



## Enhancing the credibility of the World Heritage List: Tentative List good practices

### Project overview

Proposed Budget  
**US\$ 150 000**

Duration  
**18 months**

Beneficiaries  
**States Parties  
Global**

Category  
**Global Strategy**



Tentative Lists are inventories of sites forming part of the cultural and natural heritage of a State Party, which have a strong potential to be inscribed on the World Heritage List. These national inventories are important planning tools for a number of key actors involved: the States Parties, the World Heritage Committee, the Secretariat, the Advisory Bodies. States Parties are encouraged to prepare their Tentative Lists with the participation of a wide variety of stakeholders, including site managers, local and regional governments, local communities, NGOs and other interested parties and partners, and re-examine and re-submit their Tentative List at least every ten years. Harmonization of Tentative Lists at regional and thematic levels is strongly encouraged.



7 place de Fontenoy  
75352 Paris SP07, France  
[wh-marketplace@unesco.org](mailto:wh-marketplace@unesco.org)  
<http://whc.unesco.org/en/activities/950/>



## Context

According to the Operational Guidelines for the Implementation of the World Heritage Convention, Tentative Lists are important planning tools, however, most of the sites are added to Tentative Lists on an ad-hoc basis, without a real process of selection on national level and therefore do not serve their purpose. Moreover, number of States Parties are looking for a manual and/or good practice examples from other countries that have already put in place such a mechanism on national level.

In order to assist States Parties, the World Heritage Centre will compile good practice examples from States Parties having a Tentative List selection process in place and will share them in a web platform/guide available to all stakeholders.



## Relevance



As frequently highlighted from all actors of the Convention, the credibility of the World Heritage List and of the World Heritage system starts at the national level, with the selection of sites, which should have a strong potential for justifying OUV and their inclusion in the Tentative Lists. However, the use of Tentative Lists by States Parties in most of the cases is ineffective and not all lists contain sites that had strong potential to justify OUV



## Objectives

1. **Encourage States Parties** to use **Tentative List as valuable planning tools** and **assist** them in this process by providing **good practice** examples of other States Parties who already have a Tentative List selection process in place.
2. **Encourage States Parties** to harmonize their Tentative Lists at regional and thematic levels. Encourage States Parties to involve local communities, indigenous peoples and youth, as well as include public consultations in the process.



## Budget

An estimated overall extrabudgetary funding of USD 150,000 is needed for the implementation of this activity. These funds will cover the development of guidance and good practices, main capacity-building activities across the regions and gathering and analysing of data in view of monitoring the implementation of the Policy and SDGs, as well as implementation and coordination costs.



## Outcomes & Beneficiaries

1. All the States Parties to the Convention as beneficiaries of the project.
2. Better use of the Tentative Lists as planning tools, and therefore better selection of sites to be nominated to the World Heritage List contributing to enhance the credibility of the List.



## Implementation Steps


- Detailed project document, outline and budget;
- Research, key actors, consultation survey, data gathering and analysis;
- Preparation of the appropriate material;
- Side-event and other visibility outreach to launch the materiel;
- Communication and dissemination.



## Donor's Visibility

A communication & 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
<b>Dedicated webpage on the WH website</b>	Donor's logo	World Heritage Centre website whc.unesco.org	Public	Statistics for 2018: <ul style="list-style-type: none"> <li>• 14,340 000 visits</li> <li>• 9,835 000 unique visitors</li> <li>• 4, 1650 00 pages viewed</li> </ul>
<b>Promotional and communication campaign on social media</b>	Donor's logo	UNESCO networks:  Twitter Facebook Instagram Google+ YouTube	Public and subscribers to UNESCO social media	<ul style="list-style-type: none"> <li>• 1,300 000 social media subscribers</li> <li>• 5.800.000 impressions per month</li> </ul> Statistics 2018 (+13%): <ul style="list-style-type: none"> <li> : 3,56 M followers</li> <li> : 1 257,941 followers</li> <li> : 63,841 subscribers</li> <li> : 1,271 453 subscribers</li> <li> : 1 032 067 subscribers</li> </ul>
<b>News and event article(s) in focus on UNESCO and World Heritage Centre website</b>	Donor's logo	World Heritage Centre's website Site: whc.unesco.org	Public interes ted in world heritage issues  WH stakeholders	Statistics for 2016: <ul style="list-style-type: none"> <li>• 13,340 000 visits</li> <li>• 9,735 000 unique visitors</li> <li>• 4, 1650 00 pages viewed</li> <li>• 111, 343 members</li> </ul>

	Donor's logo	UNESCO website: www.unesco.org	Public interested in UNESCO mandate  WH stakeholders	Statistics for June 2016 to June 2017 <ul style="list-style-type: none"> <li>• 38, 379 764 visits</li> <li>• 26, 763 513 pages viewed</li> </ul>
<b>Side-event at World Heritage Committee</b>	Donor's logo	World Heritage Committee –  Official Launch and promotion campaign	<ul style="list-style-type: none"> <li>• Committee members</li> <li>• State Parties</li> <li>• Observers</li> <li>• NGOs</li> <li>• Site Managers</li> <li>• World media present at COM</li> </ul>	<ul style="list-style-type: none"> <li>• Around 2,000 participants from 193 countries</li> <li>•  5963 media coverage recorded during the 41COM</li> <li>• More than 2000 live connections on YouTube</li> </ul>
<b>Article on World Heritage Review</b>	Donor's logo	The World Heritage Review and/or World Heritage Paper Series	<ul style="list-style-type: none"> <li>• Public</li> </ul> WH stakeholders	<ul style="list-style-type: none"> <li>• More than 20 000 subscribers</li> </ul>



## Contacts

**Alessandro Balsamo**  
World Heritage Centre  
Nomination Team

[a.balsamo@unesco.org](mailto:a.balsamo@unesco.org)

For first email correspondence, please copy: [wh-marketplace@unesco.org](mailto:wh-marketplace@unesco.org)