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

INF.5A.2. Report on World Heritage partnerships, envisaged and concluded, and on authorization granted by the World Heritage Centre on the use of the emblem

SUMMARY

Decision **34 COM 5A** adopted at its 34th session (Brasilia, 2010) and Decision **35 COM 5A** (UNESCO, 2011) remind the World Heritage Centre of the necessity to elaborate, at each session of the World Heritage Committee, a report on envisaged and concluded partnerships and request that it be completed with an evaluation of these partnerships based on relevant tools, in particular on the use of the emblem and the benefits received, in order to ensure strict compliance with the *Convention's* principles and objectives.

Decision **35 COM 5A** paragraph 8(a) also requests the Director of the World Heritage Centre to continue informing the Committee on an annual basis on authorization granted by the World Heritage Centre on the use of the World Heritage emblem.

This document contains three tables: 1) the list of on-going and 2) the list of envisaged World Heritage Centre partnerships with the private sector and 3) the report on the use of the World Heritage emblem granted by the World Heritage Centre.

I. BACKGROUND

1. In 2009 and 2010, information on new and on-going partnerships was presented in the table of the Secretariat's report. Decision **34 COM 5A** (Brasilia, 2010) invited the Director of the World Heritage Centre to inform the World Heritage Committee about envisaged and concluded partnerships, indicating the procedures and conditions of such agreements. Decision **35 COM 5A** (UNESCO, 2011) reminded the World Heritage Centre of the necessity to elaborate, at each session of the World Heritage Committee, a report on envisaged and concluded partnerships and requested that it be completed with an evaluation of these partnerships based on relevant tools, in particular on the use of the emblem and the benefits received, in order to ensure strict compliance with the *Convention's* principles and objectives.
2. Following the evaluation of the PACT Initiative of 2010-2011, UNESCO's external auditor recommended making permanently available to the Committee exact information on partnerships.
3. Table 1 in this document presents a report of present WHC partnerships (as of end May 2012), while Table 2 presents the partnerships envisaged and/or currently undergoing the in-house UNESCO validation process, whether they are new agreements, extensions or amendments to existing agreements.
4. All World Heritage Centre partnerships with the private sector are established in strict compliance with the five strategic objectives of the World Heritage Convention (5 Cs) while closely following, at the same time, the currently valid consultation processes with UNESCO services as well as with relevant States Party authorities. The traceability of the financial agreements is ensured through Funds-in-Trust reporting or through registering in the World Heritage Fund Special Account.
5. Table 1 provides a list of on-going partnerships as of the end of May 2012 with non-governmental organisations, civil society and the business community, developed in accordance with the Partnerships for Conservation Initiative (PACT) regulatory framework established in 2005. For each partnership, the table gives a description, financial income for 2011 (if any), a brief summary of expected results, major outputs and deliverables and an indicative evaluation of the benefits for World Heritage. The World Heritage Centre will work further with IOS to establish formal tools for evaluating partnerships.
6. Table 2 is a list of new partnerships which the World Heritage Centre envisages to sign in the course of 2012.
7. Table 3 provides a list of authorizations granted by the World Heritage Centre on the use of the World Heritage emblem in the period April 2011 – May 2012.

II. INVENTORY OF ON-GOING WORLD HERITAGE PARTNERSHIPS AS OF END OF MAY 2012 (IN ALPHABETICAL ORDER)

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>1. A&T Networks Inc.- HISTORY (Channel), USA</p> <p>Production of documentaries and audiovisual stories elaborated and aired by HISTORY.</p> <p>169, 000 USD</p>	56,500 USD	Increased dissemination of the WH messages	<p>HC provides WH content through 4 email newsletters/year to 200,000 teachers; ensures on-line visibility; prepares public service announcements (PSA) for TV broadcasting and posted on-line and one video.</p> <p>A worldwide PSA contest will be organized in the summer of 2012.</p>	On Public Service Announcements and in documents related to the project.	<p>Funds-in-Trust signed on 18 May 2011</p> <p>Start May 2011</p> <p>End May 2014</p>	<p>Worldwide promotion of WH. The promotional films are visible on YouTube and WHC 40th anniversary website. Audience figures will be available at the end of 2012.</p> <p>The project triggered the A&T UK office to produce a new series of WH documentaries.</p>
<p>2. EVERGREEN DIGITAL CONTENTS, Japan & DENTSU, Japan</p> <p>The tripartite agreement with Evergreen and Dentsu aims to promote WH Education in Japan through the UNESCO KIDS project.</p> <p>Annual contribution of 110-150,000 USD</p>	229,980 USD (two contributions received in 2011)	Enhanced awareness among young people to the need to preserve World Heritage sites.	<p>Classroom package and the creation of an i-mode project funded by NTT DoCoMo, Japan's leading Telecom company.</p> <p>Creation of a Patrimoinito/DocomoDake cartoon for broadcasting on internet and mobile phone.</p>	Materials associated to the education project (website, advertisements on project, cartoon)	<p>World Heritage Fund Special Account</p> <p>Project agreement extended every year</p> <p>Start 2007</p> <p>End December 2012</p>	<p>Generates revenues for the WH education programme, communication and WH awareness raising activities.</p> <p>Media coverage of the UNESCO-KIDS project: Quarterly one-page advertorials in the "Yomiuri Simbun" (circulation: 10 million); press releases in 277 Dentsu media partners worldwide (TV and radio channels, print press, websites); educational activities in Japanese schools.</p>

¹ Strictly regulated according to the terms of the signed agreement (in particular, every resource using the name, logo and emblem of UNESCO and WHC will be subject to approval by WHC and in the case of lack of clarity, by ERI)

² The complete list of agreements is available on the World Heritage Centre's website <http://whc.unesco.org/fr/accords>

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>3. FOTONAUTS, France</p> <p>The Fotopedia Heritage application created by Fotonauts was released in August 2010 to constitute the largest photo application of World Heritage sites for Iphone and Ipad.</p> <p>Non financial</p>		Enhanced awareness of World Heritage sites.	Raise awareness about WH with a free application for Iphone and Ipad dedicated to high quality photos of WH sites, with brief descriptions.	In the application and website.	Partnership agreement signed in May 2011.	From the launch to April 2012: 3,000,000 downloads; 24,000,000 visits; 90,000 WHC webpages opened from the application.
<p>4. GEDEON, France</p> <p>Production of a series of documentaries about World Heritage to raise awareness.</p> <p>Non financial</p>		Awareness about WH raised through the production of documentaries and audiovisual stories elaborated and aired by Gédéon.	In 2010, 4 films of 52', 8 of 26' and 36 of 3' were produced. The documentaries have been promoted through the Gédéon international network	In documentaries	Partnership Agreement	Worldwide promotion of WH
<p>5. GOOGLE, USA</p> <p>The project allows internet users to visit a selection of WH properties via Google's Street View interface.</p> <p>Non financial</p>		Enhanced awareness of World Heritage sites.	WH sites can be explored online by internet users around the world, via Google's Street View interface. WH sites are shown on the Google Earth and Google Maps.	On Google's Street View interface	License agreement signed by ERI.	Broad dissemination of WH sites information.

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>6. GSP OUR PLACE Ltd, New Zealand</p> <p>Photographic project called "Our Place – The World Heritage Collection" through which WH sites from around the world are captured and included in a wide variety of publications and media productions.</p> <p>Annual contribution of 20,000 USD</p>		Enriched database of images and enhanced awareness of WH sites.	Our Place and its international network of professional photographers contribute to a large image databank used to help promote conservation efforts and publicize the World Heritage message. Over 300 sites have been documented.	On website and during exhibitions organized by Our Place with WH images.	<p>World Heritage Fund Special Account MoU signed in 2006.</p> <p>Partnership Agreement signed in 2008.</p> <p>Start 2008</p> <p>End June 2012</p>	<p>Benefits communication and awareness raising activities.</p> <p>Enriches the image databank.</p> <p>Our Place donates a number of images to the WH sites documented.</p>
<p>7. Institut national de recherches archéologiques préventives (INRAP), France</p> <p>Technical and scientific expertise in conservation to States Parties.</p> <p>Non financial</p>		Enhanced awareness of World Heritage research work in the field of archeology.	Excavations undertaken during the construction of the Algiers underground line.		<p>MoU signed in 2009</p> <p>Start 2009</p> <p>End 2012</p>	Support to programmatic activity
<p>8. International Astronomical Union (IAU), France</p> <p>"Astronomy and WH"</p> <p>Technical and scientific expertise in conservation to States Parties.</p> <p>Non financial</p>		Enhanced awareness of World Heritage research work on the field of Astronomy.	<p>The parties work together to develop the joint initiative "Astronomy and WH" focusing on 4 areas of cooperation: research, education, promotion and partnerships.</p> <p>Creation of a dedicated website in April 2012.</p>		<p>MoU signed in 2008 and extended in 2010</p> <p>Start 2008</p> <p>End 2012</p>	Benefits WH programmatic activities by providing research data and maintaining a network of specialists in the field.

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>9. JAEGER-LECOULTRE (Manufacture), Switzerland and The International Herald Tribune, USA</p> <p>“Tides of Time” partnership and online/print media campaign</p> <p>First agreement: 400,000 Euros</p> <p>Second agreement: 400,000 Euros</p>	133,133 EUR	<p>Development of World Heritage Centre Marine Programme, including statutory support to WHC activities on marine properties.</p> <p>Enhanced awareness about World Heritage, in particular the Marine Programme.</p>	<p>Nanosite on iht.com and nyt.com</p> <p>Eight 1-page articles on marine World Heritage properties per year in the Herald Tribune.</p> <p>Annual auction with donation to support marine WH site conservation needs (between 40,000 and 50,000 Euros per year).</p>	<p>Advertorials and advertisements in the press.</p> <p>IHT and JLC websites</p>	<p>Funds-In-Trust signed in 2009 and renewed in 2011.</p> <p>Start 2009</p> <p>End March 2014</p>	<p>Programmatic activities and worldwide communication.</p> <p>One staff funded to coordinate the World Heritage Marine programme, monitor and ensure adequate follow up of the state of conservation of marine sites already inscribed on the WH List + support to State Parties for the inscription of new properties.</p>
<p>10. KOBİ GRAPHIS, Japan</p> <p>Production of Panasonic’s corporate World Heritage calendar and a WH Youth calendar.</p> <p>Annual contribution of 50,000 USD + royalties</p>	56,124.25 USD	Enhanced awareness about World Heritage.	<p>In addition to the corporate and youth calendars, Kobi Graphis elaborated in 2011 a web site displaying the Youth Calendar.</p> <p>A free Ipad app was launched in 2012. Several exhibits organized in Japan in 2012 featuring images from the calendar.</p>	Calendar. Website. Ipad App.	<p>World Heritage Fund Special Account Partnership agreements signed in 1996, 2001, 2007 by WHC</p> <p>Start 1996</p> <p>End 2013</p>	<p>The newly launched web calendar generated a large audience.</p> <p>The calendar app was recommended by Apple and listed in the top 10 most popular apps.</p> <p>By 11 March 2012 there were 14.951 downloads (400-600 a day).</p>
<p>11. MISSA JOHNOUCHI (Torch Run Concert), Japan</p> <p>Transmitting the messages of UNESCO through the music and the actions of the UNESCO Artist for Peace, Missa Johnouchi</p> <p>Occasional donations</p>	1,376.41 USD	Enhanced awareness about World Heritage.	Concerts, master classes for children, events.	On invitations for concerts, posters/banners, brochures.	<p>World Heritage Fund Special Account</p> <p>Partnership agreement signed in 2009 with WHC</p> <p>Start 2009 ; End 2011 (renewal in discussion)</p>	Global outreach

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>12. MONNAIE DE PARIS, France</p> <p>Design, production and distribution of coins with WH sites.</p> <p>Royalties (5% of revenues)</p>	42,282.81 EUR	<p>Awareness raised about WH through emblematic coin collections.</p> <p>Increased network of collectors of WH emblems worldwide.</p>	<p>Series launched in 2007, 2008, 2009, 2010 and 2011: Great Wall of China, Grand Canyon, USA, the Kremlin, Federation of Russia, the Taj Mahal, India and the Chateau de Versailles, France.</p>	On coins.	<p>World Heritage Fund Special Account.</p> <p>License agreements signed in 2007, 2008, 2009, 2011</p> <p>Start 2007</p> <p>End March 2012</p>	<p>The number of coins sold increases every year, especially since the creation of a 5oz gold coin.</p> <p>The series has become a collector one, thus increasing revenue possibilities.</p>
<p>13. NIPPON HOSO KYOKAI (NHK), Japan</p> <p>Creation of a series of documentaries for Japanese TV on World Heritage and Intangible Heritage in order to contribute to the creation of a video database, "Heritage Images Archives Initiative".</p> <p>Non financial.</p>		<p>Enhanced visibility on World Heritage.</p>	<p>Database of digital, hi-definition moving images of World Heritage and Intangible Heritage. Development of the Heritage Images Archives Initiative. Series of 100 Digital High Definition television documentaries about World Heritage and Intangible Heritage. Films are available online on the UNESCO/WHC websites.</p> <p>816 videos uploaded online in 5 languages</p>	In documentaries and on brochures related to the project.	<p>MoU signed in 2003 with ERI.</p> <p>Partnership Agreement signed in 2004 and project agreement in 2004 and 2005.</p> <p>Partnership agreement and project agreement signed in 2009</p> <p>Start 2003</p> <p>End 2012</p>	<p>Provides a database of footages to UNESCO. Footages are chargeable to outside partners and users.</p> <p>Videos and online database were financed through the Japanese government contributions. As of 2013, no funding source has been identified for the continuation.</p> <p>Estimated average number of householders in Japan: 2 658 750 (for the first broadcast of each programme, source: Video Research Inc).</p>

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>14. NOKIA, Finland</p> <p>Supporting communication measures to foster awareness on WH and sustainable tourism.</p> <p>First agreement: 60,000 USD</p> <p>Second agreement: 150, 000 USD</p>	<p>205,950 USD (2 contributions received in 2011)</p>	<p>The main results expected are increased awareness and support for sustainable tourism and world heritage.</p>	<p>Feasibility study on innovative financing mechanism for tourism and mobile technologies</p> <p>Campaign on World Heritage and sustainable tourism</p> <p>50 World Heritage mobile applications</p> <p>Online platform for information/knowledge transfer and management</p>	<p>On the mobile application.</p>	<p>World Heritage Fund Special Account</p> <p>Letter of contribution signed in July 2009 by WHC.</p> <p>Funds-In-Trust Cooperation agreement signed in June 2010 by BSP/CFS.</p> <p>Start 2009</p> <p>End 2015 (this phase of the partnership is ending and discussions are on-going with Nokia on developing a new phase of the partnership)</p>	<p>Increased communication with site managers and more effective work processes in the WH network due to data generation. Increased awareness among tourists on world heritage and sustainable tourism.</p>
<p>15. PAMP, Switzerland</p> <p>Produits Artistiques Métaux Précieux (PAMP), Switzerland</p> <p>Production of medals in precious and non-precious metal.</p> <p>Royalties (Gold 0,8%. Silver 6%)</p>	<p>7,126.40 USD</p>	<p>Increased visibility and awareness on WH and UNESCO's conservation mission and new financial resources for WH activities</p>	<p>The first four medals displaying the Indian World Heritage Sites of the Taj Mahal, the Buddhist monuments at Sanchi, the Great Living Chola Temples and the Humayun Tomb were launched in 2009.</p>	<p>On the coins</p>	<p>World Heritage Fund Special Account</p> <p>Partnership agreement (signed by ERI)</p> <p>Start 2009</p> <p>End 2014</p>	<p>Worldwide promotion of WH</p>

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>16. PANASONIC, Japan</p> <p>Environmental Corporate Social Responsibility campaign celebrating World Heritage. Panasonic supports sustainable development through World Heritage conservation and education. This partnership responds to one of the great challenges we face today – to place the protection of the earth’s natural resources at the heart of agendas for sustainable development.</p> <p>1,000,000 USD</p>	500,000 USD	<p>Enhanced awareness about World Heritage sites preservation.</p> <p>Reinforced mobilization of young people to World Heritage and environmental issues.</p>	<p>Newspaper and TV commercials emphasizing environment protection.</p> <p>National Geographic television WH programme, 60 min x 24 times, from June 2011 until March 2013. Creation of 9 new films.</p> <p>Youth global “eco” education programme on WH sites.</p> <p>Support to the WH Volunteers programme with trainings on media techniques.</p> <p>Contribution to the 40th anniversary celebrations, notably to the One-off initiative for best practices.</p>	<p>Press and TV spots. National Geographic Heritage Special</p> <p>Materials used on WH sites within the eco education programme.</p> <p>Panasonic World Heritage exhibition centres</p>	<p>Funds-In-Trust Agreement signed by WHC</p> <p>Start May 2011</p> <p>End May 2013</p>	<p>Extensive Media coverage following the eco education programme. Awareness raising about WH preservation for kids and a large audience worldwide. Interface with the WH in Young Hands and Volunteers scheme programme and new source of revenue for WH education programme. Important revenue for communication activities, in particular the 40th anniversary, as well as for the WH website.</p> <p>PANASONIC website promotes WHC website and WH publications in particular the World Heritage Review.</p>
<p>17. Research Centre for Islamic History, Art and Culture (IRCICA).</p> <p>Collaboration for the establishment of a preliminary action programme called “WH Conservation in the Islamic World”.</p> <p>Non financial</p>		<p>Enhanced awareness of World Heritage research work.</p>	<p>Cooperation through appropriate bodies and departments of UNESCO and IRCICA in all areas and questions related to safeguarding of the cultural heritage in all its forms, cultural policies, international cooperation, scholarly research, printed and audiovisual material and training that are within the scope of the mandate and activities of the two organisations.</p>		<p>Cooperation Agreement signed in 2009 by WHC</p> <p>Start 2009</p> <p>End To be reviewed</p>	<p>Knowledge sharing at the regional level.</p>
<p>18. (THE) SMITHSONIAN INSTITUTION, USA</p> <p>Creation of a virtual exhibition. to celebrate the 40th anniversary of the Convention</p> <p>Non financial</p>		<p>Enhanced visibility of the 40th anniversary of the Convention and its main theme (WH and Sustainable Development: the Role of Local Communities)</p>	<p>Website and mobile app featuring 10 WH sites and the role of local communities for sustainable development.</p>	<p>Website and app.</p>	<p>MoU signed with CLT in 2010</p> <p>Cooperation Agreement signed with WHC in April 2012</p>	<p>Through the association between WHC and the Smithsonian, worldwide promotion of the 40th anniversary and of case studies on World Heritage sites related to local communities involvement and sustainable development.</p>

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>19. SUDWESTRUNDFUNK (SWR), Germany</p> <p>Series of films on World Heritage in 35mm format entitled "Treasures of the World – Heritage of Mankind" and broadcast weekly on "3 Sat", "Phoenix" and "SWR Fernsehen".</p> <p>First contribution of 39,000 Deutschmarks and 3,000 DM per WH site filmed until 2007. Since then annual contribution of 50,000 USD.</p>	99,950 USD (two contributions received in 2011)	Enhanced visibility on World Heritage in German speaking audience and through sales of DVDs with "De Agostini".	<p>500 films have been produced to date.</p> <p>The film series are distributed to all regions of the world on behalf of SWR by Telepool (Germany) and are shown on television and sold on DVD.</p> <p>In 2012 SWR will broadcast a 24 hour programme dedicated to the 40th anniversary</p>	On videos and DVD covers.	<p>World Heritage Fund Special Account</p> <p>Agreements signed in 1995</p> <p>Agreement signed in 2007 and in 2011</p> <p>Start 1995</p> <p>End December 2011</p>	<p>Global outreach.</p> <p>2,400,000 estimated viewers per month (average for 2012) on "3 Sat" (Cultural channel for Germany, Switzerland and Austria), "Phoenix" (Documentary channel for Germany), "SWR Fernsehen" (Regional channel of ARD) and SWR website.</p>
<p>20. TOKYO BROADCASTING SYSTEM (TBS), Japan</p> <p>Production of a series of 30-minute films on World Heritage entitled "The World Heritage" broadcast weekly by TBS.</p> <p>A yearly contribution of 60,000 USD was foreseen under first agreement. New Agreement since 2006: 40,000 USD per year.</p>	40,000 USD	Enhanced awareness on World Heritage sites.	<p>As of early 2012, close to 600 films have been produced.</p> <p>In 2012, on the occasion of the 40th anniversary, fifty 3 minute episodes were produced out of TBS archives and donated to the WHC. Those short movies are also broadcasted on internet TV.</p>	On documentaries and brochures about the project.	<p>World Heritage Fund Special Account Agreement with NFUAJ in 1996.</p> <p>Agreement with WHC since 2006 extended every year.</p> <p>Start 1996</p> <p>End 2012</p>	<p>Global outreach.</p> <p>Total number of audience of the programme per month: 20 million (estimated average for 2012).</p>

Partnership description and financial contribution agreed (if any)	Amounts received in 2011	Expected results	Major outputs/deliverables	Logo use ¹	Agreements signed ²	Evaluation of benefits
<p>21. TRIP ADVISOR, USA</p> <p>UNESCO and TripAdvisor cooperate to raise awareness, and solicit feedback from the public on World Heritage sites.</p> <p>Royalties (10%) related to sponsorship contracts and to number of new registered members on the website.</p>	139, 579.50 USD	Enhanced visibility, data and information on WH, sustainable tourism and site conditions and visitor experience at World Heritage properties	TripAdvisor contributes financial support for World Heritage through awareness campaigns.	On Tripadvisor website	<p>World Heritage Fund Special Account.</p> <p>Letter of contribution signed in 2009.</p> <p>Funds-In-Trust Cooperation agreement signed in 2010 by BSP/CFS, extended in 2012.</p> <p>Start 2010</p> <p>End Feb. 2013</p>	<p>Worldwide communication and awareness.</p> <p>Provides quality experiences for visitors and allows feedback on WH sites to be shared with site authorities.</p>
<p>22. WORLD SKY RACE, USA</p> <p>International sporting event using lighter-than-air skyships, together with a global awareness raising campaign about World Heritage</p> <p>100 000 USD</p>		Enhanced visibility of WH sites.	Organization of a skyships' race.	On letters used by WSR to communicate with worldwide organizations, potential funders, supporters, participants.	<p>World Heritage Fund Special Account</p> <p>Partnership Agreement signed in 2010 extended in January 2012</p> <p>Start 2010</p> <p>End September 2012.</p>	At this time the race project has not attracted enough sponsors.

III. INVENTORY OF ENVISAGED WORLD HERITAGE PARTNERSHIPS AS OF END MAY 2012

Partnership description and budget	Expected results	Major expected outputs	Logo use
<p>Chez Bonne Idée, France (Communication agency)</p> <p>Organisation of a game for general public (internet and press) on WH cities with quiz on the history of the site.</p> <p>30% of the total revenues (to be credited mainly to International Assistance)</p>	<p>Raise awareness of World Heritage sites and the 40th anniversary.</p>	<p>Special pages in the French newspaper “Le Monde” and other magazines of the “Groupe le Monde”.</p> <p>Dedicated website</p> <p>20,000 players and 50,000 visits to the website expected</p>	<p>“Le Monde” press group</p> <p>Publications related to the partnership</p> <p>Game website</p>
<p>Chinese society of education training centre (CSETC), China</p> <p>NGO</p> <p>Non financial</p>	<p>Education programme reinforced.</p>	<p>Chines adaptation of WH in Young Hands DVD. Animated film with Patrimoinito.</p> <p>Enhancement of the WH Volunteers programme.</p>	<p>Programme, brochure.</p>
<p>GOOGLE INC., USA</p> <p>World of Wonders project to support digital information on WH sites.</p> <p>Non financial</p>	<p>Enhanced visibility of WH.</p>	<p>Digital data available on Google website, including Street view.</p>	<p>On Website</p>
<p>National Geographic/Intercontinental</p> <p>The project will create a communication platform to raise awareness of the importance of sustainable travel and the conservation and preservation of World Heritage Sites around the world.</p> <p>Financial income is expected</p>	<p>Increased awareness on World Heritage and sustainable tourism</p>	<p>Communication material on the programme will reach an estimated 5,000,000 people</p> <p>WH message on cover wrap of Traveler Magazine (August/September issue)</p> <p>One page advertorial in Traveler magazine.</p> <p>World Heritage Exhibit at O’Hare airport Chicago.</p> <p>Posters and cards in “Intercontinental” hotels worldwide.</p>	<p>On cover wrap of magazine, on exhibit, other TBD.</p>

Partnership description and budget	Expected results	Major expected outputs	Logo use
<p>MONNAIE DE PARIS, France</p> <p>Design, production and distribution of coins with WH sites.</p> <p>Royalties (5% of revenues)</p>	<p>Awareness raised to WH through emblematic coin collections.</p> <p>Increased network of collectors of WH emblems worldwide.</p>	<p>A new coin with Abu Simbel design.</p>	<p>On the coin</p>
<p>Sudwestrundfunk (SWR), Germany</p> <p>Series of films on World Heritage in 35mm format entitled "Treasures of the World – Heritage of Mankind" and broadcast weekly on "3 Sat", "Phoenix" and "SWR Fernsehen".</p> <p>Annual contribution of 10,000 USD + 1,500 USD per film produced.</p>	<p>Awareness raised about WH through the production and airing of documentaries.</p>	<p>5 new movies in 2012 and a 24 hour programme</p>	<p>On films and website</p>

IV. REPORT ON THE AUTORISATION OF THE USE OF THE WORLD HERITAGE EMBLEM BY THE WORLD HERITAGE CENTRE (APRIL 2011 - MAY 2012 IN FRENCH ALPHABETICAL ORDER)

In 2012, the World Heritage Centre received an average of 3-4 requests for the emblem a week; more than 200 in total.

Depending on the nature of the requests, these are directly managed by the World Heritage Centre, or directed to the appropriate body (Sector for External Relations and Public Information (ERI), National Commissions, other sectors of the UNESCO or other).

The requests processed directly by the World Heritage Centre are:

- Requests from the National Commissions, institutions, programs or other support for the World Heritage Centre for an activity or elements of documentation or information (see table below);
- Requests from World Heritage sites in order to have their specific World Heritage emblem and affix it to their documentation and / or during special events. Between April 2011 and May 2012, the World Heritage Centre responded to 59 requests for creation of specific emblems and 21 requests for validation of equipment containing a World Heritage logo.

Not included in this table:

- Requests for specific emblem of specific sites (mentioned above);
- Requests for specific emblem of the 40th anniversary of the World Heritage Convention;
- Requests for use of UNESCO and / or World Heritage emblems as part of contractual agreements or partnerships. This type of use is included in this document;
- Requests for heritage emblems from field offices or other program sectors for activities related to World Heritage;
- Requests refused for non-compliance (38 requests, 6 of these coming from individuals);
- Requests for use of the emblem granted directly by the national committees or national focal points for the World Heritage Emblem.

All applications accepted and included in this report have required the prior consent of the countries concerned.

Country	Requesting Party	Date of reception	Description	Logo used	Comments
1. Algeria	Ministry of Culture	26/09/2011	Exhibition on earthen architecture	UNESCO Logo / WH Emblem	
2. Australia	Department of Sustainability, Environment, Water, Population and Communities	15/01/2012	Project for a map of Australian World Heritage properties	UNESCO Logo / WH Emblem requested	UNESCO Logo / WH Emblem + « in Australia » agreed
3. Australia	Department of Sustainability, Environment, Water, Population and Communities	05/12/2011	Publications on Tasmania	UNESCO Logo / WH Emblem	
4. Bulgaria	Ministry of Culture	21/03/2012	Outdoor exhibition and a cultural program	UNESCO Logo / WH Emblem + « in Bulgaria » agreed	Activity in the framework of the 40th Anniversary + 40th Anniversary Logo
5. Canada	Éditions Chenelière Éducation	06/12/2011	Student textbook titled "Panache" + a manual for teachers	UNESCO Logo / WH Emblem	
6. Colombia	Sociedad de Mejoras Públicas de Marsella	20/04/2012	Panel meeting on the Coffee Cultural Landscape of Colombia for mayors, teachers, and others involved, organized by the Universities nearby	UNESCO Logo / WH Emblem	Still waiting for more information from the Colombian Ministry of Culture in order to grant the logo of the site

Country	Requesting Party	Date of reception	Description	Logo used	Comments
7. United Arab Emirates	Abu Dhabi Tourism and Culture Authority	27/02/2012	Expert Meeting on World Heritage integrity of cultural heritage (posters, signs, printed and online banners, flyers, etc.)	UNESCO Logo / WH Emblem « In cooperation with »	
8. Spain	Bienal AR&PA, Castilla y Leon	20/05/2011	2012 Edition of the Biennale AR & PA (heritage restoration and management) on innovation in heritage	UNESCO / WH patronage	
9. Spain	Ministry of Culture	23/09/2011	Meeting with mayors and persons directly in charge of the World Heritage, organized by the Ministry of Culture	UNESCO Logo / WH Emblem (With the support of)	
10. United States of America	National Park Services	29/03/2012	Booklet on the 40th anniversary of the World Heritage Convention, for sale in the shops of National Parks in American World Heritage sites	WH Emblem	Activity in the framework of the 40th anniversary
11. United States of America	National Park Service	01/02/2012	Video on World Heritage	WH Emblem	
12. France	Festival Philosophia	08/03/2012	International Philosophy Festival	Patronage of UNESCO	+ Logo 40th anniversary logo
13. France	International Forum on Cultural Tourism – IFTM	16/08/2011	Communication media for the International Forum on Cultural Tourism of the IFTM Top Resa Fair.	UNESCO Logo / WH Emblem	

Country	Requesting Party	Date of reception	Description	Logo used	Comments
14. Kiribati	Conservation Authority	02/05/2012	Series of stamps to commemorate the 40th anniversary of the Convention	WH Emblem only	
15. The Netherlands	Government	25/10/2011	General illustration of World Heritage in a report	UNESCO Logo / WH Emblem + « in the Netherlands »	
16. Romania	Ministry of Culture and National Heritage	19/03/2012	Capacity-building workshop for site managers	UNESCO Logo / WH Emblem « In cooperation with »	
17. United Kingdom	Highways Agency	09/08/2011	World Heritage Symbol on road signs	WH Emblem only	
18. San Marino	Ministry of Culture	09/03/2012	Series of stamps to commemorate the 40th anniversary of the Convention	WH Emblem only	+ 40 th Anniversary Logo
19. Switzerland	Government	28/07/2011	Logo for an expert meeting on Tourism organized jointly by Switzerland and WHC	UNESCO Logo / WH Emblem	
20. NA	G77 and China	21/10/2011	Travelling exhibition of WH photographs	UNESCO Logo / WH Emblem	40th Anniversary
21. NA	Go4BioDiv	26/04/2012	Publication of « Our Treasures at Risk » supported by the German Ministry BMZ	UNESCO Logo / WH Emblem « In cooperation with »	
22. NGO	Earthwatch	19/12/2011	Guidelines for experts	UNESCO Logo / WH Emblem « In partnership with »	