



Proposed Budget
US\$ 220,000

Duration
3 years

Type
Global

Category
Communication
Capacity building
Conservation

Building a Sustainable Global Network of World Heritage Site Managers



The overarching vision of this World Heritage project is to establish links and channels of communication among World Heritage Site Managers around the world by providing a web and a social media platform to share knowledge in the field of World Heritage and share examples of best practices on site management, World Heritage related procedures, such as the Periodic Reporting exercise, nominations and monitoring processes, etc. Furthermore, this project will enhance synergies between the UNESCO World Heritage Centre, the academic community and heritage professionals working in the field by giving opportunities to exchange information, experiences and expertise.



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Context

The World Heritage Capacity Building Strategy, adopted by the World Heritage Committee at its 35th session (Paris, 2011), identified the diverse and growing audiences that require capacity building initiatives for the conservation and management of World Heritage Sites. The development of resource materials – best practice cases and communication tools – are among the activities suggested by the Strategy for improving such capacities. Social Media provides a space where communication and dissemination of information can be targeted at specific audiences, and is particularly effective where common guiding principles govern the work of individuals and institutions spread across the globe, such as in the case of the protection and management of World Heritage properties.

In addition to its central role as Secretariat to the World Heritage Committee, the World Heritage Centre seeks to encourage and facilitate the effective conservation, protection and management of World Heritage Sites by establishing connections between sites, promoting the development of capacity-building measures in different regions of the World, and engaging in active communication and outreach to increase involvement and support for World Heritage. The World Heritage Site Managers' Network initiative is related to each of these aims and activities, and will promote the highest standards in conserving and protecting World Heritage sites.



Relevance

With more than 1,000 properties inscribed, the World Heritage List represents not only a vast, global network of cultural, natural and mixed heritage sites, but also of professionals working in the field of heritage. Each individual Site Manager has a fundamental role to play in the implementation of the World Heritage Convention.



By setting up a knowledge and information-sharing platform aimed at these Site Managers, as well as other key World Heritage stakeholders, the World Heritage Centre will be able to develop a community that can convey the World Heritage Convention in a comprehensive, interactive and accessible manner, while individual Site Managers will be able to benefit from a network of expertise, support and exchange with like-minded professionals.

The Second Cycle of Periodic Reporting clearly demonstrated a strong motivation by World Heritage Site Managers all around the world to develop cross-regional communication among World Heritage stakeholders. Site Managers emphasized the need to have a platform for sharing knowledge and encouraging dialogue, particularly concerning examples of best practice, how to complete statutory-related procedures, such as the Periodic Reporting exercise, nomination procedures and State of Conservation reports, how to request international assistance, and how best to promote their World Heritage sites.



Objectives

1. **To open a new channel of communication** via a social media platform and promote active involvement of key World Heritage stakeholders and a sustainable online community of practice among Site Managers.
2. **To facilitate and encourage the exchange of innovative ideas**, experiences, good practices and lessons learned and to create a sustainable online community of practice among Site Managers, with the involvement of stakeholders and World Heritage practitioners involved in the implementation of the *Convention*.
3. **To increase the accessibility, availability and dissemination** of up-to-date information on World Heritage activities being carried out in different regions hence strengthening regional and global networks, enhancing cooperation amongst types of sites, and encourage cross-regional partnerships.
4. **To promote the development of effective** capacity-building measures for the understanding and implementation of the World Heritage Convention and related instruments;
5. **To enhance synergies** with other UNESCO programmes and Conventions, putting these in context and highlighting their crossovers, etc. thus promoting interest in these instruments, while driving traffic to their individual sites and contributing to a broader understanding of the work of World Heritage and UNESCO as a whole.



Outcomes & Beneficiaries

1. An active, global knowledge and information-sharing platform for World Heritage Site Managers is created; managed by the World Heritage Centre, but driven by the Site Managers themselves, it becomes a hub of knowledge, full of discussions on World Heritage related matters and activities, best practice studies, innovative ideas, experiences and lessons learned. The community of World Heritage Site Managers will interact via a closed social media platform which is widely used and accessible (such as a Facebook group, Instagram, etc.)
2. Active engagement between World Heritage Site Managers and other World Heritage stakeholders is enhanced, to allow them to disseminate and share experiences with large audiences, thereby engaging larger online communities in World Heritage issues.
3. A sustainable, dynamic and direct line of communication between World Heritage Site Managers is established. The online forum of the network acts as a space to promote all World Heritage projects and programmes, as well as allowing trends and activities at World Heritage Sites to be followed and gaps in training and understanding to be identified.



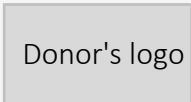
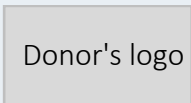
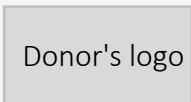



Implementation Steps


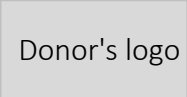
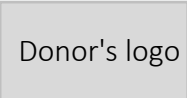
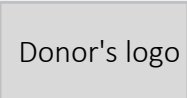

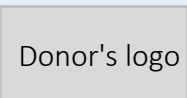
- Detailed project document, outline and budget
- Research, key actors, consultation survey and data gathering
- Preparation of the appropriate material
- Official launch
- Side-event and other visibility and outreach material
- Communication and dissemination
- Annual network meetings/forum
- Administration, moderation, research and promotional campaigns; measuring progress.



Donor's Visibility

A communication and visibility plan will be developed in consultation with the donor(s), including (but not limited to) the options below:

| Visibility Material | Collaterals | Placement | Outreach | Target audience |
|---|--|--|--|---|
| Social Network | Promotion/ recurrent visibility  | Selected social network for the Site Manager's Network | <ul style="list-style-type: none"> • World Heritage Site Managers • Other World Heritage stakeholders of the network | <ul style="list-style-type: none"> • 800 active members • At least 500 contribution monthly (share, comments, retweet, etc.) |
| Site Managers Network web page |  | World Heritage Centre website whc.unesco.org | <ul style="list-style-type: none"> • Public | Statistics for 2016: <ul style="list-style-type: none"> • 13,340 000 visits • 9,735 000 unique visitors • 4, 1650 00 pages viewed |
| Promotional and communication campaign via UNESCO different social networks as well as on UNESCO YouTube |  | UNESCO networks: Twitter Facebook Instagram Google+ YouTube | <ul style="list-style-type: none"> • Public and subscribers to UNESCO social media | <ul style="list-style-type: none"> • 1,300 000 social media subscribers • 5.800.000 impressions per month Statistics 2017 : <div>  : 2,64M followers <div>  : 551,130 followers <div>  : 63,841 subscribers </div> </div> </div> |

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|---|---|---|---|---|
| | | | |  : 1,271 453 subscribers |
| News and event article(s) in focus on UNESCO and World Heritage Centre website |  | World Heritage Centre's website Site: whc.unesco.org | <ul style="list-style-type: none"> • Public interest in World Heritage issues | Statistics for 2016: <ul style="list-style-type: none"> • 13,340 000 visits • 9,735 000 unique visitors • 4, 1650 00 pages viewed • 111, 343 members |
| |  | UNESCO website: www.unesco.org | <ul style="list-style-type: none"> • Public interested in UNESCO mandate | Statistics for June 2016 to June 2017 <ul style="list-style-type: none"> • 38, 379 764 visits • 26, 763 513 pages viewed |
| Side-events |  | World Heritage Committee - Official launch and promotion campaign | <ul style="list-style-type: none"> • Committee members • State Parties • Observers • NGOs • Site Managers • World media present | <ul style="list-style-type: none"> • Around 2,000 participants from 193 countries •  5963 media coverage recorded during the 41COM • More than 2000 live connections on YouTube |
| Article on the Site Managers network in paper review |  | The World Heritage Review and/or World Heritage Paper Series | <ul style="list-style-type: none"> • Public | <ul style="list-style-type: none"> • More than 20 000 subscribers |



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