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UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL
ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE WORLD
CULTURAL AND NATURAL HERITAGE

30th Anniversary
(1972-2002)

WORLD HERITAGE COMMITTEE

Twenty-sixth session

Budapest, Hungary
24 - 29 June 2002

Item 8 of the Provisional Agenda:

Progress report on the preparation of the 30th Anniversary of the *World Heritage Convention*

SUMMARY

The 30th anniversary of the adoption by the General Conference of UNESCO of the *Convention Concerning the Protection of the World Cultural and Natural Heritage* on 16 November 1972 presents an ideal opportunity for the international community involved in cultural and natural heritage conservation to reflect on achievements to date and to examine the main issues, constraints and opportunities in the implementation of the *World Heritage Convention*.

The purpose of this document, presented in three parts, is to provide the Committee with a progress report on the activities organized by UNESCO or its partners to mark this anniversary.

Part I: "World Heritage 2002: Shared Legacy, Common Responsibility" A World Heritage International Congress.

Part II: List of events co-organized or supported by UNESCO.

Part III: Publication project to mark the 30th anniversary of the *World Heritage Convention*.

Decisions required:

The Committee may wish to:

1. Approve the objectives of the Congress entitled "World Heritage 2002: Shared Legacy, Common Responsibility."
2. Take note of the proposed programme of activities and encourage States Parties to develop and implement activities in commemoration of the 30th anniversary of the Convention and communicate the outcomes of these activities to the Centre for transmission to the Committee.
3. Consider approving the proposal to publish a book to mark the 30th anniversary and further wish to provide financial support in favour of this initiative.

PART I: "World Heritage 2002: Shared Legacy, Common Responsibility"

A World Heritage International Congress

To mark the 30th anniversary of the *Convention*, UNESCO, with the support of the Government of Italy, is organizing an International Congress to reflect on some of the main issues, achievements and challenges of the World Heritage mission.

Focus of the Congress:

The aim of the Congress is to involve participants from intergovernmental, national, regional and local authorities, from foundations, international non-governmental organizations and the private sector in discussing ways of strengthening the World Heritage conservation process. It may be seen as a test of the viability of the partnership idea discussed in preliminary form by the World Heritage Committee in Helsinki. The programme for the event, which draws on the discussions at the meetings on 15 and 18 January and 19 April 2002 referred to below, is attached as Annex 1.

The objectives for the Congress are three-fold:

1. To assess the past 30 years of implementation of the *World Heritage Convention* with respect to:
 - The protection of natural and cultural heritage worldwide;
 - The development of appropriate national and international heritage protection legislation and practices;
 - Capacity-building at local and regional levels for the management of World Heritage sites.
2. To promote the *World Heritage Convention* by:
 - Increasing the visibility of the Convention and the activities undertaken to protect World Heritage;
 - Developing new activities aimed at ensuring long-term site protection and increasing awareness of the need to preserve World Heritage.
3. To strengthen partnerships for World Heritage conservation by:
 - Identifying opportunities and mobilising support in favour of specific action programmes related to heritage conservation;
 - Creating synergies between World Heritage stakeholders.

Organization:

The Organization of the Congress will be managed by the World Heritage Centre in collaboration with the UNESCO Office in Venice, the City of Venice and the Veneto Region. An informal Steering Committee, composed of staff members of UNESCO, Advisory Bodies and other partner organizations, supports the work of the World Heritage Centre in preparing the programme. The logistical aspects of the Congress will be managed by a local agency, Citta d'Acqua, in close co-operation with the Centre.

Progress report on meetings held:

Following discussions during the twenty-fifth session of the World Heritage Committee in Helsinki, a briefing session for representatives of the Bureau about the preparations for the International Congress of World Heritage Experts in Venice was held at the World Heritage Centre on 15 January. Meetings of the Steering Committee for the event were held at UNESCO Headquarters on 18 January and 19 April. Members of the

Bureau and some members of the Committee were present at those meetings. Notes of both of these meetings were circulated to members of the World Heritage Committee for information.

General Information about the Congress:

Venue:

The proposed venue of the Congress is the Giorgio Cini Foundation on the island of San Giorgio in Venice, Italy.

Dates:

The Congress will last two-and-a-half days from 14 to 16 November 2002. All the sessions will be plenary. A number of conference workshops will be organized in the preceding days (11-12 November) in different Italian cities.

Participants:

It is estimated that approximately 600 participants will attend the Congress. All participants, from Governmental and Intergovernmental bodies involved in conservation of cultural and natural heritage; private institutions and foundations engaged in conservation projects; NGOs; research institutions; and the media, will attend in their individual capacity.

Patrons:

A number of high profile intellectuals, entrepreneurs and international figures have been invited to become patrons for the International Congress (a list of persons contacted is attached as Annex 2). Their role will be to act as advocates both for the Congress and for World Heritage and to lend their names to Congress literature. The patrons will not need to hold any preliminary meetings but will be invited to attend the Congress.

Information about the Associated Workshops:

Nine workshops on a range of themes from Legal issues to Educational programmes, to monitoring World Heritage, to the evolution of the concept of Cultural landscapes (see list attached as Annex 3) will be taking place in different cities before the plenary sessions of the Congress begin (11-12 November 2002). All these workshops are being coordinated by experts and professionals involved in the conservation process. The organizational status (development of programme content, establishment of participants lists and logistical arrangements) of these workshops were reviewed during the most recent steering committee meeting in April, in which members of the Bureau and some members of the Committee participated. The results of these workshops will be presented during the plenary sessions of the Congress (14-16 November 2002).

Communication:

The Congress has been announced in the World Heritage Newsletter, the World Heritage Review, as well as through an information brochure. A specific Web site, linked to the World Heritage Web site, on the Congress is under construction (<http://whc.unesco.org/venice2002/>). Information about the plenary sessions of the Congress and the workshops will be added incrementally in the run up to, period of, and beyond the Congress. This may include detailed agendas, interviews with speakers and participants, the text of presentations, and reports on the workshops and plenary sessions. Press briefs to be distributed before the event will also be prepared to ensure press coverage and give visibility to the objectives of the Congress.

Logistical arrangements:

Following a competitive tendering exercise, a local events management company, "Citta d'Acqua" has been appointed to manage the logistical aspects of the Congress. They will work in close co-operation with the World Heritage Centre. The Centre will endeavour to facilitate the participation of experts from Less Developed Countries and is establishing criteria for assessing applications for such assistance.

Decision required:

The Committee is requested to approve the objectives of the World Heritage International Congress entitled "World Heritage 2002: Shared Legacy, Common Responsibility".

PART II: List of events co-organized or supported by UNESCO

The Virtual Congress on World Heritage Management An Internet-based event

New information technology (NIT), which can facilitate the visualization of natural and cultural properties and of conservation skills and methods, has proven to be an excellent tool in the didactic presentation of conservation objectives.

In co-operation with the ISRSP (International Society for Remote Sensing and Photogrammetry – a network of companies, research institutions, professionals) and the VSMM (Virtual System Multimedia – a network of universities and research institutes for new technologies) this project will organize a series of seminars to discuss the application of these technologies for World Heritage sites. These seminars are tentatively planned for Alexandria (Egypt), Beijing (China), Dakar (Senegal), and Paris (France) on 15-17 October 2002 and Strasbourg (France) on 5-8 November 2002. Through the "call for projects" to be launched via the VSMM and ISRSP networks, over 50 projects on new technology applications for archaeological, architectural and urban conservation and natural heritage conservation in World Heritage sites will be gathered. These seminars will make use of the Internet as much as possible in order to disseminate information as well as to promote an interactive dialogue with on-line participants.

Expected outputs from the Congress will include, for example, an internet site that compiles the best NIT applications (including Geographical Information Systems and examples of the use of satellite images for World Heritage sites) and the proceedings of the seminars.

Information on each seminar is provided below.

Heritage Management Mapping: GIS and Multimedia Alexandria, Egypt (15-17 October 2002)

This Conference will take place at the new Alexandria Library under the Presidency of the Minister of Communications and Information Technology of Egypt. It will be sponsored and organized by the National Center for Documentation of Cultural and

Natural Heritage, the Ministry of Communications and Information Technology of Egypt and UNESCO and will address the following issues:

- National inventories and Heritage Management Mapping (HMM)
- Remote Sensing and Heritage mapping efforts
- Planning HMM
- Integration of Natural and Cultural data in HMM
- Applications of HMM in conservation
- HMM and Public education
- Developing inter-institutional partnerships
- Policy support of HMM
- Regional and International cooperation
- Educational and institutional support of HMM

The aim of the Conference is to provide a forum to explore and demonstrate successful applications of Information Technology in the various domains related to the management of cultural and natural heritage sites. It will give authorities concerned with cultural and natural heritage in the Arab world the opportunity to exchange information and work towards a regional policy of Heritage Development Mapping.

Architecture, Tourism and World Heritage

Beijing, China (5-17 October 2002)

This Conference will take place in Beijing under the Presidency of the Vice-Minister of Education of China. It will be organized by the World Heritage Centre, the School of Architecture of Tsinghua University and the National Commission of the People's Republic of China for UNESCO, in collaboration with the Ministry of Construction, the State Administration of Cultural Properties and the Ministry of Education of China.

The aim of this Conference is to demonstrate, through case studies, the importance of architectural and landscape design for sustainable tourism development. The Conference will gather the Chinese local authorities responsible for the management of cultural and natural sites inscribed on the World Heritage List as well as those seeking inscription, and representatives from the 26 Asia-Pacific signatories to the World Heritage Convention.

Teaching World Heritage in Africa

Dakar, Senegal (15-17 October 2002)

Organized by the World Heritage Centre, the *Agence universitaire de la francophonie*, (academic network of 500 universities) and by Forum UNESCO - University and Heritage, (300 universities worldwide), this Conference will gather representatives from approximately 30 African universities, their international partner institutions and ICCROM at the regional Bureau of the *Agence universitaire pour la francophonie* in Dakar.

The aim is to take stock of the various programmes in environmental sciences, architecture, landscape and urban design, as well as heritage resources management being taught in universities in Africa. This congress will also address the issue of the “*Digital Divide*” and identify the institutional, economic and socio-political obstacles to access to the Internet.

Heritage Management of Historic Cities: Planning for Mixed Use and Social Equity
Mexico City, Mexico (15-17 October 2002)

This three day Conference, organized by INAH (National Institute of Anthropology and History of Mexico), the Mexican Association of World Heritage Cities, the Ministry of Education of Mexico, and the World Heritage Centre, will look at case studies that highlight the essential strategic and informational value of GIS technology as well as in risk-management mapping. Local authorities, experts from international and national agencies concerned with urban development, and IT Mapping developers from the private sector, will be encouraged to attend.

The Elected Representatives and World Heritage: Challenge of Decentralization
French Senate in Paris, France (16 October 2002)

This one-day seminar, organized by the French Senate and the World Heritage Centre, under the Chairmanship of the President of the French Senate and with the support of the Ministry of Foreign Affairs of France and the Inter-Parliamentary Union (IPU), aims to take stock of laws on environmental protection, cultural heritage conservation, regional and urban development laws and regulations in relation to decentralization, and the impact they have had on World Heritage sites. Legislators and the executives of governments from various countries will join this event to celebrate the 30th anniversary of the World Heritage Convention by reviewing their respective roles and responsibilities in heritage management. New technology applications for heritage resource management will be presented by the Institut Géographique National (IGN) based in France, amongst others.

Use of Space Technology to Monitor World Heritage Sites
Strasbourg, France (5-8 November 2002)

An international conference is being organised by EURISY, the International Space University (ISU), the European Space Agency (ESA), NASA and the World Heritage Centre at ISU in the World Heritage city of Strasbourg. The aim of this conference, commemorating the 30th anniversary of the *World Heritage Convention* and also 30 years of civilian remote sensing satellites, is to bring together space experts and international experts who contribute towards the conservation efforts of national heritage and World Heritage. The opportunity will also be taken to look at the possible and potential educational opportunities that may derive from the resulting database.

World Heritage Poster Campaign
In co-operation with the City of Paris-RATP

During a one-week period (12-18 October 2002), the City of Paris and the RATP (Régie autonome des transports parisiens), in collaboration with the World Heritage Centre, will be sponsoring a World Heritage poster campaign in the metro and buses in Paris. This campaign aims to raise public awareness of the variety of cultural and natural properties under protection of the *World Heritage Convention*, promote public understanding of the links between mass public transport systems and urban environmental protection, and to publicize the web site address of the Virtual Congress.

A Celebration of the 30th Anniversary of the *World Heritage Convention* Organized by the German National Commission for UNESCO

A two and a half day meeting will be organized in Potsdam (Germany) on 6-8 June 2002 by the German National Commission for UNESCO and the Foundation for Prussian Palaces and Gardens in Berlin and Brandenburg, in co-operation with the City of Potsdam, the Association of World Heritage Sites and the Masters Programme “World Heritage Studies” of Technical University Cottbus. The meeting will reflect on a number of technical and ethical themes, including World Heritage as a Forum for Intercultural Dialogue.

Regional Seminar to Celebrate the 30th Anniversary of the *World Heritage Convention*

This seminar, organized by the Center for Urban Development Studies of Harvard University and US ICOMOS, will take place at the Harvard University Graduate School of Design (United States of America) on 5 -7 December 2002. It will provide an opportunity to examine a certain number of case-studies on the management of World Heritage sites, notably concerning the properties situated in the United States of America and Canada.

Examples of other related events held in 2002 and 2003

In addition to events directly related to the *World Heritage Convention*, a number of international events related to cultural and natural heritage conservation are to take place throughout the year. UNESCO has, or plans to, participate in these events and to use the opportunities to further enhance support for its actions.

The Politics of World Heritage: An International Conference

This conference, organized by the International Institute for Culture, Tourism and Development of the University of North London (United Kingdom), and held on 3 and 4 September 2002, is designed to coincide with the 30th anniversary of the *Convention*. It aims to evaluate existing heritage conservation and tourism policy-making in relation to World Heritage sites and to contribute to the on-going debate about the designation, management and meaning of World Heritage in the 21st century.

US ICOMOS International Symposium On Heritage Preservation As A Tool For Social Change

17-20 April in Santa Fé (United States of America)

International Year Of Eco-Tourism

19-22 May 2002 in Quebec (Canada)

International Meeting On Mountain Cities: World Heritage Cities And Natural Disasters

20-22 June 2002 in Chambéry (France)

World Summit On Sustainable Development

26 August – 4 September 2002 in Johannesburg (South Africa)

The Seventh International Docomomo Conference

16-21 September 2002 in Paris (France)

ICOMOS General Assembly

October 2002 in Madrid (Spain)

Bishkek Global Mountain Summit

29 October – 1 November 2002 in Bishkek (Kyrgyzstan)

Plenary Meeting of The 57th Session of The UN General Assembly to Mark the End of the UN International Year For Cultural Heritage

4 December 2002, in New York (United States of America)

World Archaeological Congress

Inter-Congress on Indigenous Heritage, in 2003, at Lincoln University, Canterbury (New Zealand)

Decision required:

The Committee may wish to take note of the proposed programme of activities. The Committee may also wish to encourage States Parties to develop and implement activities in commemoration of the 30th anniversary of the World Heritage Convention and communicate the outcomes of these activities to the Centre for transmission to the Committee.

PART III: Publication project to mark the 30th anniversary of the World Heritage Convention

As a result of discussions about 30th anniversary activities with the Advisory Bodies to the World Heritage Committee, a proposal to publish a reference book to mark the 30th anniversary of the *Convention* emerged. The aims of the book would be:

1. To analyse the *World Heritage Convention* and World Heritage policies from a range of perspectives.
2. To document and evaluate the impact of the *World Heritage Convention* on conservation on the 30th anniversary of its adoption.

As recommended by the Bureau of the World Heritage Committee (Paris, April 2002), the publication would be less technical than originally intended, aiming principally to inform the readers about the main conservation issues and sensitise them about the need to preserve World Heritage.

Provisional title: 30 years of the World Heritage Convention, 1972-2002

The book would be prepared by the World Heritage Centre in collaboration with IUCN, ICOMOS and ICCROM and include an introductory overview, with contributions from Chairpersons of the Committee. The book would also make reference to the Budapest Declaration.

Preliminary contacts have been made with a number of potential authors including Lourdes Arizpe, Francesco Francioni and Jeff Sayer who could provide inputs in

assessing the implementation of the *Convention*. Maps, photographs and brief descriptions of the sites currently inscribed on the World Heritage List, would make up a large section of the publication.

The book could be published in soft cover and distributed to the main World Heritage actors – States Parties, non-governmental organizations, academic libraries and development organizations. Consideration could also be given to the scope for commercialising this publication in collaboration with UNESCO's Publishing Office.

Preliminary budget estimates show that between US\$80,000 and US\$100,000 would be required to fund this project. A more definite figure will be calculated on the basis of the printing costs which can vary greatly, depending on the number of pages of the work as well as the number of copies printed and distributed. Part of this budget could be shared if the publication was to be co-published.

Decision required:

The Committee may wish to consider approving the proposal to publish a book to mark the 30th anniversary and may further wish to provide financial support in favour of this initiative (to be discussed under agenda item 24: Adjustments to the World Heritage Fund Budget for 2002-2003 - WHC-02/CONF.202/21).



WORLD HERITAGE 2002
Shared Legacy, Common Responsibility

An International Congress
organized by UNESCO with the support of the Italian Government
on the occasion of the 30th anniversary of the World Heritage Convention

Cini Foundation
Island of San Giorgio Maggiore,
Venice, Italy

14-16 November 2002

This is a Draft proposal. It does not engage UNESCO, or other institutions,
organizations and individuals mentioned in the text.

PROVISIONAL PROGRAMME

14 November 2002

Morning session

9h30-11h30: Inauguration

Speeches by:

A representative of the Director-General of UNESCO
(theme: World Heritage as a tool for international diplomacy)

A representative of the Italian Government

Mr Paolo Costa, Mayor of Venice

Mr G. Galan, President of the Veneto Region

Keynote Address “World Heritage 2002: Shared Legacy, Common Responsibility”

Presented by Mr Alpha Oumar Konaré, Former President of Mali.

“30 Years of the World Heritage Convention”

Presented by the Chairperson of the World Heritage Committee

Break

12h00 – 13h00:

Theme: International Co-operation for World Heritage Conservation
Co-Chaired by: Mr Mounir Bouchenaki, ADG/Culture and Mr Walter Erdelen,
ADG/Science

Introduction to the issues by Mr Bouchenaki and Mr Erdelen

Protecting World Heritage: an International Challenge

**Presented by: Mrs Christina Cameron, Director-General,
National Historic Sites Directorate, Parks Canada**

This presentation should focus on the development of the World Heritage Convention and highlight its achievements as the primary model for international heritage protection. The presentation should also examine the current status of implementation of the World Heritage Convention, its strengths and limitations and should emphasise priorities for the future, particularly in areas concerning the development of normative texts, technical assistance and public information.

The International Framework of Legal Instruments

**Presented by: Mr Francesco Francioni, Chair of International Law
and Vice Rector of the University of Siena**

This presentation should focus on the system of international normative instruments for cultural and natural heritage preservation. The presentation should draw attention to the need to strengthen co-operation between International Conventions that concern natural and cultural heritage protection. It should further examine how this co-operation could make the World Heritage Convention more effective. Moreover, the presentation should attempt to examine the current trends affecting the evolution and impact of these international legal instruments.

Discussion and summary

**Afternoon session
14 November**

14h30 – 16h00:

Theme: Enlarging the Circle of Partners
Chaired by: Mr Jose Maria Ballester, Director,
Culture and Cultural and Natural Heritage (DG 4), Council of Europe

Introduction to the issues by Mr Ballester

Local and Regional Authorities in World Heritage Conservation

Presented by: Mr JP Elong Mbassi, Regional Coordinator, Programme du Développement Municipal - module Afrique de l'Ouest et Centrale

In recent years there has been increasing co-operation between local and regional governments, and other local institutions involved in World Heritage conservation, aimed at developing and implementing joint projects to address issues of concern to both stakeholders. In some cases, this has been stimulated by specific decentralised co-operation policies promoted by national governments and international development institutions. A greater and more effective involvement of local institutions requires the development of adequate financial and technical support and of a system of “best practice”. The presentation should address this issue, examine selected case studies and discuss an agenda for the future.

Conservation and Development: the Cities Model

Presented by: Mrs Anna Kajumolo Tibaijuka, Executive Director, UN – Habitat

Historic cities constitute one of the largest thematic categories of World Heritage. This has prompted the development of many partnerships for conservation, focusing on the design of management tools and on local capacity building. Social and economic development has been at the forefront of these long-term partnerships. The presentation should demonstrate, through case studies, how such partnerships can foster social and economic development.

Multilateral Co-operation for World Heritage Conservation

Presented by: Mr Franco Passacantando, Dean of the Executive Board, The World Bank

In recent years, increasing attention has been focused on the links between culture, sustainable development, economic growth and social cohesion. A growing number of development banks and agencies have recognised the need to help developing countries preserve their natural and cultural resources and assets. This presentation should consider the evolution of development policies and examine ways in which they might further support World Heritage conservation, drawing on a number of regional case studies.

Discussion and summary

16h30 – 18h00

Theme: Linking World Heritage Conservation and Social and Economic Development

Chaired by: Mr Achim Steiner, Director-General, IUCN

Introduction to the issues by Mr Steiner

Special presentation: Heritage, Tourism and Development

Presented by: Mr Paolo Costa, Mayor of Venice

Suggested participants:

Mr Lota Melamari - DG Tanzania National Parks

Ms Kathy MacKinnon, Senior Biodiversity Specialist, World Bank

Ms Rili Hawari, Director, Nature Conservancy Coastal and Marine Indonesia Programme

Mr Dawson Munjeri, member of the World Heritage Committee

Mr Jose Manuel Garcia, President of OWHC

Participant from the Italian Development Co-operation Agency

The Panel should examine the relationship between conservation and development in the framework of the recent debate on the role of culture in sustainable development. The Panel should examine some important examples of world natural and cultural heritage conservation demonstrating its successful link with equitable and sustainable development strategies.

Summary of debate

15 November 2002

Morning session

9h00 - 9h30

Special Presentation on Co-operation between UNEP and UNESCO

Presented by Mr Klaus Töpfer, Executive Director, UNEP

9h30 - 10h30:

Theme: World Heritage as a Flagship Programme for Nature Conservation

Chaired by: Mr Tim Wirth, President, UN Foundation

Suggested participants:

To be determined.

10h30 – 12h00:

Theme: Non-governmental Actors in World Heritage Conservation

Chaired by: Mr Tim Whalen, Director, Getty Conservation Institute

Introduction to the issues by Mr Whalen

Special presentation: Public and Private Responsibilities in Heritage Conservation - the Case of Venice

Presented by Mr Paolo Savona, Consorzio Venezia Nuova

Suggested participants:

Mr José Roberto Marinho, General Director, Marinho Foundation

Mrs Giulia Maria Crespi, Fondo Ambiente Italiano

Mrs Maritta Koch-Weser, Earth 3000

Mr Luis Monreal, Director, The Aga Khan Trust

Mr Ratan Tata, President, The Tata Foundation

Mr Martyn Heighton, The National Trust for Places of Historic Interest or Natural Beauty

Non-governmental actors are playing an increasingly important role in conservation and sustainable development worldwide. Some of them have reached international status and gathered extensive public support. Their field actions, their attention to social equity and regard for the transfer of knowledge make them a key partner in any World Heritage conservation strategy. The panel will offer opportunities to illustrate the growing involvement and wide range of issues that such organizations are helping to address.

Summary of debate

12h00 - 13h00

Theme: New Forms of Partnerships for Natural and Cultural Heritage Conservation

Chaired by: Mrs Bonnie Burnham, President, World Monuments Fund

Introduction to the issues by Mrs Burnham

Suggested participants:

Mr Alvise Zorzi, Private Committees for Venice

Mr Neil Cossons, Chairman, English Heritage

Ms Ros Borath, Director, Angkor - APSARA

Mr Carlos Slim, Trust for Mexico City

Participant from a natural heritage trust (to be identified)

In many countries Heritage Trusts are leading institutions to ensure long-term preservation of cultural and natural sites. The panel should debate the variety of models available both to developed and emerging countries. Focusing on recent experiences, the panel should examine the financial and institutional pre-conditions for developing heritage trusts in different socio-economic contexts.

Summary of debate

Mid-day break

Afternoon Session – 15 November

14h30-16h00

Theme: Raising Awareness and Building Capacity for World Heritage Conservation

Chaired by: Mr Nicholas Stanley-Price, DG of ICCROM

Introduction to the issues by Mr Stanley-Price

Special presentation: Communication: a tool for Conservation

Presented by: Mr Bill Allen, Editor-in-Chief, National Geographic Magazine

Suggested participants:

Mr Tor Hundloe, Chair, Wet Tropics Management Authority, Australia

Mr Rassool Vatandoost, Director, International Cooperation Division, Iranian Cultural Heritage Organization

Mr Manus Brinkman, Secretary General, ICOM

Ms Frances Cairncross, *The Economist*

Participant from the National Federation of UNESCO Associations in Japan

These presentations will provide an opportunity to showcase a number of interesting examples where promotional activities have contributed to the conservation process. They should also attempt to identify strengths and weaknesses in promoting of the image of World Heritage and propose ways to convey UNESCO's ethical and educational message to the public. Focus will also be placed on the different tools available (magazines, news services, radio and TV, the Web, etc.) and the best ways to develop effective partnerships to promote World Heritage.

Summary of debate

16h00-17h00

Theme: Membership Programmes as Vehicles for Raising Awareness Chaired by: Mr Claude Martin, Director-General, WWF International

Introduction to the issues by Mr Martin

Suggested participants:

The Touring Club of Italy
The Australian Council of National Trusts
Birdlife International
Greenpeace
American Express

The Panel should discuss the different models of public membership programmes existing at the international scale and evaluate the opportunities for developing a specific World Heritage public membership programme. Panellists may be given the opportunity to evaluate the impacts, costs and benefits of this type of programme.

Summary of debate

17h00-18h00

Special presentation: The Universe of Technical Skills for Cultural Heritage Conservation Presented by: Mr Jean-Louis Luxen, Secretary-General of ICOMOS International (Jointly prepared by the Advisory Bodies)
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World Heritage thematic categories are today very diversified and include, alongside archaeological sites and monuments, cultural landscapes, cities, industrial structures and modern heritage. This great variety of heritage types calls for an increasingly complex range of skills. The presentation should focus on the current and future needs of technical skills and on the way the World Heritage Advisory bodies and other partners are coping with this task.

Discussion moderated by Mr G. A. Gaballah, University of Cairo (Egypt)

16 November 2002

Morning session only

09h00-10h00

Theme: Involving Young People in World Heritage Conservation

How can young people around the world respond to the many challenges facing World Heritage conservation? In 1994 the UNESCO World Heritage Centre and Associated Schools Project Network launched the Young People's World Heritage Education Project, which seeks to give young people - tomorrow's decision makers - a chance to voice their concerns and learn how to respond to the continuing threats facing World Heritage. This panel will give an overview of World Heritage activities aimed at involving young people in World Heritage conservation.

Suggested participants:

Mr Rob Roney, Teacher at Greymouth High School, New Zealand

Ms Maria de Lourdes Parreiras Horta, Director of the Imperial Museum, Brazil

Mr Stefan Novack, World Heritage Education, Germany

Participant from Alconi, Treviso, Italy

Ms Katya Gonzalez, Director of Heritage, Ministry of Culture, Colombia

A school which is participating in an "Adopt a Monument " scheme.

An audio-visual presentation is also proposed.

10h00-11h00

Theme: Building Partnerships for World Heritage

The final session of the Congress should focus on the presentation of partnerships for World Heritage and on exchanging views about the future prospects for strengthening the system of international co-operation between governmental and non-governmental actors.

11h30 –13h00

Closing of the Congress

Including interventions by:

The Director-General of UNESCO

Representatives of the Government of Italy

The President of the Cini Foundation

Patrons of the Congress

13h00 - Press Conference

"WORLD HERITAGE 2002"

LIST OF POTENTIAL PATRONS CONTACTED

UNESCO Goodwill Ambassadors:

HRH Princess Firyal
Mrs Bahia Hariri
Mrs Marianna Vardinoyannis
Mrs Claudia Cardinale
H.E. Sheikh Ghassan Shaker
Mr Ikuo Hiroyama
Mr Jean-Michel Jarre
Mr Renzo Piano
Mr Wole Soyinka

Other personalities:

H.E. Mrs Suzanne Mubarak, First Lady of Egypt
H.E. Mr Andrés Pastrana, President of Colombia
H.E. Mr Ronal R. Venetiaan, President of the Republic of Suriname
Rt.Hon. Mr Percival James Patterson The Prime Minister of Jamaica
H.E. Mr Thabo Mbeki, President of South Africa
HRH Prince of Wales
HRH Prince Norodom Sihanouk
HH Prince Sadruddin Aga Khan Former President Mr Nelson Mandela
Former President Dr Julio María Sanguinetti
Former President Dr Oscar Arias Sánchez
Countess Setsuka Klossowska de Rola
Professor Amartya Sen, Nobel Laureate for Economics
Ms Zaha Hadid, Architect
Professor Charles Correa, Architect
Mr Ted Turner, Chairman, United Nations Foundation
Mr Bill Gates, CEO, Microsoft Corporation
Mr Yukio Sunahara, CEO, Tokyo Broadcasting Systems
Sir David Attenborough, Journalist and Naturalist
Mr Mark Harvey, CEO, Television Trust for the Environment
Mr Arnaud Lagardere, Director-General of Hachette Distribution Systems

CONGRESS WORKSHOPS

The following thematic workshops will be conducted before the Congress (11-12 November).

1. The Legal Tools for World Heritage Conservation

Coordinators: F. Francioni, M. Jardin, S. Titchen

WHC Focal Point: K. Lennon

Partners: Siena Municipality, University of Siena, Monte dei Paschi (Bank), ICOMOS, IUCN

Venue: Santa Maria della Scala, Siena

2. Cultural Landscapes: the Challenges of Conservation

Coordinators: P. Ceccarelli, M. Rössler

WHC Focal Point: K. Lennon

Partners: Local authorities, University of Ferrara, IUCN, ICOMOS, ICCROM, European Landscape Convention

Venue: Ferrara

3. Towards Innovative Financial Partnerships for World Heritage

Coordinator: M. Koch-Weser

WHC Focal Point: K. Lennon

Partners: Banks and Foundations, Enterprises, WMF, ICOMOS, IUCN, INTESA BCI

Venue: UNESCO Office, Venice

4. Partnerships for the Conservation of World Heritage Cities

Coordinators: E. Fontanari, M. Yang

WHC Focal Points: J. Phares, K. Lennon

Partners: Institute of Architecture of Venice, WHCO, WB Cities Alliance, ICOMOS, ICCROM

Venue: to be confirmed

5. Monitoring World Heritage

Coordinator: H. Stovel

WHC Focal Points: G. Boccardi, K. Lennon

Partners: Municipality of Vicenza, ICOMOS, IUCN, WCMC, NATO, INTESA BCI

Venue: Palazzo Leoni Montanari, Vicenza

6. Partnerships to Conserve Nature and Bio-diversity

Coordinators: G. Glaser, N. Ishwaran

WHC Focal Point: K. Lennon

Partners: UNF, IUCN

Venue: ICTP, Trieste

7. World Heritage University Training

Coordinators: G. Puglisi, S. Landi

WHC Focal Points: M. Richon, K. Lennon

Partners: Universities

Venue: IULM Training Centre, Feltre

8. World Heritage Site Management

Coordinators: J-Marie Teutonico, C. Young, J. Taniguchi

WHC Focal Point: K. Lennon

Partners: Getty Conservation Institute, English Heritage, ICOMOS, IUCN, ICCROM

Venue: Caffè Pedrocchi, Padova

9. Mobilizing Youth for World Heritage

Coordinators: Alcuni, E. Khawajkie, V. Vujicic-Lugassy

WHC Focal Points: R. Oei, K. Lennon

Partners: Alcuni, NORAD

Venue: Treviso