
SECOND CYCLE OF PERIODIC REPORTING FOR EUROPE

DRAFT ACTION PLAN

INTRODUCTION

The PR Experts Team was asked to make recommendations for a draft Action Plan for discussion by the National Focal Points at the Final Periodic Reporting Meeting in Helsinki on 1-2 December 2014. The attached table sets out themes, objectives and high-level actions for consideration and further development by the Focal Points during the meeting. The themes and actions are deliberately open and general at present, since the detail has to be developed by those who are going to use and implement the Action Plan as part of the follow-up to the Second Cycle of Periodic Reporting. To some extent also, the themes and recommended objectives are just examples to stimulate further discussion.

BACKGROUND CONSIDERATIONS

1. The outcomes of the Periodic Report show some significant advances since the first Cycle but also some remaining issues and gaps (see Summary paper circulated separately for the Helsinki meeting).
2. One of the issues is the relative lack of implementation of the Action Plan from the First Cycle Periodic Report. This is considered to be because:
 - a. the regional and sub-regional Action Plans were long and quite detailed with many possible actions;
 - b. States Parties had to deal not just with a long, detailed regional action plan but also with a separate long, detailed sub-regional plan;
 - c. the plans contained a very large number of actions;
 - d. actions were nonetheless often quite vague and open;
 - e. actions were not prioritized;
 - f. actions were classified according to the Committee's then four strategic objectives of Credibility, Conservation, Capacity Building and Communication (the fifth C, Communities, was added only in 2007). Clearly the Action Plan should be led by the Committee's strategic objectives, but setting out the Plan in this way has resulted in a degree of overlap and redundancy of actions;
 - g. no clear lead body for each action was identified which meant that none of the players were certain who should be doing what;
 - h. there was no planned review process or coordination of the implementation of the Action Plan.
3. These points need to be dealt with in developing an Action Plan in response to the Second Cycle of Periodic Reporting.
4. The results of the Second Cycle Periodic Report do not indicate major differences between the sub-regions. The view of the PR Experts Team is that separate sub-regional action plans are not necessary but that there may be a case for indicating different levels of priority for particular actions in specific sub-regions.

5. Alongside the Periodic Reporting Action Plan, steps are being taken towards developing Sub-Regional Capacity-Building Strategies in response to the World Heritage Capacity-Building Strategy (2011). These sub-regional strategies should be integrated with the follow-up to Periodic Reporting. Doing so will provide a further level of sub-regional specificity.
6. The PR Experts Team therefore recommends that the focal points should consider establishing an Action Plan which:
 - a. Has relatively few overall themes and high-level objectives.
 - b. The expert team suggests that the key objectives could be:
 - i. preservation of OUV, including authenticity and integrity, which could also include buffer zones etc;
 - ii. effective management systems;
 - iii. sustainable use of World Heritage properties;
 - iv. increased awareness of the Convention ;
 - v. capacity building necessary to achieve all this.
 - c. The Action Plan has to be realistically capable of being resourced, even if it is not costed at this stage – i.e. actions have to be ones that states parties will actively support.
 - d. The high-level objectives are implemented through SMART (**S**pecific, **M**easurable, **A**ttainable, **R**elevant, **T**ime-bound) targets.
 - e. While the Action Plan should be developed in accordance with the 5 C's, it should not be presented in that format since some actions will fulfill more than one C. Instead, there should be a correlation table showing how the Actions fit with the 5 C's.
 - f. The Capacity Building element is dealt with through the sub-regional capacity-building strategies, adjusted as necessary to fit in with the Periodic Reporting Action Plan.
 - g. Each action should have a clearly identified lead body and supporting partners so that it is clear who should be taking forward each action.
 - h. Actions should be prioritized.
 - i. There should be some formal or informal system of measuring and chasing up progress on delivery of the Action Plan.
 - j. The focal points should consider how this system might operate.
7. The following table sets out a skeleton for an Action Plan, identifying broad themes against the five C's, setting out issues which need dealing with for each theme and recommending some objectives. If accepted by the focal points, these would then need to be developed into SMART actions. It would also be necessary to determine whether particular objectives are a priority for specific regions. At the next stage, also, it would be necessary to re-order the objectives in a way which is logical in operational terms with a correlation table showing the linkages to the five C's.
8. Focal Points are invited to consider:
 - a. Which themes and objectives should be included in the regional Action Plan;
 - b. Which actions should be included, and whether any should be added;
 - c. The priority of each objective/ action in each sub-region (**H**igh, **M**edium, **L**ow);
 - d. Who the lead partner should be;
 - e. The time frame of each action (Short (1-2 years), Medium (3-5 years), Long);
 - f. The time frame for review of each action;

9. The main bulk of work should be undertaken during the Final PR Meeting. The Action Plan will be finalised by the PR Experts Team and the WHC, taking into account the discussions during the Meeting.
10. The Final Action Plan will be sent out to the Focal Points by the World Heritage Centre. Given the tight deadlines for the publication of the PR Report ahead of the 39th session in Bonn, Germany (28 June – 8 July 2015), the Focal Points will then have approximately one month to submit remarks or proposals to the World Heritage Centre. The Action Plan will then be finalised by the World Heritage Centre for adoption by the World Heritage Committee at its 39th session.

The PR Experts Team

November, 2014

DRAFT ACTION PLAN – SECOND CYCLE OF PERIODIC REPORTING

Strategic Objective (Five C's)	Theme	Objective	Action	Sub-Region				Lead partner/ Resource	Time Frame Short (1-2 y.), Medium (3-5 y.), Long	Review Mechanism
				CESE	M	W	NB			
Strengthen the Credibility of the World Heritage List	Increased understanding of the World Heritage Convention among all stakeholders connected with WH properties	Ensuring that all stakeholders in the wider community, including key decision-takers, understand the importance and meaning of World Heritage	Develop effective means of advocacy and persuasion							
		Increasing understanding of the World Heritage Convention among those directly involved in managing World Heritage properties and implementing the Convention	Training and familiarization							
	All World Heritage properties are in a good state of conservation	See under Conservation	See under Conservation							
The nomination process is used in a credible way	Effective Tentative Lists		Tentative Lists reviewed on a regular basis							
			Examine case for OUV before putting sites on Tentative List							

Draft Action Plan

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				CESE	M	W	NB			
		Production of nominations that are acceptable to the World Heritage Committee	Nominations respecting the decisions of the Committee on balance							
			Use of formal or informal "upstream" processes to identify OUV							
			Resolution of management issues before nomination submission							
Conservation	Preservation of OUV Authenticity and integrity	Interpret OUV in management	Identify attributes and their authenticity and integrity in management plan							
			Develop and communicate a shared vision for site development							
	Boundaries and Buffer Zones	Integrated normative framework	Include World Heritage consideration in national, regional and local legislations							
			Enforcement of legal measures							
	Effective management systems		Develop integrated legal frameworks for natural and cultural heritage							
			Update and make known existing boundaries and buffer zones							
			Endorse management plans in							

Draft Action Plan

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				CESE	M	W	NB			
			national legislation							
		Risk preparedness and disaster management	Prepare a disaster risk management strategy for each property							
		Landscape management	Promote application of HUL approach							
			Integrate N and C policies in rural landscapes							
		Management plans effectiveness	Review management plans and update action plans for implementation							
			Assess visitor and other benefits and include in management plans							
			Identify monitoring indicators and establish a regular monitoring system							
			Recognise traditional practices and ownerships in management							
			All properties should have agreed SOUV and attributes, boundaries etc							
		Credible baseline data for each property								
		Project planning and								

Draft Action Plan

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				CESE	M	W	NB			
		management Funding partnerships								
Capacity Building	Develop and implement the sub-regional capacity-building studies									
Communication	Raised awareness among stakeholders about World Heritage and its benefits	How to increase and maintain positive awareness among all stakeholders	Best practice case studies							
	Influenced decision takers supporting heritage and World Heritage	How to persuade decision makers that conservation and sustainable use of heritage supports sustainable development	Use of World Heritage in Young Hands							
	Education about World Heritage	Increasing teaching about World Heritage in all educational establishments.	Development of heritage education at university level and in civil society							
			Best practice studies of sustainable tourism							
	Improved sustainable visitor access and understanding of properties	Increasing understanding about sustainable tourism among tourism operators	Prepare tourism management plan for each property as part of management system/ management plan							
Improved interpretation of properties and their place in			See Communication							

Draft Action Plan

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				CESE	M	W	NB			
		the World Heritage system								
Communities	Raised awareness about World Heritage	See Communication	Familiarisation trips for decision takers							
	Greater involvement of local communities in management of 'their' World Heritage property	Inclusion of local communities in management system/ management planning	Include local community in management committees							
			Open days and activities for local communities e.g through Council of Europe European Heritage Days							
		Involvement of local schools and NGO's in their local property								