision: 36 COM 12D, see Point III.**

## I. PROGRESS MADE TOWARD THE ORGANIZATION OF THE 40TH ANNIVERSARY CELEBRATIONS

### A. Background

1. 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 who underlined on this occasion the importance of this 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 respond to the challenges with which it is confronted.
2. The theme of the anniversary is “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.
3. Decision **35 COM 12D** point 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. A considerable number of activities, conferences, thematic workshops, celebrations and general public events have taken place throughout the world since the launch of the anniversary or are planned until November 2012. The coordination of the celebration activities is 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 launch ceremony of the anniversary year 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, supported by Panasonic, Jaeger-leCoultre and Citibank, 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. Following a circular letter of January 2012 requesting States Parties to inform the World Heritage Centre about their celebratory activities, a substantial number of events were announced, among others:

**Argentina:** El Calafate, Santa Cruz, Youth training program on sustainable development “Tourism, Heritage and School” (22-23 March 2012)

**Brazil:** Ouro Preto, Consultative meeting on World Heritage and Sustainable Development (6-8 February 2012)

**Belgium, Flanders:** Bruges, International colloquium on the challenges and opportunities for the conservation and management of World Heritage cities (31 May-1 June 2012)

**Bulgaria:** Sofia, outdoor exhibition (5-19 June 2012); National round table to share good practices in the management of World Heritage properties (date TBC)

**Chile:** Cultural Heritage Day (27 May 2012) and related event: Seminar on “Heritage and Sustainable Development” (date TBC)

**China:** Wuxi, annual Forum, “World Heritage: Sustainable Development” (10-12 April 2012); Xi’an, “International Workshop on the Monitoring and Management of Cultural Routes” (21-24 April 2012)

**Cuba:** Havana, 10th Regional Encounter "Economic Sustainability of the Historic Centre, a Shared Responsibility" (15-18 May 2012)

**Cyprus:** Choirokoitia, Presentation of the Management Plan of Choirokoitia (18 April 2012)

**Denmark:** Copenhagen, International Expert Workshop on the World Heritage Convention and Indigenous Peoples (20-21 September 2012)

**Estonia:** Tallinn, Conference “Tallinn Old Town – Our World Heritage” (29 May 2012)

**Finland:** Helsinki, Seminar “World Heritage as our Treasure – World Heritage Convention 40 years, 1972-2012” (3 October 2012); “Nordic World Heritage Working Conference” (Suomenlinna, Helsinki, 3-6 October 2012)

**France:** A visit for the international community and heritage specialists to the World Heritage site of Versailles (9 February 2012); A variety of events at a number of World Heritage sites in France (throughout 2012)

**Germany:** Potsdam, World Heritage Day in Germany (5 May 2012); Stralsund: Ceremony (21 June 2012); Würzburg: Annual Conference of the German World Heritage Sites (24-26 October 2012)

**Iran (Islamic Republic of):** Maymand, Conference on Troglodytic Architecture (26-29 April 2012)

**Japan:** Launch event of the 40th anniversary in Japan (Hiraizumi, 13 February 2012); Tokyo, Expert Meeting on the 40th Anniversary of the World Heritage Convention (16 February 2012); Expert meetings "Heritage and Society" and "Conservation and Sustainability - from principle to practice" (5 November 2012); Closing event of the anniversary year in Kyoto, 6-8 November 2012

**Korea, Republic of:** Gyeongju, UNESCO Asia-Pacific Mayors’ Forum for World Heritage Cities (29-30 August 2012); Chungcheongnam-do, International Workshop "Involving Communities on World Heritage Conservation" (10-12 September 2012)

**Mexico:** Querétaro, International meeting “40 years of World Heritage Convention: World Heritage, Culture and Development in Latin America and Caribbean” (17-20 July 2012)

**Montenegro:** Kotor, South East European Conference “Celebrating World Heritage and Sustainable Development: the Role of Local Communities” (7-8 June 2012)

**Netherlands:** Expert meeting for policymakers on the opportunities and restrictions of World Heritage in the Netherlands (15-17 June); A public event in Amsterdam to promote World Heritage and international cooperation (15-17 June); Public events at the Dutch World Heritage sites (15-17 June)

**Norway:** Røros, “Living with World Heritage”, Interregional conference – Europe and Africa (14-16 May 2012) and dedicated website

**Portugal:** Lisbon, Meeting “From World Heritage to Local Heritage: protecting and managing change” (18 April 2012)

**Republic of San Marino:** Philatelic issue of special World Heritage stamps

**Serbia:** Gamzigrad-Romuliana, Palace of Galerius, Celebratory events (details to be confirmed)

**South Africa:** International Conference “World Heritage and Sustainable Development in Africa” (26-28 September 2012); Workshop “World Heritage and Impacts of Developments in the Africa region” (Gauteng, 23-25 May 2012)

**Spain:** Malaga, Round table “Rescuing Latin American Cultural Heritage” (19 March 2012); Ciudad Rodrigo, 4th Iberian Meeting of Site Managers, “World Heritage and Sustainable Development” (24-26 April 2012); Las Médulas/Ponferrada, Round Table “Las Médulas Foundation, an example of a public/private association for sustainable development of a World Heritage Site” (16-17 November 2012); Barbastro, Technical symposium for the management of cave art (28-31 May 2012)

**Tunisia:** Tunis, Workshop “Management of historic cities: which role for local communities and civil society and by which means” (26-28 November 2012, TBC)

**United States of America:** Video challenge “Why do you think U.S. World Heritage sites are important to the world?”, National Park Service and the United States National Commission in partnership with the TV channel HISTORY (March-October 2012); dedicated website at [www.nps.gov](http://www.nps.gov).

6. Other events related to the anniversary:

**10th Meeting of the Association of French World Heritage Sites** (8-9 March 2012, Albi, France)

**Edinburgh World Heritage:** Edinburgh, United Kingdom, Lecture “World Heritage and Economic Development” (17 April 2012)

**ICOMOS Monuments and Sites Day** dedicated to World Heritage (18 April 2012)

**11th International Conference on the Study and the Conservation of Earthen Architectural Heritage, Terra 2012** (Lima, Peru, from 22 to 27 April 2012)

**US/ICOMOS International Symposium:** San Antonio, Texas, "Confluence of Cultures: World Heritage in the Americas" (31 May-2 June 2012)

**Cottbus University:** International Summer Academy: Constructing Heritage in the Light of Sustainable Development (9-21 July 2012)

**IUCN World Conservation Congress** (Jeju Island, Republic of Korea, 6-15 Sep. 2012)

**International Youth Forum Go4BioDiv**, in parallel to CBD-COP11 in India (6-19 October 2012)

**Rutgers University, USA:** International conference “Cultural Landscapes: Preservation Challenges in the 21st Century” (12-14 October 2012)

**ICOMOS ICORP:** International Symposium on Cultural Heritage Protection in Times of Risk (Istanbul, Turkey, 15-17 November 2012)

**ICAHM's (ICOMOS International Committee on Archaeological Heritage Management) Annual Meeting:** "World Heritage Convention on its 40th anniversary" (Cuzco, Peru, 27-30 November 2012)

**Canada:** World Heritage-related topic for final school exams.

**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 will co-organize the final event in Kyoto on 6-8 November 2012. This is made possible thanks to 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.

8. The event will present the year's activities and conclusions drawn from the related regional and thematic events. Reflecting upon the founding spirit of the *Convention*, as well as its achievements and its evolution over the last forty years, the event is also expected to discuss the significance of World Heritage to humankind today. The agenda will include a series of panel discussions on specific contemporary concerns with a particular focus on the role of communities, such as sustainable social and economic development, sustainable tourism, disaster prevention and recovery, international cooperation and public and private partnerships. Approximately 600 participants from around the world are expected. A youth programme is also scheduled, preceding the main event. The outcome of the youth programme will be shared at the main event.

#### **D. Communication**

9. A series of communication components have been 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; b) a brochure on the 40 years of the *Convention*; 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 focus articles in *World Heritage* magazine throughout 2012; g) a flyer for fundraising. A number of States Parties have translated or are currently translating the 40th anniversary brochure and/or the World Heritage Map into their national languages.
10. A 200-page publication in English and French is in preparation thanks to the JFiT, to be launched at the closing event in Kyoto. It will focus on the main theme of the anniversary and will include over 20 case studies from World Heritage sites.
11. 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 a large number of requests for use of this logo by States Parties and organisations.
12. The 40th anniversary of the Convention and/or related events were mentioned in articles or interviews, among others, in the following publications (in print or online): 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*. A video and press statement by the Secretary of State of the United States was released on 16 March 2012. 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.

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

13. A number of World Heritage Centre partners have actively collaborated in the activities celebrating the 40th anniversary, among others:

- a) Donating a financial contribution to help promote World Heritage through communication and educational activities: Panasonic;
- b) Creation of a web portal and a virtual exhibition tentatively entitled “Protection, Preservation and Prosperity: Celebrating 40 Years of the World Heritage Convention”: The Smithsonian Institution, USA (to be launched in June 2012);
- c) Providing moving images on World Heritage for use on the UNESCO website: NHK (Japan Broadcasting Corporation);
- d) Providing World Heritage Centre with Public Service Announcements on World Heritage: HISTORY (a US-based international television channel);
- e) Providing 50 2-minute films on World Heritage sites to use online and at events: TBS (Tokyo Broadcasting System, a Japan television network).

## **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**

14. Decision **35 COM 12D** point 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)” and also requested the World Heritage Centre “to seek extrabudgetary funding to secure the necessary resources and technical support”.
15. Subsequently, on 15 December 2011 the Director of the World Heritage Centre invited States Parties to the *World Heritage Convention* 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.
16. A selection committee, composed of experts proposed by the regional groups, representatives of the Advisory Bodies and the World Heritage Centre, will examine the submissions and select those entries that best demonstrate successful and sustainable management. To the extent possible, according to the submissions received, geographical representation and diversity in management examples will be taken into account when deciding on the best practices.
17. A representative of the selected World Heritage properties will be invited to attend the closing event of the 40th anniversary in Kyoto, Japan, and will be presented with a certificate of recognition. The selected best practices will be shared through the *World Heritage Convention* website and widely promoted through World Heritage Centre communication materials.

18. By the end of April 2012, a total number of 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).

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

19. Initial steps were made towards the establishment of a site management network with the goal to facilitate exchange and sharing of information on best practices in World Heritage management. Several networks are 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 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: 36 COM 12D**

*The World Heritage Committee,*

1. *Having examined Document WHC-12/36.COM/12D;*
2. *Takes note of the progress made in the preparation of 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. *Encourages States Parties to continue to develop, support and carry out activities to promote the anniversary;*
4. *Invites the World Heritage Centre to continue implementing the programme of activities assisted by extrabudgetary funding available or to be identified;*
5. *Requests the World Heritage Centre to report on the 40th anniversary celebrations to the 37th session of the World Heritage Committee (2013).*