

Heritage Images Archives Initiative Japan Broadcasting Corporation

Ensuring that World Heritage sites sustain their outstanding universal value is an increasingly challenging mission in today's complex world, where sites are vulnerable to the effects of uncontrolled urban development, unsustainable tourism practices, neglect, natural calamities, pollution, political instability and conflict. World Heritage preservation costs money and takes collective effort, and the UNESCO World Heritage Centre welcomes assistance in many different forms to carry out this important work. Since 2002, the World Heritage Partnerships for Conservation Initiative (PACT) has helped raise awareness, mobilize funds and implement activities through creative and innovative partnerships with a diverse range of private sector companies.

The challenge

Our cultural and natural heritage are irreplaceable sources of life as well as sources of inspiration for present and future generations. Reaching the largest public possible is key to promoting World Heritage values and preserving our heritage.

The response

As a public broadcaster NHK (Nippon Hoso Kyokai, or Japan Broadcasting Corporation in English) focuses on promoting the understanding of preserving our invaluable World Heritage while also intensively featuring various environmental issues in its programs and events. Since 2003, a partnership between NHK and UNESCO's World Heritage Centre has produced a series of documentaries on World Heritage, aimed at the creation of a video database "Heritage Images Archives Initiative," available to the public through the World Heritage Centre's website.



Activities on the ground

NHK and the World Heritage Centre have cooperated since 2003 to develop the Heritage Images Archives Initiative, an on-line database of high-definition format images of World Heritage sites. Through the partnership, NHK has co-produced a series of over 600 digital high-definition television documentaries.

About NHK

NHK is the only public broadcaster in Japan, funded by TV license fees. Domestically, it operates four television and three radio channels and provides international services such as NHK World TV. NHK has a global network of 30 overseas offices and produces a wide variety of high quality programs, including news, documentaries, and dramas – delivering them to viewers at home and around the world. NHK considers environment-friendly management for sustainable development as an integral part of its policy and has been making continuous efforts to reduce its waste and CO2 emissions through effective recycling, power-saving programs, and by installing in-house solar and water power systems.

About the World Heritage Centre

Established in 1992, the UNESCO World Heritage Centre oversees the day-to-day management of the World Heritage Convention. The Centre provides advice to States Parties in the preparation of site nominations and Tentative Lists, organizes international assistance from the World Heritage Fund upon request, and coordinates both the reporting on the condition of the sites and the emergency action undertaken when a site is threatened. As the focal point within UNESCO for all matters related to World Heritage, the Centre keeps the public informed of World Heritage issues – especially young people, who are the future guardians of World Heritage. The World Heritage Centre seeks to establish successful partnerships for World Heritage conservation with a diverse range of stakeholders, governments, civil society and the private sector.

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*"Alone, we can make a difference –
together, we can change the world"*

Irina Bokova
Director-General of UNESCO

