

The power of partnerships

World Wonders Project: Click to explore a World Heritage site with Google

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

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. Together with the World Heritage Centre, partners can relay the message about World Heritage values through promotional activities that increase visibility.

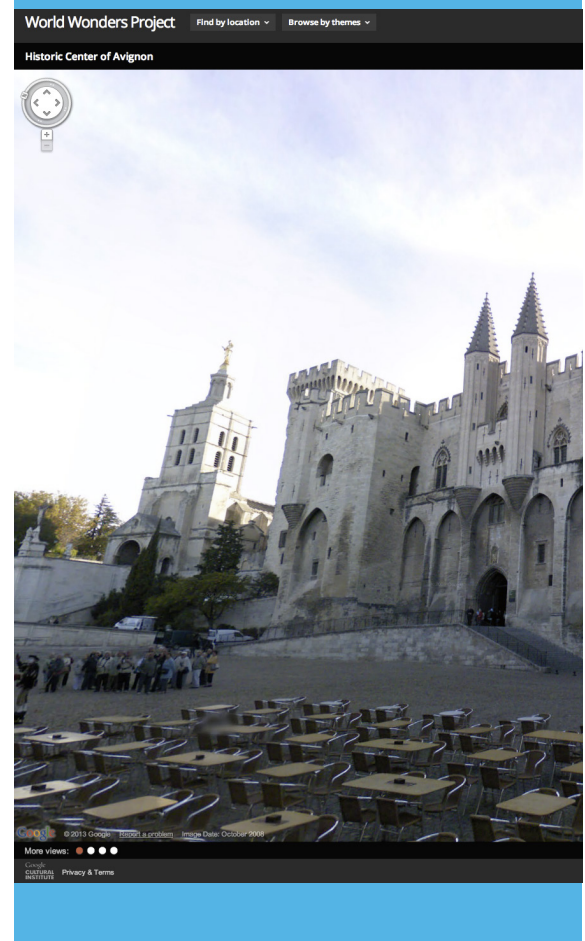
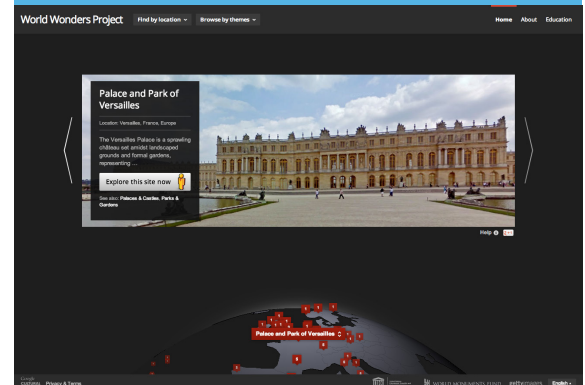
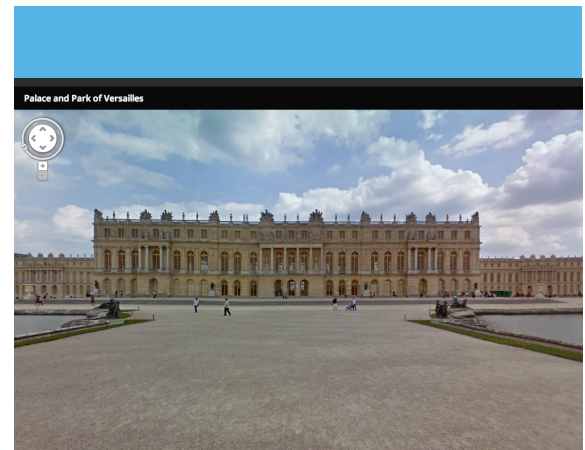
The response

In 2012, international corporation Google formed a partnership with the UNESCO World Heritage Centre to increase awareness worldwide and encourage participation in the preservation of World Heritage sites through the Google World Wonders Project. This alliance with Google makes it possible to offer virtual visits of World Heritage sites to anyone with an internet connection, with just the click of a mouse.

Actions on the ground

Internet users can visit many World Heritage properties via Google's World Wonders Project. Other sites from the List can be viewed on Google Street View, Google Earth, and Google Maps.

Sites of outstanding universal value inscribed on the World Heritage List -- the Palace of Versailles in France, the historic centre of Prague in the Czech Republic and the old town of Cáceres in Spain -- can now be explored online by internet users around the world, thanks to an alliance signed by UNESCO and Google. The agreement makes it possible for Internet users to visit many of the 962 World Heritage properties via Google's Street View. The sites are



located in Spain, France, Italy, the Netherlands, the Czech Republic and the United Kingdom. Street View provides nearly spherical panoramic (360° horizontal and 290° vertical) views taken by cameras mounted on vehicles, bicycles, or sometimes even carried by people. Once obtained, these images are overlaid on Google Maps' satellite views -- the process can take several months. Internet users can visit many World Heritage properties via Google's World Wonders Project. Other sites from the List can be viewed on Google Street View, Google Earth, and Google Maps.

"The alliance with Google makes it possible to offer virtual visits of the sites to everyone, to increase awareness and to encourage participation in the preservation of these treasures."

Irina Bokova, Director-General of UNESCO

"Cultural and natural heritage sites are an irreplaceable source of inspiration and fascination. This is an exciting project and we're thrilled to be working with UNESCO to make more World Heritage sites universally accessible and useful to all."

Amit Sood, Director, Google Cultural Institute

About Google

Google is a global technology leader focused on improving the ways people connect with information. Google's innovations in web search and advertising have made its website a top Internet property and its brand one of the most recognized in the world.

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.

Contacts

Google

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World Wonders



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

Irina Bokova
Director-General of UNESCO

Stonehenge, Avebury

Avebury, United Kingdom



Local time
10:57



Distance
114 km



Weather
9°C



Bearing
251° W

