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## CATEGORY 2 INSTITUTES AND CENTRES

### PROPOSALS FOR ESTABLISHMENT

#### PART IX

#### INTERNATIONAL CENTRE FOR THE INTERPRETATION AND PRESENTATION OF WORLD HERITAGE SITES IN SEJONG IN THE REPUBLIC OF KOREA

#### SUMMARY

In conformity with 37 C/Resolution 93, by which the General Conference approved the Revised Integrated Comprehensive Strategy for category 2 institutes and centres, the Director-General presents the conclusions and recommendations of the feasibility study undertaken at the request of the Government of the Republic of Korea concerning the creation of an International Centre for the Interpretation and Presentation of World Heritage Sites under the auspices of UNESCO in Sejong, Republic of Korea.

In light of the recommendations of the feasibility study, the Director-General recommends that the Executive Board approve the establishment of the Centre as a category 2 centre under the auspices of UNESCO.

The online version of the feasibility study and integral text of the draft agreement are available for consultation on the webpage of the UNESCO Culture Sector at: [www.unesco.org/culture/partnerships/category-2-centres](http://www.unesco.org/culture/partnerships/category-2-centres).

Action expected of the Executive Board: proposed decision in paragraph 24.



JOB: 2019102005

## I. INTRODUCTION

1. On 26 December 2018, the Government of the Republic of Korea proposed to the Director-General the establishment of an International Centre for the Interpretation and Presentation of World Heritage Sites in Sejong (Republic of Korea) as a category 2 centre under the auspices of UNESCO.

2. Further to the proposal from the Republic of Korea and in conformity with the revised integrated comprehensive strategy for category 2 institutes and centres (37 C/Resolution 93), a feasibility study was undertaken in May 2019 to ascertain whether the proposed International Centre for the Interpretation and Presentation of World Heritage Sites in Sejong (Republic of Korea) (hereinafter referred to as “the Centre”) has an enabling policy and institutional environment, and to verify that its scope, focus and orientation are fully aligned with the objectives of UNESCO’s 37 C/4 Medium-Term Strategy and 39 C/5 Programme and Budget. A detailed summary of the findings of the feasibility study is presented below.

## II. OVERVIEW OF THE PROPOSAL

### Proposed objectives

3. The objectives of the Centre are to raise public awareness of and enhance access to World Heritage sites, and thereby contribute to accelerating sustainable development through the conservation and promotion of World Heritage sites.

4. The objectives will be realized by:

- (a) conducting research on the principles and guidance of World Heritage interpretation and presentation;
- (b) developing and implementing capacity-building programmes on World Heritage interpretation and presentation; and
- (c) establishing an information system and building related technical capacity as a foundation for World Heritage interpretation and presentation.

### Geographical coverage

5. The Centre will contribute to strengthen international capacity in heritage interpretation and presentation by providing all possible technical support, in compliance with the 1972 UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage and its related programmes, particularly in developing countries and where heritage is most likely at risk.

### Compliance with UNESCO Programmes

6. UNESCO’s Global Priority Africa would be supported by the Centre’s core objective to concentrate on projects in Africa, focusing on capacity-building programmes.

7. UNESCO’s Global Priority Gender Equality will be supported by the Centre through effective materials and policies, to be implemented in the Centre’s operations and activities. Gender Equality will be actively considered in producing representations of World Heritage sites and in promoting public participation in their interpretation.

8. As for UNESCO's Medium-Term Strategy (37 C/4), the Centre will meet Strategic Objective 7: "Protecting, promoting and transmitting heritage", as it will focus on strengthening the 1972 World Heritage Convention by engaging local communities and visitors in the process of heritage interpretation and management. By enhancing public awareness, policy-makers, heritage managers and heritage interpreters will be able to produce relevant strategies to convey the values and transmission of heritage.

9. In coordination with the International Information and Networking Centre for Intangible Cultural Heritage in the Asia-Pacific Region under the auspices of UNESCO (ICHCAP) based in Jeonju (Republic of Korea), the Centre will coordinate actions to ensure that 37 C/4 Strategic Objective 8: "Fostering creativity and the diversity of cultural expressions" is met. In particular, it will support the important relationship between intangible heritage and the interpretation and presentation of World Heritage sites.

10. The Centre will contribute to achieving Expected Result 1 of Major Programme IV (Culture) of UNESCO's Approved Programme and Budget (39 C/5): "Tangible heritage identified, protected, monitored and sustainably managed by Member States, in particular through the effective implementation of the 1972 Convention", through its activities for the interpretation and presentation of World Heritage sites.

11. The Centre's objectives are in line with the Strategic Priorities of the 1972 World Heritage Convention (or 5Cs: Credibility, Conservation, Capacity-Building, Communication and Communities), and especially the objective "Communication", as the Centre sets out to help increase public awareness and encourages participation in and support for World Heritage.

### **Thematic focus**

12. The Republic of Korea's initiative to create this Centre may have a significant global impact and relevance to the implementation of the 1972 World Heritage Convention. As the proposal indicates, the Centre will focus on raising awareness of World Heritage sites and understanding of these sites through research activities and global capacity-building efforts. These activities will provide fundamental guidance to the Convention's stakeholders with respect to the crucial task of conveying the values and message of heritage to present and future generations.

13. In the field of world heritage, there are five category 2 institutes and centres currently in operation. A review of the mandates of these institutes and centres shows that there is no overlap with the current proposal, as their specific activities or objectives are not related to the interpretation and presentation of World Heritage sites.

14. There is no evidence of redundancy or duplication of efforts. The proposal has identified an important gap in the implementation of the 1972 World Heritage Convention that requires attention.

### **Governance and financial sustainability**

15. A clear operational roadmap for the Centre was provided and included specific short-, mid- and long-term objectives. This roadmap provides credible arguments that the Centre will gradually grow and become fully established and functional.

16. The Republic of Korea provided an appropriate organizational chart and defined tasks and responsibilities for the Centre's secretariat, its Governing Board and Executive Committee and mechanisms to ensure the effective planning, execution and validation of the Centre.

17. The Centre will be overseen by a Governing Board, which is to include representatives from the Member States of UNESCO, ensuring equitable geographical representation. The Governing Board would also include a representative of the Director-General of UNESCO.

18. The Governing Board will take on the following responsibilities:

- (a) elect members of the Executive Committee;
- (b) approve the long-term and medium-term programmes of the Centre;
- (c) approve the annual work plan and budget of the Centre, including the staffing table;
- (d) examine the annual reports submitted by the Director of the Centre, including the biennial self-assessment report of the Centre's contribution to UNESCO's programmes objectives;
- (e) examine the periodic independent audit reports of the financial statements of the Centre and monitor the provision of such accounting records necessary for the preparation of financial statements;
- (f) adopt the rules and regulations and determine the financial, administrative and personnel management procedures of the Centre; and
- (g) decide on the participation of regional intergovernmental organizations and international organizations in the work of the Centre.

### **Type and nature of cooperation with UNESCO**

19. The Centre will build complementary relations with UNESCO to strengthen international, regional, and national capacities for the interpretation and presentation of World Heritage sites, notably by enhancing the involvement of communities in the conservation and presentation of the heritage of humanity. The Centre's involvement in relevant programmes implemented by UNESCO, especially the 1972 World Heritage Convention, will contribute to its effective operation. In turn, the Centre will provide UNESCO with expert advice and capacity-building activities and materials for the interpretation of World Heritage sites.

### **Network of partnerships**

20. A representative from each of the Advisory Bodies to the World Heritage Committee will be a member of the Governing Board of the Centre to guide and oversee the Centre, along with a representative of the Director-General of UNESCO, representatives from the Republic of Korea and other Member States. The Centre will pursue and carry out the above-mentioned objectives through close partnership with international organizations such as the ICOMOS Committee on Interpretation and Presentation of Cultural and Natural Heritage Sites as well as the national and local governments, research groups and civil society.

### **Follow-up actions**

21. The following additional actions were recommended in the framework of the feasibility study:

- (a) organize international conferences and meetings on interpretation and presentation of UNESCO World Heritage sites;

- (b) establish a short-term visiting programme for experts in the field of interpretation and presentation to conduct research and work relevant to the Centre;
- (c) establish an internship programme;
- (d) produce annotated bibliographies on interpretation and presentation issues;
- (e) produce a glossary of terms in this field; and
- (f) develop innovative approaches to digital storytelling and information systems for the interpretation and presentation of World Heritage sites.

### III. CONCLUSIONS

22. Based on the findings of the feasibility study, the proposal fulfils and complies with the guidelines and criteria regarding the establishment of relations between UNESCO and the institutes and centres to be placed under its auspices, as stipulated by the General Conference in 37 C/Resolution 93. The Centre, as described in the feasibility study, fits well with UNESCO's strategic and programmatic objectives and corresponds to the 39 C/5 for Major Programme IV, Main Line of Action 1, Expected Result 1 ("Tangible heritage identified, protected, monitored and sustainably managed by Member States, in particular through the effective implementation of the 1972 Convention"). The Director-General therefore welcomes the proposal to establish an International Centre for the Interpretation and Presentation of World Heritage Sites in Sejong (Republic of Korea) as a category 2 centre under the auspices of UNESCO.

23. In view of the positive outcomes of the feasibility study and the proposed follow-up actions, a draft agreement has been drawn up in compliance with the model agreement annexed to the revised integrated comprehensive strategy for category 2 institutes and centres (37 C/Resolution 93). The draft agreement contains no deviations from the model agreement.

#### Proposed decision

24. In light of the above, the Executive Board may wish to adopt a decision along the following lines:

The Executive Board,

1. Recalling the revised integrated comprehensive strategy for category 2 institutes and centres under the auspices of UNESCO, as approved by the General Conference in 37 C/Resolution 93,
2. Having examined document 207 EX/15.IX,
3. Recalling the duty incumbent upon States Parties to the 1972 UNESCO Convention for the Protection of the World Cultural and Natural Heritage of ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage of outstanding universal value situated on their territory,
4. Noting the importance of enhancing the understanding of heritage interpretation and the need for a platform that fosters such international exchanges and helps build capacity for heritage interpretation,

5. Welcoming the proposal by the Republic of Korea to establish an international centre for the interpretation and presentation of world heritage sites in Sejong, Republic of Korea, as a centre under the auspices of UNESCO (category 2),
6. Takes note of the observations and conclusions of the feasibility study referred to in document 207 EX/15.IX;
7. Recommends that the General Conference, at its 40th session, approve the establishment of the International Centre for the Interpretation and Presentation of World Heritage Sites in Sejong, Republic of Korea, as a centre under the auspices of UNESCO (category 2), and that it authorize the Director-General to sign the corresponding agreement between UNESCO and the Government of the Republic of Korea;
8. Invites all other relevant national, regional or international centres focusing on world heritage, as well as all relevant UNESCO Chairs in the field of culture, to collaborate with the International Centre for the Interpretation and Presentation of World Heritage Sites.