

# Guidelines for media submissions

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## Background

[World Heritage Canopy](#) is a living platform of innovative strategies and practices that integrate heritage conservation with sustainable development. Through case studies and practical examples, the platform aims to inspire and guide local actions that contribute to and align with major global commitments including the 1972 UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention), the 2011 UNESCO Recommendation on the Historic Urban Landscape (HUL Recommendation), and the UN 2030 Agenda for Sustainable Development.

World Heritage Canopy provides a thematic and regional resource for better understanding:

- The role and contribution of heritage to sustainable development in and around the World Heritage properties that benefit local communities;
- Operational solutions for sustainable development in and around World Heritage properties that integrate heritage conservation objectives with the protection of their Outstanding Universal Value (OUV);
- Examples of heritage management practices, policies, and actions that contribute to sustainable development transversally across different thematic dimensions and sustainable development solutions that engage with heritage.

World Heritage Canopy is understood in the framework defined by:

- a) The World Heritage Convention
- b) The HUL Recommendation
- c) The 2030 Agenda and the Sustainable Development Goals (SDGs)
- d) Policy Document for the Integration of a Sustainable Development Perspective into the Processes of the World Heritage Convention (World Heritage Sustainable Development Policy)

## **Multi-media content in World Heritage Canopy**

Each case study published on World Heritage Canopy includes a variety of media content, such as images and videos. The goal of the multi-media material is to enhance the storytelling, provide different perspectives and levels of depth, and create a more engaging and richer user experience. The multi-media content must therefore align with the wider goals and message of the platform and case study and make reference to the framework in which World Heritage Canopy works: the World Heritage Convention, the HUL Recommendation and the 2030 Agenda.

## **Content guidelines for media content**

Two kinds of media content can be included on the website:

### **1. Media content about the site**

#### **For World Heritage cities**

The approach of the images and video should take a combined approach based on the framework provided by the [World Heritage Convention](#) and the [HUL Recommendation](#).

#### **The Operational Guidelines for the Implementation of the World Heritage Convention**

*49. Outstanding Universal Value means cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole. The Committee defines the criteria for the inscription of properties on the World Heritage List.*

*51. At the time of inscription of a property on the World Heritage List, the Committee adopts a Statement of Outstanding Universal Value (...) which will be the key reference for the future effective protection and management of the property.*

*155. The Statement of Outstanding Universal Value should include a summary of the Committee's determination that the property has Outstanding Universal Value, identifying the criteria under which the property was inscribed, including the assessments of the conditions of integrity, and, for cultural and mixed properties, authenticity. (...)*

Operational Guidelines for the Implementation of the World Heritage Convention, 2019

In accordance with the Operational Guidelines, the Statement of Outstanding Universal Value (SOUV), as adopted by the World Heritage Committee, must be the key reference for understanding the heritage values of the site.

#### **2011 UNESCO Recommendation on the Historic Urban Landscape**

In addition to the OUV, World Heritage cities present other heritage values, which encompass the comprehensive local tangible and intangible cultural and natural values of the place. The approach of the HUL Recommendation provides a framework for the identification these other heritage values and their attributes (see [Fukuoka Outcomes](#), page 11-13).

*8. The historic urban landscape is the urban area understood as the result of a historic layering of the cultural and natural values and attributes, extending beyond the notion of*

*“historic centre” or “ensemble” to include the broader urban context and its geographical setting.*

*9. This wider context includes notably the site’s topography, geomorphology, hydrology and natural features, its built environment, both historic and contemporary, its infrastructures above and below ground, its open spaces and gardens, its land use patterns and spatial organisation, perceptions and visual relationships, as well as all other elements of the urban structure. It also includes social and cultural practices and values, economic processes and the intangible dimensions of heritage as related to diversity and identity.*

#### 2011 UNESCO Recommendation on the Historic Urban Landscape

Based on the above, the images and videos must include an overview of the different layers, values and attributes that compose the heritage of the city at different scales, with a special emphasis on the Statement of Outstanding Universal Value (SOUV). A possible outline of contents is as follows:

- Introduction by site manager or city authority explaining the World Heritage site’s OUV, as well as the wider urban context, other heritage values and their attributes as per the HUL approach (can also be in voice-over). Make sure the official, full name of the World Heritage site is used.
- Panoramic view of the city, zooming in the historic centre
- View of the city in its geographical context, including hills, rivers, natural elements... especially as referred to in the SOUV
- Aerial view of the city, showing urban and street patterns, especially those mentioned in the SOUV
- Key views and vistas, especially those mentioned in the SOUV
- Images of street life in historic streets, squares and green spaces, showing how the spaces are used by local residents (socialising, working, eating...), especially those spaces included in the SOUV
- View of typical buildings in the city, such as dwellings, courtyard houses, etc, and how they are used by local residents, especially those places or typologies included in the SOUV
- View of main monuments, especially those mentioned in the SOUV
- View of small businesses, markets and crafts
- Intangible cultural heritage elements, such as traditions, cultural events, artistic expressions, music...

Example: <https://youtu.be/Wr9zTtISJhw>

### **For non-World Heritage cities**

Historic cities have a variety of heritage values of national or local significance. The approach of the HUL Recommendation provides a framework for the identification these values and their attributes, which together define the local urban heritage identity (see [Fukuoka Outcomes](#), page 11-13).

*8. The historic urban landscape is the urban area understood as the result of a historic layering of the cultural and natural values and attributes, extending beyond the notion of “historic centre” or “ensemble” to include the broader urban context and its geographical setting.*

*9. This wider context includes notably the site’s topography, geomorphology, hydrology and natural features, its built environment, both historic and contemporary, its infrastructures above and below ground, its open spaces and gardens, its land use patterns and spatial organisation, perceptions and visual relationships, as well as all other elements of the urban structure. It also includes social and cultural practices and values, economic processes and the intangible dimensions of heritage as related to diversity and identity.*

The 2011 UNESCO Recommendation on the Historic Urban Landscape

Based on this understanding of the urban area, images and videos must include an overview of the different layers and attributes that compose the heritage identity of the city at different scales. A possible outline of contents is as follows:

- Introduction by site manager or city authority explaining the city, its heritage values and their attributes which form the city’s heritage identity as per the HUL approach (can also be in voice-over)
- Panoramic view of the city, zooming in the historic centre
- View of the city in its geographical context, including hills, rivers, natural elements...
- Aerial view of the city, showing urban and street patterns
- Key views and vistas
- Images of street life in historic streets, squares and green spaces, showing how the spaces are used by local residents (socialising, working, eating...)
- View of typical buildings in the city, such as dwellings, courtyard houses, etc, and how they are used by local residents
- View of main monuments, especially as seen from the street / eye height
- View of small businesses, markets and crafts
- Intangible cultural heritage elements, such as traditions, cultural events, artistic expressions, music...

### **2. Multi-media content about the specific initiative**

Images and short videos of up to 10 minutes can also be submitted on the specific initiative included in the case study. These can include interviews with key stakeholders or project team, before/after images, images of the initiative in development, project walk-throughs, etc. The videos can also make a reference to how the initiative intends to contribute towards Sustainable Development.

Example: <https://youtu.be/1RZFHKISPRg>

## Technical requirements for video content

- Videos can be publicly uploaded on a video platform such as YouTube or Vimeo, or sent as a file to [worldheritagecities@unesco.org](mailto:worldheritagecities@unesco.org), indicating the author and copyright owner of the video. Please include the [Grant of Rights form](#) with your submission, dully filled in and signed.
- Video should be preferably in English or French. If this is not possible, please provide captions in English or French.
- Length: we suggest a maximum of 5 minutes to maximise visibility.
- Aspect ratio: landscape, recommended 16:9
- Container (extension): MP4
- Codec : h.264
- Include copyrights and credits in the video itself.