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World Heritage Convention

**Survey for the 50th Anniversary
of the
WORLD HERITAGE CONVENTION
in 2022
World Heritage Centre**

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Introduction

2022 marks the 50th anniversary of the World Heritage Convention, adopted in 1972. With near universal ratification by 194 States Parties, the Convention is now one of the most ratified international conventions in history. The 1,154 cultural and natural World Heritage properties located in 167 countries across the globe testify to the immense cultural and biological diversity of the world, as well as to the power of heritage to bring people together around common values and aspirations. While there is much to celebrate, this anniversary is also a moment to recognize all that has been accomplished over the last 50 years, as well as to identify challenges and missed opportunities and reflect on ways to improve the Convention's implementation for the future.

Recognizing the enormous changes in the world since the creation of the Convention. With a view to soliciting the views and feedback, it was clearly important to obtain feedback from the States Parties, site managers, and other stakeholders for reflection on the adaptation of the Convention in the face of prevailing challenges, and also in order to gather ideas and proposals for themes and plans to mark the 50th Anniversary a Survey Questionnaire was developed.

Synthesis

The Survey Questionnaire on the 50th Anniversary was launched online on 25 June 2021 to all States Parties and site managers as well as academics and experts. The deadline was 25 July 2021 and later extended to 6 August 2021.

The questionnaire included a total of 12 questions mostly constructed to offer respondents the opportunity to rank key issues of importance with the possibility to provide additional comments.

243 completed surveys were received. Many thanks to all those who responded. Nearly 55% of the responses came from site managers of World Heritage properties and about 35% of the responses were from States Parties representatives including National Focal Points for World Heritage. 10% of the responses were from experts and academics. Respondents were from all five regions of the World including 36% from Europe and North America, over 24% from Latin America and the Caribbean and 18% from Africa. Asia Pacific and the Arab States each had 11%.

The most significant conclusions from the Survey were:

1. The most important accomplishment of the World Heritage Convention has been in serving to identify and safeguard valuable cultural and natural heritage sites through inscription on the World Heritage List. It has also contributed to enhancing conservation and management capacities at the local and national levels and promoting laws, policies, regulations and develop guidance for the conservation and management of different types of heritage. The Convention has served to raise awareness of heritage including that of Indigenous Peoples and empowered and improved the lives of communities living in and around World Heritage properties. It has also helped to mobilize international cooperation and contributed to peace-building. The inscription of a site to the World Heritage List first and foremost, leads to increased protection of valuable heritage and promoted identity and pride for the communities and nationally. It also provides opportunities for establishing partnerships for conservation and avenues to raise funds for conservation and training. It also brings about revenues to local communities from tourism related employment opportunities.
2. The greatest impediments to more fully implementing the World Heritage Convention is the lack of financial and human resources at the national and local levels that has been made even more acute by the COVID-19 pandemic. Another significant impediment has been the often insufficient awareness and understanding of the importance of safeguarding certain heritage in the wider public. Ill-conceived economic and infrastructure development projects that negatively impact heritage continue to pose threats to heritage conservation.
3. Climate Change is the most significant global challenge today for cultural and natural heritage. Other major threats include unsustainable development initiatives, uncontrolled urbanization and poorly planned urban development initiatives. The destruction of heritage in armed conflict continues to remain a threat.
4. Responses highlighted that integrating heritage conservation with sustainable development goals and objectives is vital, including the 17 Sustainable Development Goals of the 2030 Agenda, the African Union Agenda 2063, the Sendai Framework, and the SIDS SAMOA Pathway, among others. The engagement and inclusion of all

stakeholders in decision-making processes including local communities and Indigenous Peoples is key, along with the private sector and financial institutions for heritage management. Strengthening governance, legal and regulatory frameworks and capacity for the protection of heritage is essential as is reinforcing capacities at different levels. Integrating heritage into strategies for Climate Action and for those to 'Build Back Better' from the COVID-19 recovery are critical for heritage conservation. Strengthening the heritage conservation, heritage education and awareness raising beyond the processes of the World Heritage List is valuable. Further awareness raising is needed so the List of World Heritage in Danger is further seen as a useful tool to mobilize global action and resources in favour of protecting an endangered property. Finally, the representativity of all geographical regions needs to be enhanced. While a balanced World Heritage List is yet to be achieved, the Global Strategy has paved the way for the inclusion of new categories of World Heritage.

Methodology

The survey questionnaire was developed to be a very short online survey on the ways that the World Heritage Convention has been most effective as well as to gather the views of national and local stakeholders on the key challenges and opportunities confronting it. It also includes some questions concerning plans for the 50th Anniversary of the Convention in 2022. The questionnaire included a total of 12 questions (beyond information on the respondents themselves). The survey questions were generally constructed so as to offer respondents the opportunity to rank key issues of importance. For most questions, respondents were offered 5 possible choices and were asked to rank each issue or statement from 1-5 in ascending importance. In addition, respondents were given the opportunity to put additional comments in a box by ticking “other” and describing the point or comment they wished to make.

The survey questionnaire was sent out electronically to all UNESCO States Parties, Site Managers, National Focal Points, experts and academics who were requested to submit their completed survey to the World Heritage Centre in one month. Eventually, this was extended by two additional weeks. 243 completed surveys were received.

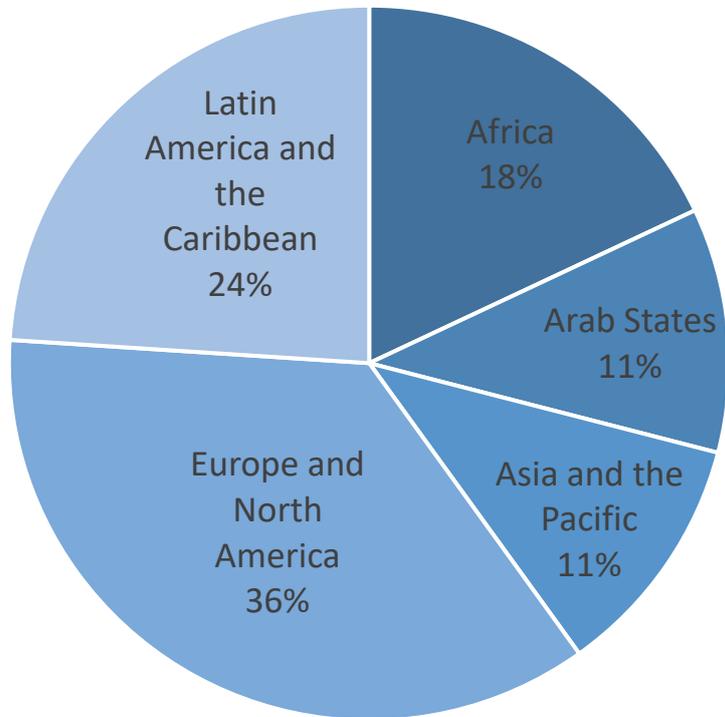
The opinions of the respondents were analysed both numerically and with regard to the comments they provided. For the responses to all the questions with multiple options to be ranked, the cumulative ranks for each response option were computed and then converted to a percentage to analyse their relative ranking among the response choices. The additional comments provided for each question have been captured and summarized within the document by grouping them according to similar themes, or in some cases where the responses seemed singular or specific, they were retained as original input into the survey for insight. The language of the comments was retained to the extent possible even while summarizing them.

Respondents to the Survey

Representation of Respondents	
World Heritage Site Manager	133
Representative of State Party or a National Focal Point	84
Experts and academics	26

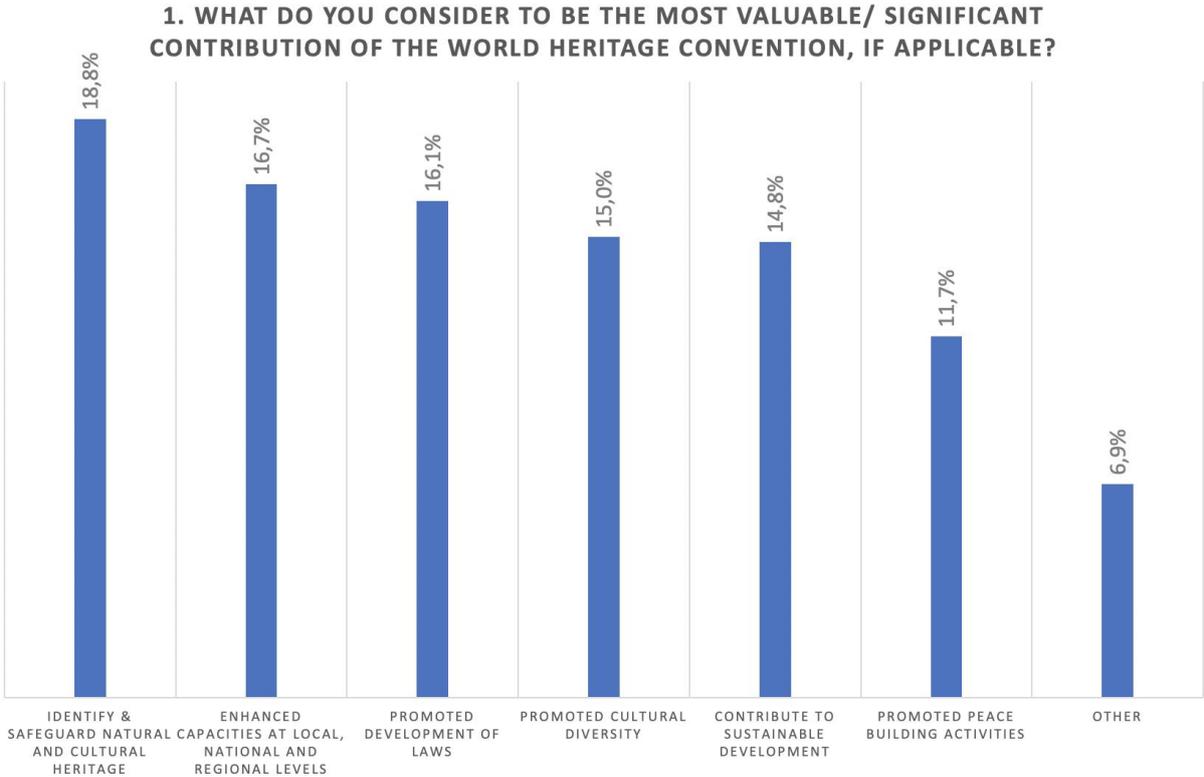
Regional Representation of Site Managers and State Party Representative	
Africa	39
Arab States	24
Asia and the Pacific	24
Europe and North America	78
Latin America and the Caribbean	52
Experts and academics	27
Total	243

Site Managers and State Party Representatives by Region



Appendix: Analysis of Survey Responses

Question 1: Most valuable / significant contribution of the World Heritage Convention, if applicable?



Question 1 Options Ranked from 1-5	Score of preferred options in descending order ¹
Served to identify and safeguard cultural and natural heritage through inscription on the World Heritage List	18,8%
Enhanced capacities at local, national and regional levels for conservation and management of World Heritage properties	16,7%
Promoted the development of laws, policies, and guidance for the conservation and management of different types of heritage	16,1%
Promoted cultural diversity globally and in the region	15,0%
Contributed to sustainable development	14,8%
Promoted peace building processes and activities	11,7%

¹ The survey responses were scored from 1 to 5 for each of the options. These response scores were added for responses to each question, and represented as a percentage of the total score received for all responses to that question.

Other	6,9%
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Question 1 Options Ranked from 1-5	Score of preferred options in descending order	
	World Heritage Site Managers	Representative of State Party
Served to identify and safeguard cultural and natural heritage through inscription on the World Heritage List	18,7%	18,8%
Enhanced capacities at local, national and regional levels for conservation and management of World Heritage properties	16,6%	16,8%
Promoted the development of laws, policies, and guidance for the conservation and management of different types of heritage	16,1%	16,3%
Promoted cultural diversity globally and in the region	15,0%	14,5%
Contributed to sustainable development	15,0%	15,2%
Promoted peace building processes and activities	11,6%	11,8%
Other	7,0%	6,7%

Analysis of Responses:

The most important accomplishment of the World Heritage Convention has been in serving to identify and safeguard cultural and natural heritage sites of outstanding universal value for humanity through inscription on the World Heritage List. It has also contributed to enhancing conservation and management capacities at the local and national levels and promoting laws, policies, regulations and develop guidance for the conservation and management of different types of heritage. The Convention has served to raise awareness of heritage including that of Indigenous Peoples. It has also helped to mobilize international cooperation and aims to contribute to peace-building. The inscription of a site to the World Heritage List first and foremost, leads to increased protection of heritage of outstanding universal value. It also provides opportunities for establishing partnerships for conservation and avenues to raise funds for conservation and training. When sustainable tourism policies are correctly implemented, it also brings about revenues to local communities from tourism related employment opportunities.

Summary of additional comments made by respondents:

According to the additional and more specific comments provided, significant contributions of the World Heritage Convention have been in relation to:

Awareness Raising

- Focusing more attention on cultural heritage and greater awareness;
- Promoting preservation of Indigenous local language traditions;
- Promoting local Indigenous Peoples and their heritage;
- Encouraging and enabling countries to develop Tentative Lists of natural and cultural sites;
- Enhancing better public awareness in general;
- Advancing scientific research and knowledge about ecosystems and cultural development.

Nation / Community building

- Recognizing that national heritage can have OUV, thereby promoting national pride;
- Developing a sense of community belonging around heritage properties;
- Recognizing and empowering communities;
- Improving the life quality of the communities where World Heritages exist;
- Appreciating local cultural identities in global context;
- Encouraging civic pride.

International Cooperation

- Fostering international Cooperation;
- Taking heritage beyond a local issue or tradition to engaging the world in its protection and enhancing international cooperation;
- Contributing to regional cooperation through twinning agreement between World Heritage Sites;

- Cooperating towards the proper application of the Convention and Operational Guidelines;
- Ensuring legal cooperation between nations;
- Mobilizing assistance, resources and funding for protection and development
- Uniting the parties involved, both locally and at a larger scale in the case of serial nominations & properties.

Economy and Tourism

- Contributing to revenue generation;
- Contributing to tourism development, sustainable and cultural tourism.

Policy and Governance

- Encouraging public authority commitment;
- Creating additional laws to protect world heritage;
- Promoting Coordination of the management of World Heritage properties at the National level;
- Sensitizing upstream policies on the risks related to the integrity and authenticity of sites and objects during the launch of major public works;
- Enabling financial mechanisms for heritage protection, international and local;
- Developing National Strategies for heritage.

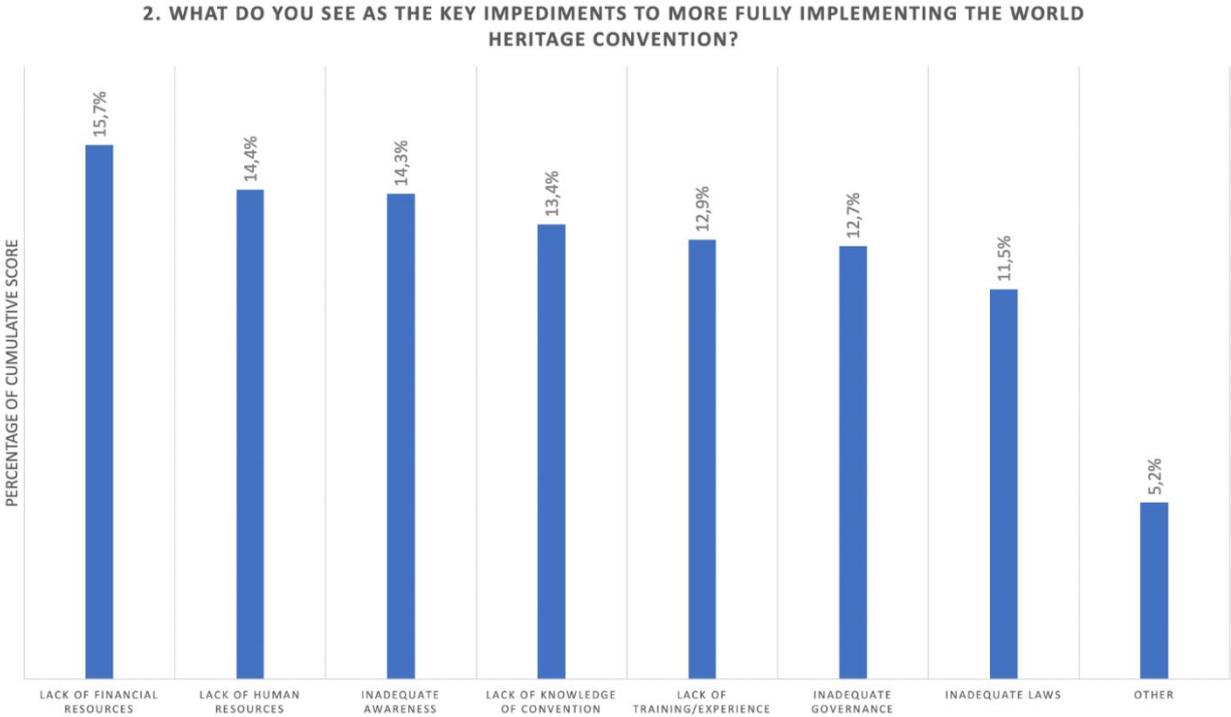
Heritage Conservation

- Saving monuments and wilderness areas;
- Research and documentation of sites;
- Conserving biodiversity.

Development for local communities

- Highlighting and raising funds for development projects within associated local communities.

Question 2: Key impediments to more fully implementing the World Heritage Convention?



Question 2 Options Ranked from 1-5	Score of preferred options in descending order
Lack of financial resources	15,7%
Lack of human resources	14,4%
Inadequate awareness and understanding of the importance of heritage among the general population	14,3%
Lack of knowledge of the World Heritage Convention and its procedures with respect to conservation practices and development initiatives	13,4%
Lack of knowledge/training/experience in heritage conservation	12,9%
Inadequate governance and administration – lack of political support	12,7%
Inadequate laws and regulations – lack of enabling legislation	11,5%
Other	5,2%

Question 2 Options Ranked from 1-5	Score of preferred options in descending order per Category of Respondent	
	World Heritage Site Managers	Representative of State Party
Lack of financial resources	16,0%	15,2%
Lack of human resources	14,5%	13,8%
Inadequate awareness and understanding of the importance of heritage among the general population	14,5%	13,7%
Lack of knowledge of the World Heritage Convention and its procedures with respect to conservation practices and development initiatives	13,3%	13,0%
Lack of knowledge/training/experience in heritage conservation	12,6%	13,1%
Inadequate governance and administration – lack of political support	12,6%	12,5%
Inadequate laws and regulations – lack of enabling legislation	11,2%	11,3%
Other	5,2%	7,4%

Analysis of Responses:

1. The greatest impediments as identified by the respondents to more fully implementing the World Heritage Convention is the lack of financial and human resources at the national and local levels that has been made even more acute by the COVID-19 pandemic. Another significant impediment has been the often insufficient awareness and understanding of the importance of safeguarding certain heritage among the wider public. Ill-conceived economic and infrastructure development projects that negatively impact heritage continue to pose threats to heritage conservation.

Summary of additional comments made by respondents:

Impediments to fully implementing the Convention identified in the comments section included:

Governance and Administration challenges

- Complex processes and lack of streamlining of World Heritage processes at country level;
- Lack of support of national authorities;
- Communication and coordination between the many different levels of government and multiple sectors and ministries involved for any given site;
- Lack of implementation of management plans;
- Ineffective cooperation between authorities at all levels;
- Inadequate legal frameworks and enabling legislation to bring public and private sector interests together.

Development Threats and Challenges to Conservation

- Rapid urban development and expansion;
- Population growth;
- Development of infrastructure;
- Inadequate and insufficient international cooperation on conservation;
- Too much emphasis on commercial gain and modernization;
- Insecurity;
- Vandalism;
- Political will and financial constraints.

Lack of National Capacities

- Lack of skills to understand the systemic nature of heritage, including built, intangible, etc. and how it can contribute to sustainable development;
- Lack of information resources in local languages;
- Lack of human resources;
- Lack of skills in the preparation of nomination files;
- Lack of professional training programmes for new technologies.

Role and engagement of the World Heritage Committee and the UNESCO Secretariat

- Lack of understanding [by the World Heritage processes of the realities faced by developing countries;
- The complexity of World Heritage Committee procedures;
- Politicization of the World Heritage Committee and 'failure' of the Global Strategy.

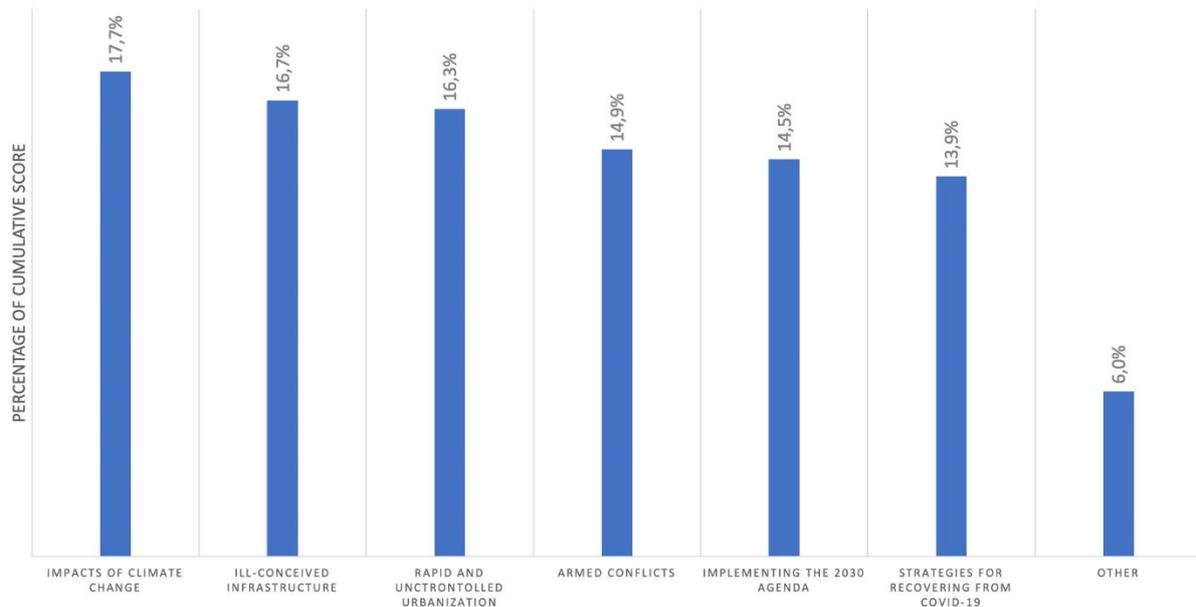
Lack of Awareness and Engagement of Local Communities

- Lack of appreciation of the value of heritage at the local level / disinterest at the national and local level;

- Lack of understanding of the mechanisms of the Convention among the local communities;
- Lack of direct benefits for the local communities in some sites;
- Inadequate promotion of World heritage sites;
- In a few instances, lack of awareness at the local level, among residents and local authority of the benefits of World Heritage listing;

Question 3: Key global challenges and their impact on World's Cultural and Natural Heritage?

3. WHAT DO YOU SEE AS THE KEY GLOBAL CHALLENGES FACING THE WORLD'S CULTURAL AND NATURAL HERITAGE TODAY?



Question 3 Options Ranked from 1-5	Score of preferred options in descending order
The impacts of climate change including climate-related disasters	17,7%
Ill-conceived economic and infrastructure development projects that result in loss and damage to heritage sites	16,7%
Rapid and uncontrolled urbanization and urban development initiatives.	16,3%
Armed conflict and destruction of heritage in conflict	14,9%
Implementing sustainable development and the 2030 Agenda as well as other major international agreements such as Africa 2063, Paris Climate Agreement, Sendai Framework, the SIDS Samoa Pathway, etc.	14,5%
Strategies for recovering and 'building back better' in the context of the COVID-19 pandemic	13,9%
Other	6,0%

Question 3 Options Ranked from 1-5	Percentage of Cumulative Score per Category of Respondent	
	World Heritage Site Managers	Representative of State Party
The impacts of climate change including climate-related disasters	17,8%	17,5%
Ill-conceived economic and infrastructure development projects that result in loss and damage to heritage sites	16,5%	17,1%
Rapid and uncontrolled urbanization and urban development initiatives.	15,8%	17,1%
Armed conflict and destruction of heritage in conflict	14,4%	15,5%
Implementing sustainable development and the 2030 Agenda as well as other major international agreements such as Africa 2063, Paris Climate Agreement, Sendai Framework, the SIDS Samoa Pathway, etc.	14,9%	14,1%
Strategies for recovering and 'building back better' in the context of the COVID-19 pandemic	14,3%	13,6%
Other	6,2%	5,2%

Analysis of Responses:

Climate Change is the most significant global challenge today for cultural and natural heritage. Other major threats include unsustainable development initiatives, uncontrolled urbanization and poorly planned urban development initiatives. The destruction of heritage in armed conflict continues to remain a threat. Other challenges included social issues such as inequality, poverty, and conflict, mass tourism, and lack of national and local engagement in conservation of heritage.

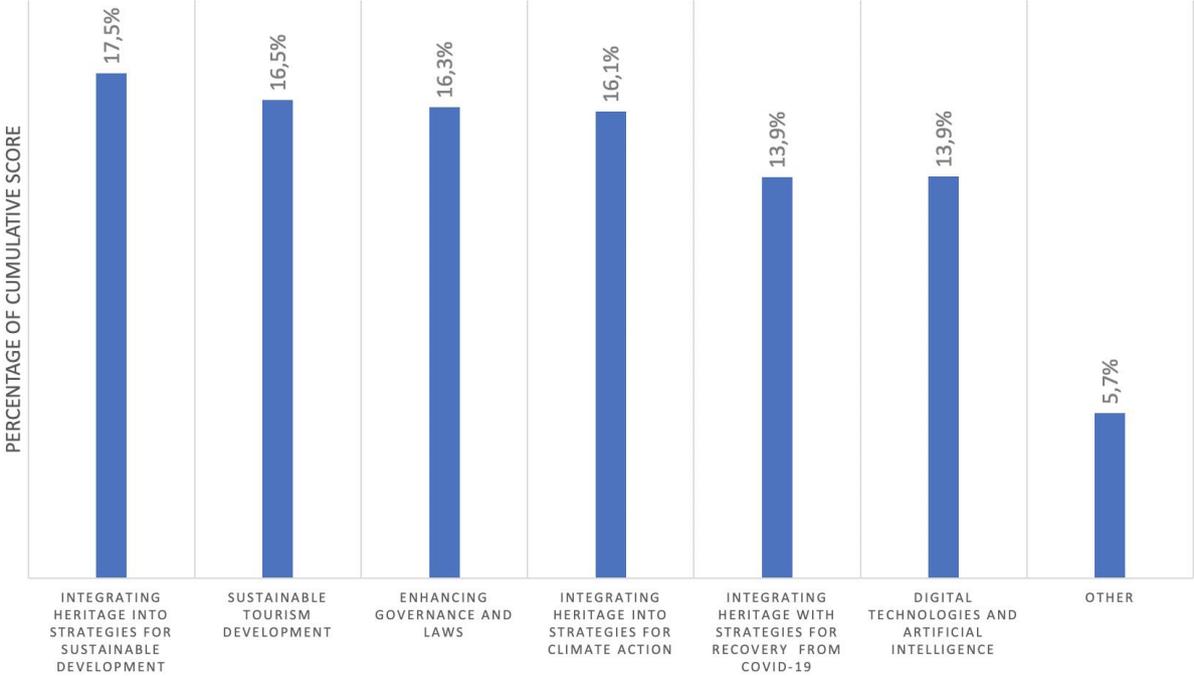
Summary of additional comments made by respondents:

Key global challenges facing cultural natural heritage identified by respondents in the comments section:

- Ecosystem degradation and unsustainable uses, illegal activities and invasive/exotic species;
- Short-term development pressures allowed to overtake the long-term importance and benefits of protecting heritage sites;
- Poverty and social inequality;
- Conflict;
- Prioritizing economic development;
- Lack of awareness concerning the value of cultural and natural heritage;
- Poaching, vandalism;
- Urbanism, urban sprawl, and poorly planned development;
- Mass tourism;
- COVID-19 pandemic.

Question 4: Opportunities and possible ways to more fully implement the World Heritage Convention?

4. WHAT DO YOU SEE AS THE OPPORTUNITIES AND POSSIBLE WAYS TO MORE FULLY IMPLEMENT THE WORLD HERITAGE CONVENTION?



Question 4 Options Ranked from 1-5	Score of preferred options in descending order
Integrating heritage into strategies for sustainable development	17,5%
Sustainable tourism development	16,5%
Enhancing governance and laws concerning heritage management and protection	16,3%
Integrating heritage into strategies for climate action	16,1%
Integrating heritage with strategies for recovery and 'building back better' from the COVID-19 pandemic	13,9%
Digital technologies and artificial intelligence	13,9%
Other	5,7%

Question 4 Options Ranked from 1-5	Score of preferred options in descending order	
	World Heritage Site Managers	Representative of State Party
Integrating heritage into strategies for sustainable development	17,4%	17,5%
Sustainable tourism development	16,7%	16,3%
Enhancing governance and laws concerning heritage management and protection	16,3%	16,2%
Integrating heritage into strategies for climate action	16,1%	16,1%
Integrating heritage with strategies for recovery and 'building back better' from the COVID-19 pandemic	13,7%	14,3%
Digital technologies and artificial intelligence	13,9%	14,4%
Other	5,9%	5,0%

Analysis of Responses:

Integrating heritage conservation with sustainable development is vital, including the 17 Sustainable Development Goals of the 2030 Agenda, the African Union Agenda 2063, the Sendai Framework, and the SIDS SAMOA Pathway. The engagement of local communities and the inclusion of Indigenous Peoples in decision-making processes is key along with the engagement with the private sector and financial institutions for heritage management. Strengthening governance, legal and regulatory frameworks and capacity for the protection of heritage is essential as is reinforcing capacities at different levels. Integrating heritage into strategies for Climate Action and for those to 'Build Back Better' from the COVID-19 recovery are critical for heritage conservation. Finally, they noted the opportunities that World Heritage sites provided of putting conservation at the heart of development strategies.

1.

Summary of additional comments made by respondents:

Comments grouped thematically on opportunities to more fully implement the World Heritage Convention:

Engaging Stakeholders

- Local heritage boards, integrating heritage into civil society;
- Giving more access to the younger generation, engaging youth;
- Strengthening capacity for monitoring and timely decision making processes on the State of Conservation of inscribed properties;
- Incorporating non-profit foundations and media;
- Translating existing methodologies and recommendations into more languages;
- Monitoring sites, with information coming from the managers of the site, the local; community and other institutions, such as NGOs and research institutions;
- Integrating the community more systematically into heritage management programs.

Heritage Education and Capacity Reinforcement

- Heritage Educational programmes and immersion into heritage protection;
- Enhancing engagement with the general public;
- Raising awareness of the value of cultural and natural heritage in its global dimension;
- Exchanging experience and best practices.

Promoting Sustainable Development:

- Promoting local cultural and creative industries linked to sites;
- Raising awareness of the role of heritage in sustainable development;
- Promoting sustainable development strategies not associated with tourism;
- Generate opportunities and tangible benefits for local communities from sustainable uses at the sites;
- Put conservation at the core of development strategies;
- Sustainable management of tourism;
- Linkage with other relevant strategies and policies (climate, financing, urbanization);
- Need for Development of business plans and financial sustainability mechanisms.

Question 5: Are there significant gaps where you think the World Heritage Convention needs to be strengthened to better protect cultural and natural heritage at the moment?

Summary of Responses:

Strengthening the heritage conservation, heritage education and awareness raising beyond the processes of the World Heritage List is valuable. Further awareness raising is needed so the List of World Heritage in Danger is seen as a useful tool mobilizing international action and financing to enable corrective measures to be taken to protect an outstanding heritage site that means so much to all of humanity. The representativity of all geographical regions needs to be enhanced. While a balanced World Heritage List is yet to be achieved, the Global Strategy has paved the way for the inclusion of new categories of World Heritage. With regard to key areas to be strengthened to better protect cultural and natural heritage, the majority of the responses came from States Parties Representatives with Site Managers generally concurring on topics such as sustainable development, local communities, and reinforcing capacities. The key themes that emerged from the responses were on enhancing sustainable development, as well as on engagement and inclusion of a diversity of local communities including Indigenous Peoples as beneficiaries and engaging them in the decision-making processes at the national and local levels. There was also a call to better understand African heritage and to improve the representativity of the World Heritage List as well as for promoting the spirit of international cooperation.

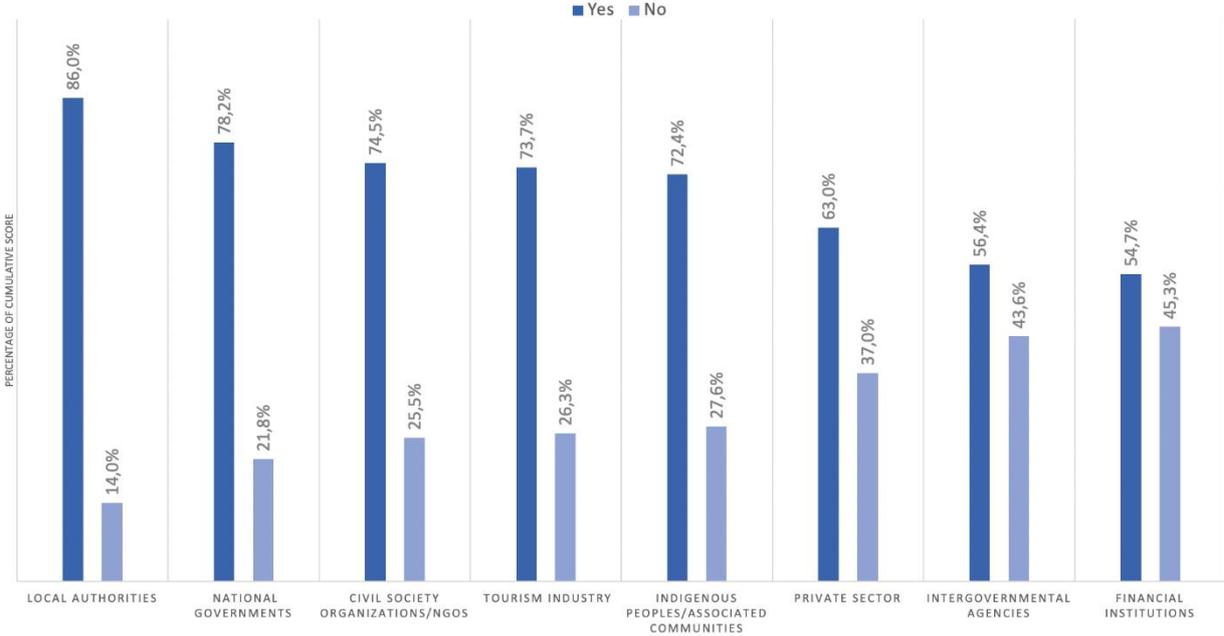
Summary of notable comments:

- **Sustainable development and the 2030 agenda**
 - An integrated, holistic approach is necessary for conservation;
 - Need to make more visible the role of cultural heritage in sustainable, comprehensive and equitable development;
 - A greater/better/clearer understanding is necessary of what sustainable development actually means within the context of world heritage which is particularly important among SIDS. The economic issues are very real and must be taken into consideration;
 - Need to share strategies to address the impacts of climate change in World Heritage sites;
 - More studies, analysis and demonstration of the overall benefits of WH nomination; emphasize the significant local economic impact, and employment;
 - Better management of tourism and policies to ensure sustainability;
 - The need to promote transformative gender policies and programmes;
 - More integration of cultural conventions towards greater harmony and protection of cultural resources and assets;
 - Strengthen the climate aspect in the management of sites, especially at a time when disasters related to climate change have become a major global challenge.
- **Focus on Implementation of Conservation Beyond Inscription on the 'List'**
 - Much more needs to be done on conservation policies according to Article 5 of the World Heritage Convention especially to give cultural and natural heritage a function in the life of the community;

- Strengthen linkages of World Heritage Convention with other major Conventions and international agreements including Biodiversity Conventions, Ramsar Convention, Paris Agreement, Sendai framework, as well as other UNESCO Culture Conventions;
- More guidance and commitment to the heritage impact assessments for major interventions proposed in and around World Heritage properties;
- Move attention beyond the World Heritage List - develop other programmes for general protection and promotion of heritage;
- The negative connotation of the World Heritage in Danger List should given a positive and useful one for States Parties;
- There must be a stronger connection to Heritage professionals and to science to better inform World Heritage , management.
- .
- **Awareness raising and capacity building**
 - While the value of the World Heritage Convention is well demonstrated at the global level, greater efforts are required for its more effective acknowledgement at the local level;
 - Need for more public awareness;
 - Educate the wider public more on natural and cultural heritage;
 - Communication with society on the importance of heritage;
 - Capacity building and strengthening human resources;
 - Improve and strengthen the capacities of its institutions in the States parties.
- **Global Strategy**
 - Better understanding of heritage in Africa and more cultural landscapes in Africa;
 - Representativity and a balanced and credible World Heritage List needs to be addressed;
 - Improvement in the implementation of the Global Strategy and improvement in the balance between regions and countries.
- **International Cooperation**
 - International cooperation and peer-learning between the states should be strengthened in order to ensure better protection of heritage sites.

Question 6: Who Should be further engaged?

6. IN YOUR VIEW, WHO SHOULD BE FURTHER ENGAGED TO IMPROVE THE IMPLEMENTATION OF THE WORLD HERITAGE CONVENTION AND BETTER PROTECT CULTURAL AND NATURAL HERITAGE?



Question 6 Options	Percentage Score for “Yes”	Percentage Score for “No”
Local authorities	86,0%	14,0%
National Governments	78,2%	21,8%
Civil Society Organizations/NGOs	74,5%	25,5%
Tourism industry	73,7%	26,3%
Indigenous Peoples/Associated Communities	72,4%	27,6%
Private Sector	63,0%	37,0%
Intergovernmental agencies	56,4%	43,6%
Financial institutions	54,7%	45,3%

Question 6 Options	Percentage Score for “Yes” or “No”			
	World Heritage Site Managers		Representative of State Party	
	“Yes”	“No”	“Yes”	“No”
Local authorities	84,7%	15,3%	88,8%	11,3%
National Governments	84,7%	15,3%	80%	20%
Civil Society Organizations/N GOs	72,9%	27,1%	75%	25%
Tourism industry	74,3%	25,7%	72,5%	27,5%
Indigenous Peoples / Associated Communities	67,4%	32,6%	78,8%	21,3%
Private Sector	59,7%	40,3%	70%	30%
Intergovernmental agencies	40,3%	59,8%	53,8%	46,3%
Financial institutions	52,1%	47,9%	78,8%	21,3%

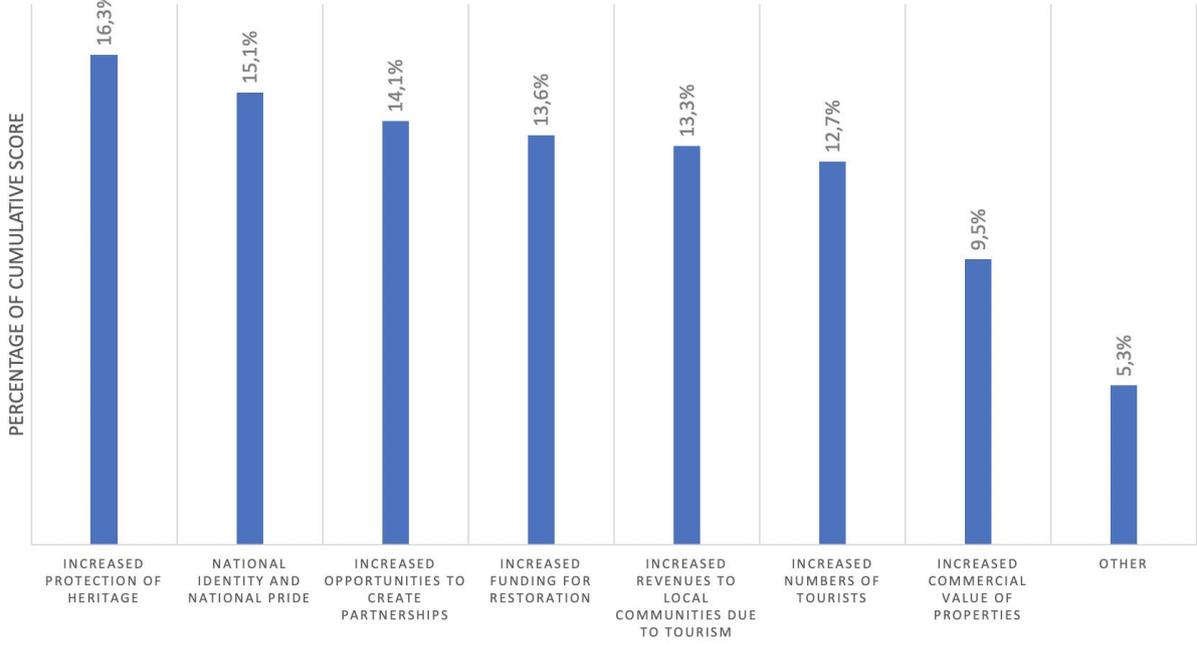
Analysis of Responses

With regard to who should be further engaged in the implementation of the World Heritage Convention, respondents at both the national and the local levels overwhelmingly identified the central role of local authorities (86%) followed by that of national governments (78%) in protecting cultural and natural heritage. While site managers and local authorities valued the engagement of the Tourism Industry, Civil Society Organizations and NGOs were more valuable at the national level. Once again, the importance of engaging Indigenous Peoples and local communities was underlined. While 70% of national representatives saw increased

private sector engagement as important for the future, 40% of site managers disagreed with the increased private sector involvement. Similarly, while nearly 80% of national representatives were in favour of furthering the engagement of financial institutions, a little over 50% of site managers were in favour of them. In their comments, respondents also noted the need to further enhance engagement with universities, academic and research institutions, as well as Development Banks. The need for innovative financing models to be developed for heritage conservation was voiced.

Question 7: The Value of Inscription?

7. WHAT DO YOU CONSIDER TO BE THE VALUE OF INSCRIBING SITES ON THE WORLD HERITAGE LIST?



Question 7 Options Ranked from 1-5	Score of preferred options in descending order
Increased protection of heritage	16,3%
National identity and national pride / Prestige	15,1%
Increased opportunities to create partnerships between government, the private sector, and NGOs to achieve conservation	14,1%
Increased funding for restoration, preservation, and training	13,6%
Increased revenues to local communities due to tourism and employment opportunities	13,3%
Increased numbers of tourists to country/region	12,7%
Increased commercial and real estate value of properties in and around sites	9,5%
Other	5,3%

Question 7 Options Ranked from 1-5	Score of preferred options in descending order	
	World Heritage Site Managers	Representative of State Party
Increased protection of heritage	16,5%	16,2%
National identity and national pride / Prestige	14,8%	15,6%
Increased opportunities to create partnerships between government, the private sector, and NGOs to achieve conservation	14,2%	14,2%
Increased funding for restoration, preservation, and training	14%	12,8%
Increased revenues to local communities due to tourism and employment opportunities	13,1%	13,5%
Increased numbers of tourists to country/region	12,6%	12,9%
Increased commercial and real estate value of properties in and around sites	9,3%	10%
Other	5,4%	4,8%

Analysis of Responses:

For respondents at both the national and the local levels, the greatest value afforded by the inscription of a property on the World Heritage List is the increased protection of heritage which is the main purpose of the World Heritage Convention. Following this, the benefit of inscription of heritage on the World Heritage List, more significantly for the national representatives than for local ones was the promotion of community identity, pride and prestige. Respondents also acknowledged the importance of increased opportunities to create partnerships between the government, the private sector, and NGOs to achieve conservation. A benefit more valued by site managers was increased funding for restoration, preservation, and training activities. Other benefits of inscription of heritage properties on the World Heritage List included increased revenues to local communities from tourism and employment opportunities and increase in the number of tourists visiting countries and regions. An increase in commercial and real estate values was recognised by the respondents as being the least significant benefit of inscription compared to the others foregoing. Inscription also provides greater opportunities for sustainable development and improving local conditions and livelihoods. They also noted the increased awareness of the international community of the site.

Summary of additional comments made by respondents:

Summary of comments made on the value of inscription:

More opportunities for Sustainable Development

- Increased sustainable development opportunities (socio-cultural, economic, urban);
- Maintaining livelihoods and traditions;
- Increased employment opportunities;
- Improvement in local conditions of well-being;
- "Potential for implementing 'culture as an enabler for sustainable development' and Target 11.4 to achieve SDG 11;
- Increasing tourism / Employment / job opportunities;
- Global sharing and understanding contributing to peace building;
- Reinforcement of the feeling of belonging to a community belonging.

Increased Protection of the site

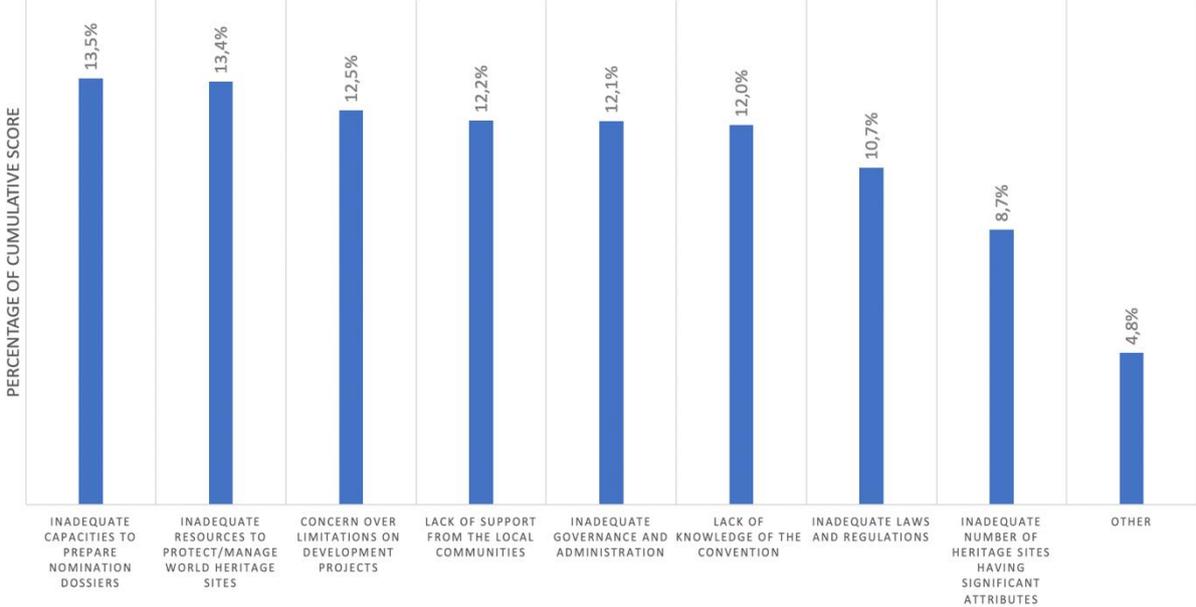
- Proper protection and management to ensure the OUV of sites to justify their inclusion into the World Heritage List with a well written dossier;
- For certain sites, listing further encourages its stakeholders to take note of the site and enhances protection;
- Focuses more attention on site management;
- Greater opportunities for scientific research to be undertaken;
- International cooperation and collaboration.

Raising Awareness

- Increased international awareness of site; tourism development and attraction of more financial resources.

Question 8: The Greatest impediment to Inscription?

8. WHAT DO YOU CONSIDER TO BE GREATEST IMPEDIMENT TO INSCRIBING SITES ON THE WORLD HERITAGE LIST?



Question 8 Options Ranked from 1-5	Score of preferred options in descending order
Inadequate capacities (financial and/or human) to prepare nomination dossiers	13,5%
Inadequate resources to protect and manage World Heritage sites	13,4%
Concern over limitations on development projects and works in and around heritage sites	12,5%
Lack of support from the local communities due to inadequate awareness and understanding of the importance of preserving heritage	12,2%
Inadequate governance and administration – lack of political support	12,1%
Lack of knowledge of the World Heritage Convention and its procedures	12,0%
Inadequate laws and regulations – lack of enabling legislation	10,7%
Inadequate number of heritage sites having significant attributes	8,7%
Other	4,8%

Question 8 Options Ranked from 1-5	Score of preferred options in descending order	
	World Heritage Site Managers	Representative of State Party
Inadequate capacities (financial and/or human) to prepare nomination dossiers	13%	14,7%
Inadequate resources to protect and manage World Heritage sites	13,7%	13,1%
Concern over limitations on development projects and works in and around heritage sites	12,1%	13,5%
Lack of support from the local communities due to inadequate awareness and understanding of the importance of preserving heritage	12,2%	12,1%
Inadequate governance and administration – lack of political support	12,6%	11,1%
Lack of knowledge of the World Heritage Convention and its procedures	12%	12,3%
Inadequate laws and regulations – lack of enabling legislation	11%	9,8%
Inadequate number of heritage sites having significant attributes	8,7%	9,1%
Other	4,7%	4,3%

Analysis of Responses

The greatest impediment to inscribing sites on the World Heritage List was the lack of financial resources and human capacities to prepare nomination dossiers from the perspective of national representatives while site managers saw the greatest hindrance to be the inadequate resources to protect and manage World Heritage sites. National representatives saw the limitations on development projects and works in and around World Heritage sites, as the next greatest hindrance while site managers considered it on par with inadequate governance and administration. Greater understanding is necessary of the knowledge of the World Heritage Convention and its procedures. Respondents observed that the paucity of research, especially for lesser-known types of sites, limited the inscription of sites on the World Heritage List.

Summary of additional comments made by respondents:

Administration Processes

- Complicated nomination processes
- The cost of the dossier and the time it takes.

Communities / Community Engagement

- Lack of knowledge of the benefits of inscription.

Inadequate Research

- Definition of Boundaries;
- Insufficient international thematic studies on lesser known types of sites causing difficulties in preparing quality nominations, e.g. comparative analyses;
- Lack of capacity with advisory bodies to assist interested parties from the very beginning of a nomination (upstream assistance, for instance);

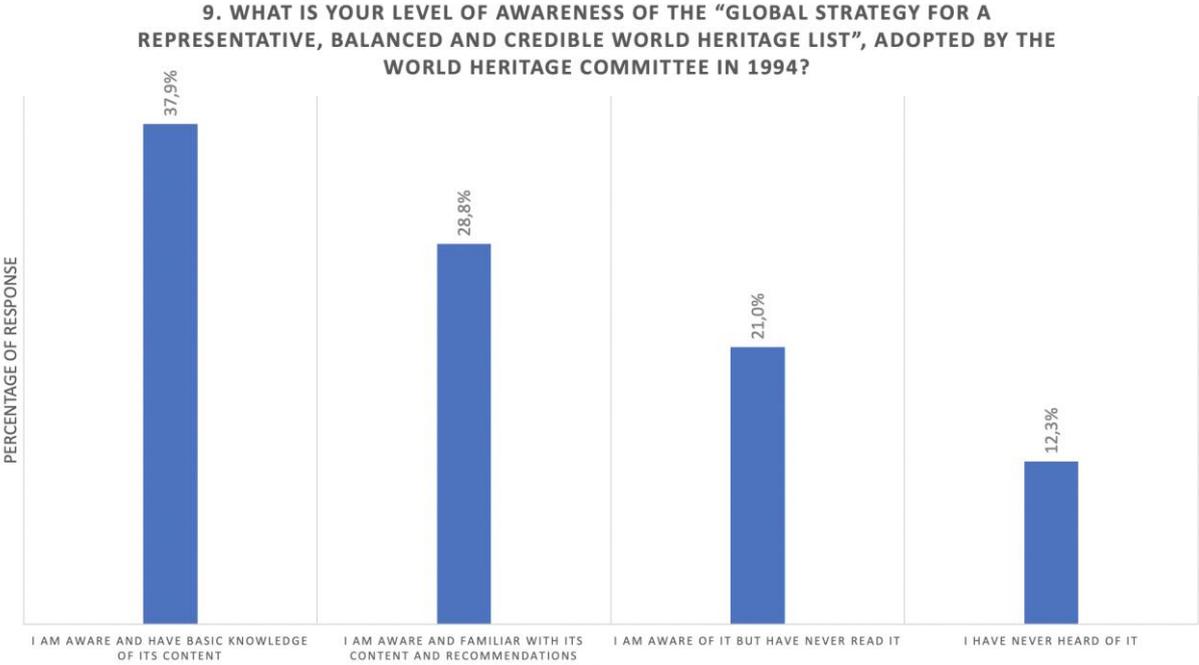
National Issues / Capacity

- Lack of specialists and of financial support;
- In a number of countries there is no specific authority or National Heritage Committee responsible for implementation of the World Heritage Convention;
- Lack of knowledge of the value of heritage or the opportunities for development that heritage can promote;

Development pressures

- Rapid unsustainable development;
- Lack of political will and mistrust of nomination interfering in national / local plans.

Question 9: The Global Strategy for a Representative, Balanced and Credible World Heritage List



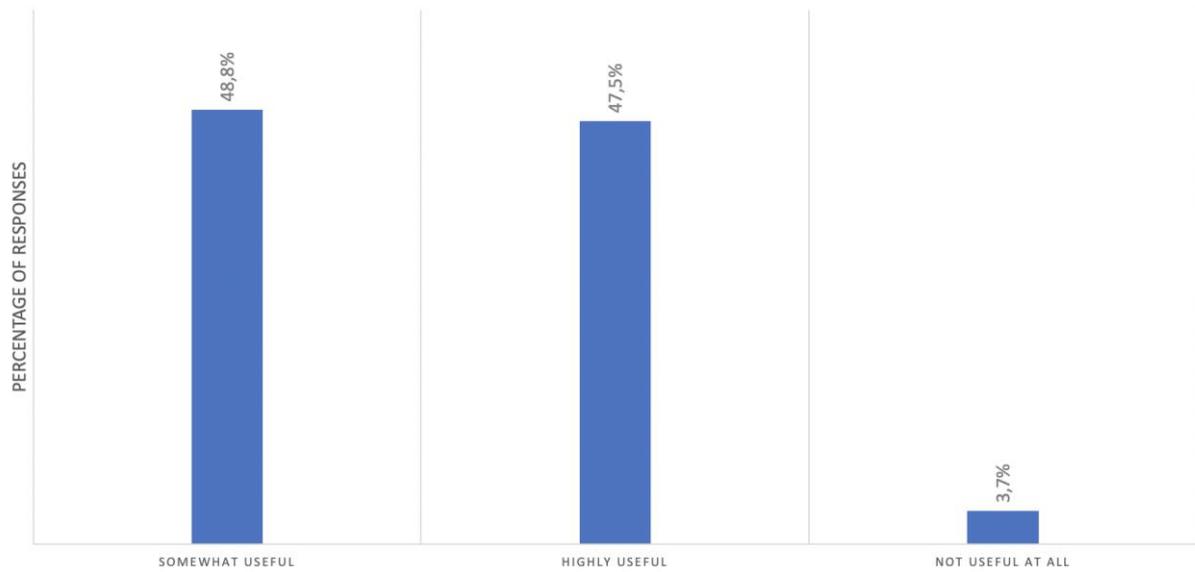
Question 9 Options	Percentage of Responses
I am aware and have basic knowledge of its content	37,9%
I am aware and familiar with its content and recommendations	28,8%
I am aware of it but have never read it	21,0%
I have never heard of it	12,3%

Question 9 Options	Percentage of Responses	
	World Heritage Site Managers	Representative of State Party
I am aware and have basic knowledge of its content	41,7%	31,3%
I am aware and familiar with its content and recommendations	22,9%	37,5%
I am aware of it but have never read it	21,5%	20%
I have never heard of it	13,9%	11,3%

Analysis of Responses

Those who are familiar with the *Global Strategy for a Representative, Balanced, and Credible World Heritage List* (Global Strategy) find it useful however, some are still not familiar with it. While the main goal of achieving a balanced World Heritage List has not been achieved and there are still many gaps in the representativity of the World Heritage List, the Global Strategy has paved the way for new categories of World Heritage to be included. Some noted the need to focus more on the dimension of the 'credibility' of the World Heritage List beyond its global balance.

HOW DO YOU RATE THE OVERALL USEFULNESS OF THE “GLOBAL STRATEGY FOR A REPRESENTATIVE, BALANCED AND CREDIBLE WORLD HERITAGE LIST” GLOBALLY?



Question 9b Options	Percentage of Responses
Somewhat Useful	48,8%
Highly Useful	47,5%
Not useful at all	3,7%

Percentage of Responses		
Question 9b Options	World Heritage Site Managers	Representative of State Party
Somewhat Useful	50%	50%
Highly Useful	43,2%	50%
Not useful at all	6,8%	0%

Respondent Comments on Improving the Usefulness of the Strategy:

Respondents were asked to “Please provide details on reasons for your choice and what could be done to improve its usefulness”. Comments have been captured and summarized below:

The Global Strategy in General:

- has been useful in promoting a balanced List though the main goal has not been accomplished;
- still benefits over-represented regions;
- needs wider recognition at strategic levels;
- needs to further develop emphasis on the dimension of credibility beyond the emphasis on representative and balanced;
- is too much focused on nominations and the World Heritage list; international cooperation and community involvement should be given just as much attention;
- has paved the way for new categories of World Heritage, but there are still many gaps in the representativeness of the List;
- the World Heritage List should include more natural sites in order to balance natural and cultural sites;
- should help strengthen the assistance to poor countries in the process of inscription on the World Heritage List;
- has had an insufficient impact in its efforts to reduce the geographic divide contributing to the politicized decision making of the Committee;
- has resulted in still the same European and Asian countries adding to the List at every session of the Committee, but with still limited submissions from other Groups;
- has not changed the Committee's decisions which have been weighed more heavily by politics and not by the technical merits of a particular site;
- has not influenced the Committee which is still giving their approval to new sites in States that already have many World Heritage sites inscribed;
- has not helped to get more nominations from under-represented areas and doesn't stop nominations from countries with loads of World Heritage sites;
- has been a useful tool to guide the implementation of the Convention though many of its goals have not been fully achieved. Stakeholders to the Convention should reflect about their responsibilities and cooperate in order to attain better results in the implementation of the Global Strategy;
- is essential knowledge for all managers and operators of World Heritage sites;
- provides an opportunity to address the inadequate representation of nations in Africa and the continent as a whole;
- highlights the need for operational recommendations at the level of 'geo-cultural groupings' and 'bio-geographic provinces';

Question 10: 50th Anniversary Activities?

Question 10: Do you plan any activities to mark the 50th anniversary of the World Heritage Convention?	YES	NO
	50,6%	49,4%

About a half of the respondents said they planned activities to mark the 50th Anniversary of the World Heritage Convention. A variety of symposia, conferences, and webinars were proposed from those at a specific site to expert reflections and those with professional associations. Communication activities are also envisaged from the publication of books to posters and flyers to raise awareness as well as social media campaigns. A number of themes were proposed including Climate Change; Sustainable Development, the COVID-19 recovery; sustainable tourism, digital transformation, and balanced representation were proposed for the 50th Anniversary, which are being taken into account during the conception of The Next 50. A number of local and national events are also being organized to mark the 50th Anniversary.

Respondent Comments – Activities Planned for 50th Anniversary

Snapshot of Activities proposed:

- Events proposed to be organised with partners;
- Sites that propose celebrations to coincide with the anniversary of the inscription of the site;
- Symposium on site, conferences, webinars;
- Formation of a National Network of Coordinators of Biosphere Reserves of the country;
- Communication activities including press, social media campaigns to raise awareness, posters, flyers, and talks;
- Site visit with students to be followed by lectures on UNESCO and it's activities;
- Expert reflections on the new challenges of the region and the future of the World Heritage Convention;
- Raising awareness among the general public about the World Heritage Convention with an emphasis on popularizing its content and making it accessible;
- Publication of books concerning the World Heritage Convention;
- Planned initiatives of UNESCO-Chairs (for example, in Germany) including publications and conferences.