

# The power of partnerships

## Safeguarding the ocean's treasures for future generations

# Jaeger-LeCoultre

# The International Herald Tribune

*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

Today, over 40 sites are inscribed on the World Heritage List specifically for their exceptional marine values. They are considered the "Crown Jewels of the Ocean" and cover about a quarter by area of all 6,000 marine protected areas on the planet. Multiple stressors are threatening the conservation of exceptional marine sites throughout the world. Inscription on the World Heritage List is only one step toward safeguarding these marine treasures for future generations. It is crucial to ensure that all marine sites have an effective management system in place that adequately protects their outstanding universal value.

## The response

Jaeger-LeCoultre's commitment to sustainable development and the preservation of the unique natural setting of regions that are home to many rare and endangered plant or animal species is expressed through its long-standing partnership with the World Heritage Centre. The Swiss luxury watch manufacturer has initiated activities with the Centre to raise awareness about marine conservation and assist with the preservation of these exceptional ocean places.

## Actions on the ground

In 2008, Jaeger-LeCoultre and their media partner, the International Herald Tribune (IHT) created a media campaign – called "Tides of Time" – designed to protect exceptional natural marine sites by raising awareness about them. Eight times a year, the IHT prints a full-page supplement about the Marine World Heritage sites and the potential of the World Heritage Convention for ocean conservation. Interviews with site managers and their teams bring an international dimension to their day-to-day conservation challenges. A dedicated online element also runs on nytimes.com: the Tides of Time videos, interviews, and multimedia slideshows are presented through an interactive, expandable banner called a Nano-site. Through their communication network, Jaeger-LeCoultre regularly increases the visibility of World Heritage sites that need urgent action and initiates online auctions to raise funds to help those sites. To celebrate their partnership with the UNESCO World Heritage Centre, Jaeger-LeCoultre created a unique watch, with the name "Tides of Time" engraved on the back, to be sold at auctions. The Tides of Time print and on-line media campaign, sponsored by Jaeger-LeCoultre in the International Herald Tribune, offers exceptional visibility to the



**At the eastern end of the Himalayas, a vast protected area is a museum of biodiversity**

**From challenges to collaboration**

**The diverse human element of this noteworthy biosystem**

**World Heritage Partnerships for Conservation Initiative (PACT)**



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cause of conserving the marine World Heritage. Thanks to this partnership, this message has been able to reach an extremely wide public. In addition, Jaeger-LeCoultre's financial contributions to the World Heritage Centre have allowed the recruitment of an ocean conservation specialist to manage the World Heritage Marine Programme. Annual auctions, organized by Jaeger-LeCoultre, have provided direct financial benefits to several World Heritage sites, including Tubbataha Reefs Natural Park, Malpelo Fauna and Flora Sanctuary, and Puerto Princesa Subterranean River National Park.

## About Jaeger-LeCoultre

Since 1833 Jaeger-LeCoultre has been manufacturing high-end timepieces in the Vallee de Joux, Switzerland. Guided by time-honored know-how and a constant quest for technical perfection, the master watchmakers and engineers in the Manufacture craft each and every watch with the same passion. Building on a vast heritage encompassing 1,231 calibres and 398 registered patents and iconic watches such as the legendary Reverso, Jaeger-LeCoultre remains the reference in high-end watchmaking.

## About the International Herald Tribune

From its debut on October 4, 1887 in Belle Epoque Paris, through two world wars and a century of breathtaking change, into a new millennium and the dizzying challenges of globalization and the digital age, the International Herald Tribune (IHT) has brought the world's most compelling news to a global audience, setting the agenda for the global conversation. The International Herald Tribune is the premier international newspaper for opinion leaders and decision-makers. It combines the extensive resources of its own correspondents with those of The New York Times, is printed in more than 40 sites throughout the world and sold in more than 180 countries. The IHT is owned by The New York Times Company.

## 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. The Marine Programme was established in 2005 as one of the six thematic flagship programmes of the World Heritage Centre. Information on all its activities is available at: <http://whc.unesco.org/en/marine-programme/>.

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

Irina Bokova  
Director-General of UNESCO



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