

## Working to preserve our Heritage: Documenting “Our Place On Our Planet”

*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

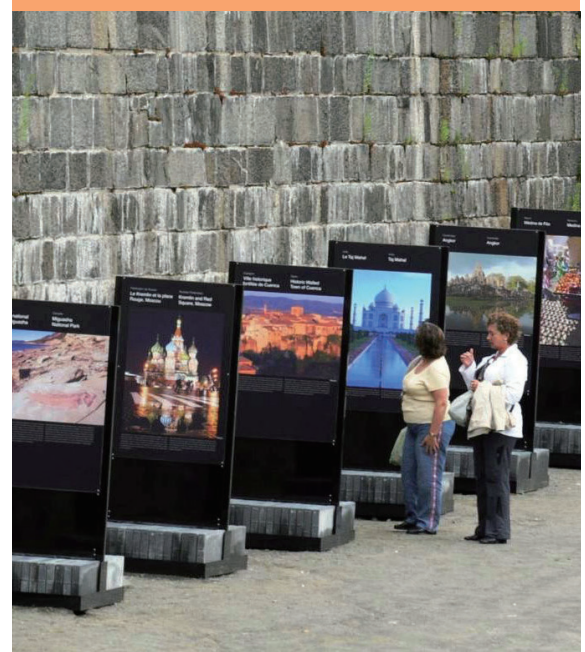
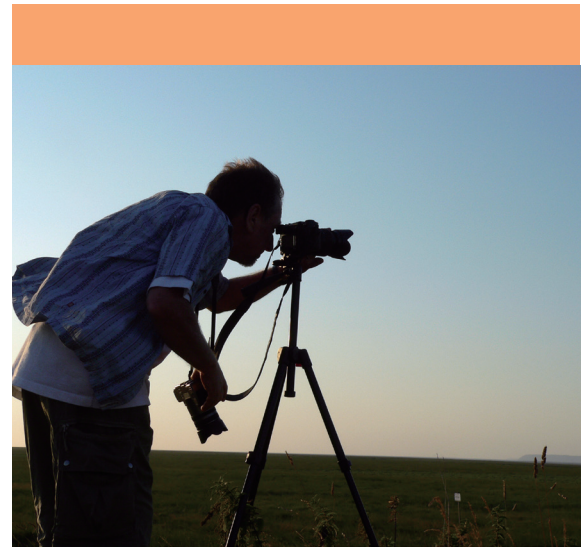
Public involvement is necessary to raise the profiles of the cultural and natural sites inscribed on the World Heritage List and to guarantee the conservation of the world's heritage. Photography, with its proven ability to communicate across cultural and geographical boundaries, is an ideal medium to undertake this task.

### Our Actions

UNESCO and the New Zealand-based company OUR PLACE signed a partnership agreement in 2006 in which they confirmed their commitment to work together to promote the World Heritage Convention. They also agreed to create an official and representative World Heritage photographic database that can be used for promoting the sites of the World Heritage List and World Heritage values in general.

### Results on the ground

OUR PLACE supplies photographs for the World Heritage Centre website galleries, and has supplied numerous images for UNESCO and related third-party publications. OUR PLACE has produced and curated photographic exhibitions featuring images from the OUR PLACE Collection. The 50 large billboard images in the “Human Ingenuity and the Marvels of Nature” exhibition that was held around the perimeter fence of UNESCO's Paris Headquarters through the summer of 2011 exclusively featured OUR PLACE photographs. OUR PLACE is constantly developing new exhibition and presentation methods and is now beginning to document certain World Heritage sites in both still and HD movie formats from low impact flying camera platforms.



The photographers who work on assignment for the OUR PLACE World Heritage project have a proven track record in documenting cultural and natural locations around the world with integrity and skill. This team of International photographers works to capture the human dimension of a site as well as its important physical elements. They have proved their expertise in a large variety of challenging culture and geographical locations – the quality of their work speaks for itself.

## About OUR PLACE

OUR PLACE has currently photographed over 370 World Heritage sites in 84 countries and currently has an archive of more than 45,000 exclusively owned World Heritage images. These are made available for approved exhibitions and displays. A sample selection from each documented site is available for viewing on the [www.ourplaceworldheritage.com](http://www.ourplaceworldheritage.com) website, which attracts thousands of visitors from around the world. OUR PLACE, with its team of international photographers and its comprehensive world heritage photographic archive, is committed to documenting and promoting “*our place on our planet.*”

## 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

