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A photograph of a multi-tiered waterfall cascading over rocks in a lush, green forest. Sunlight filters through the trees, creating a misty atmosphere. The waterfall is the central focus of the upper half of the cover.

# IMPLEMENTING NEW VISIONS

**A Guidebook for Action on  
the List of World Heritage in Danger**



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# Preface

Welcome to the guidebook for action on the List of World Heritage in Danger (LWHD) — a crucial tool for safeguarding our planet’s most cherished cultural and natural treasures. This guidebook aims to provide practical strategies and examples based on the recommendations from the 2022 report [“New Visions for the List of World Heritage in Danger.”](#) This guidebook is prepared for diverse audiences, ranging from government officials to local communities, with the goal of making the LWHD easier to understand and engage with. You will find practical approaches to implement the recommendations for each stakeholder group.

One major aspect you will be focusing on is changing the way the story of the LWHD is told. Storytelling can shift perceptions and bring attention back to why the LWHD matters as a crucial tool and move away from negativity and focus on positive conservation efforts.

Making information accessible is crucial. You will be advocating for translating important materials into different languages and tones, so everyone can get

involved, regardless of who and where they’re from. Working together is key. Emphasis is placed on the importance of collaboration among different groups to achieve conservation goals.

Also keeping things simple and clear by focusing on the main goals of conservation and heritage protection, you will be enticed to make discussions more straightforward and garner support for conservation efforts.

Lastly, highlighting the value of educational resources like easy-to-understand guides and videos will help people get involved.

Overall, this guidebook is a practical tool for you, the various stakeholder groups, offering guidance and numerous examples on how to overcome challenges and implement recommendations. Let us embark on this journey together, recognizing the importance of preserving our cultural and natural heritage for the benefit of present and future generations!

## Target groups

|   |                |  |   |
|---|----------------|--|---|
|  | <b>GROUP 1</b> | States Parties to the World Heritage Convention<br>World Heritage Committee members                        | <b>RECOMMENDATIONS</b><br>1, 2, 3, 4, 5 |
|  | <b>GROUP 2</b> | World Heritage Site Managers   | <b>RECOMMENDATIONS</b><br>1, 2, 3, 4    |
|  | <b>GROUP 3</b> | Secretariat of the World Heritage Convention<br>Advisory Bodies to the World Heritage Committee            | <b>RECOMMENDATIONS</b><br>1, 2, 3, 5    |
|  | <b>GROUP 4</b> | Youth  | <b>RECOMMENDATIONS</b><br>2, 4          |
|  | <b>GROUP 5</b> | Civil society<br>Indigenous People<br>Local communities  | <b>RECOMMENDATIONS</b><br>1, 2, 3, 4    |
|  | <b>GROUP 6</b> | General public<br>Media<br>Other World Heritage stakeholders<br>(academia, artists, other specific groups) | <b>RECOMMENDATIONS</b><br>1, 2, 3, 4    |

# Recommendation 1: Change the narrative using positive storytelling and communication



**ISSUE:** The LWHD is commonly viewed in a negative light, resembling a form of punishment rather than a constructive tool for conservation. Over time, influences of various nature have overshadowed its original purpose, with some stakeholders exerting significant efforts to avoid in-Danger listing, diverting attention from the actual urgent conservation efforts needed.

**SOLUTION:** You can reshape the narrative surrounding the LWHD through positive storytelling, highlighting its successes and advantages. Emphasising collaboration and mutual benefit can shift the focus towards constructive action. By reframing the LWHD as an opportunity for cooperation and positive change, stakeholders can be encouraged to engage more actively in conservation efforts.

## Action 1: Identify and showcase success stories

Showcasing your flagship projects and tailoring messages to various audience and avoiding technical jargon will help you to effectively convey the process behind these successes. By showcasing positive examples, you can inspire further cooperation and emphasize the vital role of relationships in heritage conservation.

- > **Engage** in an exploration of success stories from other sites confronting similar challenges, for instance [this video](#) from Los Katíos National Park.
- > **Adapt** these narratives to ensure clarity and accessibility by avoiding technical jargon.
- > **Craft** stories that highlight the challenges faced by similar sites and the teamwork that helped them get off the in-Danger List.
- > **These stories** show how working together can make a big difference in preserving our heritage. Show stakeholders how important each person and organization is in protecting your cultural and natural heritage.

## Action 2: Assess current media strategy

By evaluating the current media strategy concerning LWHD-related issues, you can reveal both strengths and areas for improvement. To enhance communication, identify and address gaps, creating tailored content for diverse audiences even from the same source material. By adopting a more comprehensive approach, you can ensure that your messaging resonates effectively and drives meaningful engagement with stakeholders.

- > **Conduct** a media audit to assess the coverage of in-Danger listings in mainstream media, social media platforms and identify key messages and themes that resonate with the audience; tailor your communication strategy accordingly.
- > **Make use** of a focus group who mirrors your target demographic and recruit them using incentives for participation, also making sure all voices are heard.
- > **Prepare** a comprehensive report summarising the findings and recommendations, sharing them with relevant stakeholders.

## Action 3: Engage stakeholders

To foster stakeholder engagement regarding LWHD, it is imperative that you involve government officials, local communities, and conservation organisations in communication initiatives. Through engagement and dialogue, you can work together to address LWHD issues comprehensively.

- > **Organise** workshops and seminars to find new insights and directions.
- > **Investigate** the [Cologne Cathedral](#) case, which engaged various civil society groups, professionals, municipal, and government officials in workshops fostering open dialogue about the significance of mediaeval architecture and the potential threats posed by high-rise development. Notably, the Cologne Cathedral was successfully removed from the LWHD in 2006.



On-site meeting at the Tombs of the Buganda Kings at Kasubi, Uganda.  
Photo: © UNESCO / Lazare Eloundou Assomo

## Action 4: Highlight participatory processes

Emphasizing the participatory nature of World Heritage processes and the significance of international cooperation is essential in addressing conservation challenges. By highlighting collaborative efforts among governments, communities, and international organizations, you can underscore the collective responsibility to safeguard our shared heritage. Through united action, you can ensure sustainable stewardship for future generations.

- > **Showcase** examples of successful collaboration between your country and (inter)national partners in addressing conservation issues at LWHD-listed sites. If relevant, highlight the role of the World Heritage Committee in facilitating dialogue and cooperation among Member States. This can also include local Civil Society Organisations. For instance, [this case from Belize](#).

## Action 5: Promote Sustainable Development Goals (SDGs)

Your communication will have an important role to play in highlighting how the in-Danger listing contributes to achieving the Sustainable Development Goals, particularly in environmental conservation.

- > **Communication** materials can be tailored to illustrate the positive impact of in-Danger listing on local communities and ecosystems, aligning with specific SDGs such as Climate Action or Life on Land. In [this link](#), you can find the list of SDGs to see where you overlap:



## Action 6: Promote fundraising initiatives

Highlighting the participatory essence of World Heritage processes and international collaboration is vital for you to address conservation. Successful partnerships between States Parties and international allies underscore the World Heritage Committee's pivotal role in fostering dialogue and cooperation.

- > **Search** for strategic funding sources, highlighting successful projects to illustrate the impact that extra resources can have in heritage conservation. Engage contributors by [emphasising the importance of their assistance](#). Utilise social media and press releases to promote fundraising efforts and keep everyone informed.
- > **Learn** from [Tombs of Buganda Kings at Kasubi \(Uganda\)](#), where the government's commitment, combined with the financial support from organisations and other governments such as Japan, Norway, the African World Heritage Fund and UNESCO played a crucial role in rehabilitating and reconstructing the site devastated by a fire in 2010. The funding also allowed the authorities to train volunteer fire-fighters from the local community. As a result, the site was successfully removed from the LWHD in 2023.

# Recommendation 2: Amplify youth voices



**ISSUE:** Communication efforts often overlook the importance of engaging youth in discussions about heritage conservation. However, young people play a vital role in advocating for change and shaping the future of our planet. With growing concerns about environmental sustainability, it is essential to involve youth in conversations about protecting our cultural and natural heritage.

**SOLUTION:** Make a concerted effort to amplify youth voices in discussions about the LWHD. By actively involving young people and empowering them to advocate for conservation, you can thrive on their passion and drive for change. [Article 4 of the World Heritage Convention](#) highlights the importance of stewardship for the future, underscoring the duty to protect heritage for the benefit of future generations. Therefore, communication strategies should focus on portraying the LWHD as a crucial tool for safeguarding heritage for generations to come.

## Action 1: Identify Youth Guardians

By engaging influential young figures, such as actors and influencers, to advocate for conservation and sustainability, you could leverage their large audiences to inspire commitment. Collaborating with local environmental clubs and NGOs to involve youth directly in heritage conservation efforts can also foster active participation and awareness of cultural and natural heritage preservation.

- > **Team up** with well-known vloggers, social media influencers, and other influential youth figures who share a passion for nature and heritage. Work together on creating a series of videos and [social media posts](#) or [live event](#) where they talk about World Heritage sites and why conservation efforts matter.
- > **Launch** competitions for the best LWHD awareness campaign idea. Encourage the applicants to develop creative and impactful campaigns using various media platforms.
- > **Organise** heritage conservation workshops, as well as a series of virtual workshops focusing on specific Danger-listed sites for schools/universities and other educational facilities, and Invite guest speakers, such as archaeologists or park rangers to provide concrete examples and best practices. Use of the ['World Heritage In Young hands Kit'](#) to educate students about the significance of preserving cultural and natural heritage.

## Action 2: Engage with the World Heritage Young Professionals Forum

Integrating discussions on the List of World Heritage in Danger into youth the World Heritage Education Programme, by providing a platform for intercultural dialogue and discourse, and enabling youth to explore the concepts related to World Heritage protection and conservation in greater depth like UNESCO's [World Heritage Young Professionals' Forum](#), is crucial.

- > **Invite** experts to discuss the challenges these sites face and facilitate brainstorming sessions where participants can propose tangible conservation solutions that involve youth.
- > **Participants** in the [World Heritage Young Professionals Forum](#) can form project teams and submit proposals outlining their conservation initiatives, and when possible, provide them funding and resources for youth-led conservation projects targeting sites on the LWHD to bring their ideas to fruition.



Workshop at the European Young Heritage Professionals Forum in Zadar, Croatia, 2019. Photo: © UNESCO / Ines Yousofi



## Action 3: Seize anniversary campaigns, sustainability agendas and international days

The opportunity of milestone anniversary campaigns like the 50th anniversary of the World Heritage Convention, the 2030 Sustainable Development Agenda and special [international days](#) could be seized to engage young people in heritage conservation. Utilization of catchy slogans and hashtags like [#TheNext50](#), [#MyAfricanHeritage](#) and [#MyOceanPledge](#) would resonate with younger audiences and inspire their active involvement in conservation efforts.

- > **Collaborate** with local schools and educational institutions to organise targeted celebrations, heritage-themed competitions, inviting students to express their views on heritage preservation through creative media. Utilise social media platforms to launch online challenges, encouraging youth to share their ideas for sustainable heritage practices using campaign hashtags.
- > **Establish** a connection between sustainability and youth-led conservation teams tasked by implementing practical initiatives in their communities, such as organising clean-up drives at heritage sites or advocating for sustainable development policies.

## Action 4: Include youth in intergovernmental meetings

To actively involve youth in World Heritage conservation efforts, it is essential to invite them to participate as speakers or observers in intergovernmental meetings related to heritage preservation. This inclusion can ensure that youth perspectives are heard and considered in discussions and decision-making processes.

- > **Incorporate** youth representation into key decision-making processes by actively involving them as speakers or observers in local, national and intergovernmental meetings focused on World Heritage conservation. For example, organizing [youth-focused panels or sessions](#) during World Heritage Committee sessions.
- > **Invite** youth representatives from diverse backgrounds to share their [perspectives and insights](#) on heritage preservation, ensuring that their voices are heard and considered in discussions.
- > **Encourage** interactive dialogue between [youth participants and policymakers](#), fostering mutual understanding and collaboration towards common goals.



World Heritage Young Professionals Forum in Baku, Azerbaijan, 2019: presentation of their statement to World Heritage Committee members. Photo: © UNESCO / Ines Yousfi

## Action 5: Engage with the World Heritage Volunteers (WHV) Initiative

By organizing awareness and conservation projects, young volunteers learn about endangered heritage sites and develop innovative solutions to tackle conservation challenges, fostering a deeper commitment to preserving our global heritage. This contributes to local communities' efforts and overall heritage conservation.

- > **Encourage** organizations and institutions to undertake action-camps at World Heritage sites through concrete preservation activities and awareness-raising campaigns, towards the protection and preservation of our common cultural and natural heritage.
- > **Support** the action-camps projects targeting in-Danger sites where the volunteers can learn more about the LWHD and work on tangible conservation solutions.
- > **Strengthen** sustainable cooperation between non-profit organisations, site management, communities and authorities toward the protection and preservation of World Heritage.



World Heritage Volunteers project in Angkor, Cambodia. Photo: © KACHI (Korea Angkor Cultural Heritage)

# Recommendation 3: Clarity and transparency in messaging



**ISSUE:** Communication within the World Heritage Convention often uses diplomatic language, which can obscure important issues related to LWHD. While stakeholders may agree on key issues, discussing them openly can be challenging. To drive positive change, it is crucial to address these issues directly and foster open dialogue.

**SOLUTION:** We need clear and transparent communication about LWHD issues. Instead of relying solely on diplomatic language, let us use straightforward terms to discuss significant topics. By acknowledging and openly discussing challenges, we can initiate meaningful debates and foster a more inclusive decision-making process. While this approach requires sensitivity, it can lead to greater understanding and collaboration among stakeholders.

## Action 1: Clearly define the purpose of the World Heritage List

It is vital to ensure that all stakeholders grasp the fundamental purpose of the World Heritage List: primarily, it functions as a tool for conserving and preserving extraordinary cultural and natural heritage sites of Outstanding Universal Value. This clarity is essential to prevent misconceptions about the World Heritage List's intent, fostering a shared understanding of its role in preserving our global heritage.

- > **Develop** comprehensive educational materials, such as interactive webinars or online courses, explaining the criteria for World Heritage inscription and the responsibilities that come with it.
- > **These materials** can be made available on the [UNESCO World Heritage Centre website](#), providing accessible resources for stakeholders to learn about the objectives of the World Heritage List.
- > **Highlight** how inscribing a site on the World Heritage List initiates conservation efforts aimed at maintaining its Outstanding Universal Value.
- > **Create** [short films or documentaries](#) showcasing the role of the LWHD in conserving cultural and natural heritage.
- > **Emphasise** the ongoing commitment to conservation even after delisting from the LWHD, illustrating that removal from this List signifies successful preservation.

- > **Highlight** collaborative efforts between the World Heritage Committee, government agencies, and local communities in both Danger-listing and post-removal conservation activities to ensure continued protection of the site's significance.



Palmyra, Syria. Photo: © JOE Planas | Unsplash.com



Mount Nimba Strict Nature Reserve in Côte d'Ivoire, Guinea. Photo: © UNESCO / Guy Debonnet



## Action 2: Utilise inclusive and accessible language in discussions

Effective communication is key for fostering collaboration and understanding among diverse stakeholders in World Heritage discussions. By using inclusive, respectful, and accessible language, you could create an environment conducive to constructive dialogue and cooperation.

- > **Develop** a set of communication guidelines or best practices for stakeholders involved in World Heritage-related discussions. These guidelines should emphasise the importance of using clear, jargon-free language, avoiding confrontational or divisive rhetoric, and actively listening to diverse perspectives.
- > **Distribute** guidelines through official communication channels and incorporate them into training programmes for stakeholders.

## Action 3: Redirect efforts towards addressing conservation issues

Instead of focusing on advocating against inclusion on the LWHD, shift attention towards addressing conservation challenges already faced by the sites. By actively participating in practical conservation activities, stakeholders can significantly impact the preservation of heritage sites and ensure their long-term sustainability.

- > **Establish** a dedicated fund or grant programme to support conservation projects within World Heritage sites. Encourage site managers, NGOs, local communities and the private sector to propose specific initiatives like habitat restoration or sustainable tourism.
- > **Assess** and prioritise projects based on their potential for positive conservation outcomes.
- > **If a site** is deemed to be in danger, advocate for its inclusion on the LWHD as a mechanism to mobilise additional resources and support.
- > **Learn** from the case of [“Los Katíos National Park”](#) in Colombia. Recognizing the urgent need for action due to significant challenges facing the park, such as public order disturbances, environmental crimes, and occupation, the government initiated the process to UNESCO for its inclusion in the LWHD. This action played an important role in gathering resources, public support, investments, and policy decisions to address the threats. Thanks to these efforts, the park was successfully removed from the LWHD in 2015.

## Action 4: Prioritise conservation efforts over nomination campaigns

It is important that you emphasise that while inscribing a heritage place on the World Heritage List is prestigious, the primary goal remains its conservation and preservation. Redirecting efforts towards effective conservation strategies is crucial to ensuring more sustainable outcomes in the long term.

- > **Organise** capacity-building workshops and training sessions specifically targeting practical conservation techniques and management strategies. These sessions should be tailored for site managers, local communities, and relevant authorities.
- > **Conduct** workshops alongside World Heritage Committee meetings to facilitate knowledge exchange and collaboration among stakeholders. This approach ensures that participants learn and share best practices in heritage conservation effectively and the overall importance of natural and cultural heritage.

## Action 5: Address cultural and regional perspectives

Recognizing and respecting the diverse cultural and regional perspectives surrounding World Heritage sites is crucial. By incorporating multiple viewpoints, you can foster collaboration and develop more inclusive, culturally sensitive approaches to heritage conservation. Embracing this diversity will enable you to navigate complexities.

- > **Organise** thematic workshops or seminars during World Heritage Committee meetings to explore different cultural and regional perspectives on heritage conservation.
- > **Invite** representatives from diverse cultural backgrounds, indigenous peoples, and local communities and other stakeholders to share their insights and experiences.
- > **Facilitate** discussions on how these perspectives can inform and enrich conservation practices at World Heritage sites, fostering greater cultural understanding and cooperation.

# Recommendation 4: Foster local and inclusive communication



**ISSUE:** Many people involved in World Heritage feel disconnected from decision-making processes, leading to a sense of alienation. To create meaningful change, it is essential to decentralise discussions and involve stakeholders at all levels. This approach can help bridge the gap between decision-makers and communities affected by the LWHD.

**SOLUTION:** Adopt a more inclusive and participatory communication approach that reflects the diversity of perspectives and experiences. By involving stakeholders in co-creating and sharing stories about World Heritage and the LWHD, we can empower communities and ensure their voices are heard. This approach should embrace different themes, issues and languages to engage a wider audience and remind decision-makers of the real impacts of their work at the grassroots level.

## Action 1: Develop accessible communication materials

Comprehensive communication strategies using a variety of engaging materials, including explainer videos, manuals, and infographics, could be created to address the diverse threats to World Heritage, particularly in the LWHD context. These accessible resources should offer clear insights into the challenges and solutions related to the LWHD, ensuring broad understanding and engagement across different audiences.

> **Develop** a series of short manuals and [films](#) that delve into specific LWHD issues, such as the impacts of urban development on cultural heritage sites or the effects of [climate change on natural World Heritage sites](#). These materials could feature [case studies](#) and interviews with experts and local stakeholders to provide practical insights and solutions. For example, a case study on [climate change](#) and on [urban development](#).

> **Investigate** the case of the [Belize Barrier Reef System](#) (Belize), which was listed on the LWHD in 2009 due to threats such as overfishing, coastal development, and climate change impacts. Belize implemented inclusive communication and gave priority to locals. Stakeholders from various backgrounds, including local communities, NGOs, scientists and government agencies actively participated in developing accessible materials addressing the reef's threats. Informative materials and activities, featuring real-life stories and practical solutions, resonating with local stakeholders and fostering a sense of ownership and responsibility

for reef protection, allowed Belize to effectively reveal the importance of reef conservation and the need for collaborative action. These efforts lead to its removal from the LWHD in 2018.



Man on a boat with shells, Belize. Photo: © Briona Baker | Unsplash.com



Community-centred approach for the reconstruction of destroyed mausoleums in Timbuktu, Mali. Photo: © UNESCO | Bayoko Modibo

## Action 2: Support translation and adaptation of key communication material

Ensuring that essential communication materials concerning the LWHD are translated into national or local languages enables broader dissemination and understanding among local stakeholders. Translation endeavours serve to overcome language barriers and promote inclusivity in communication, ensuring that vital information reaches and resonates with diverse communities.

- > **Collaborate** with local language experts and translators to adapt and translate the essential documents, reports, and guidelines related to the LWHD into relevant national or regional languages.
- > **Translated** materials can include World Heritage Committee meeting summaries, policy documents, and [technical guidelines](#), making critical information more accessible to local communities and stakeholders.

## Action 3: Facilitate reflection and workshops on related topics

You could arrange reflection sessions and workshops during World Heritage Committee sessions or similar events to foster discussions on topics adjacent to the LWHD, like sustainable development and cultural or natural heritage values. These sessions would offer you and other stakeholders' opportunities to delve into the broader implications of listing a site on the LWHD and exchange ideas and perspectives.

- > **Host** a thematic workshop during a World Heritage Committee meeting that focuses on the intersection of sustainable development goals and World Heritage conservation.
- > **Invite** experts, policymakers, and local community representatives to participate in discussions on how heritage can contribute to sustainable development efforts and vice versa.
- > **Encourage** collaborative brainstorming and idea-sharing to identify innovative solutions and approaches.

## Action 4: Connect World Heritage endeavours with larger goals

Aligning World Heritage initiatives with broader global agendas like the [International Decade on Indigenous Languages \(2022-2032\)](#) would underscore the interconnectedness of heritage conservation with larger societal challenges and aspirations. By highlighting these connections, you can mobilize support and resources for LWHD-related initiative.

- > **Organise** a series of awareness campaigns and events focusing on the importance of linguistic diversity and the creative industries at World Heritage sites.
- > **Organise** events which include cultural performances, language workshops, and storytelling sessions that celebrate indigenous languages and traditions at World Heritage sites.
- > **By linking** World Heritage actions with larger goals, such as promoting linguistic diversity and cultural preservation, stakeholders can foster cross-cutting collaborations and initiatives.

## Action 5: Develop local expertise and plain language resources

Offering e-learning programmes and resources in local languages, tailored to community needs, as well as providing information in plain language enhances accessibility, particularly for communities with limited access to technical resources, building local capacity for effective heritage conservation.

- > **Develop** an interactive e-learning platform that offers courses on key aspects of World Heritage management and monitoring, such as the [Reactive Monitoring](#) process and the preparation of "[Desired state of conservation](#)" documents.
- > **Customise** course materials and content to reflect the local context and language preferences of target audiences.
- > **Provide** supplementary resources, such as plain-language guides and instructional videos, to support learning and comprehension.



# Recommendation 5: Simplify messaging and refocus on core goals



**ISSUE:** The core mission of the [World Heritage Convention](#), which is to protect the cultural and natural heritage of Outstanding Universal Value, is sometimes overshadowed by other interests. Additionally, there is confusion about the process of Danger-listing, with differing opinions on who should request it and how it should be initiated.

**SOLUTION:** Simplify the messages and refocus on the fundamental goals of the World Heritage Convention. It is necessary to design clear communication strategies that emphasise the importance of looking back at the core mission of the World Heritage Convention to move forward. By returning to the basics and highlighting the need to protect heritage from threats, we can realign discussions and ensure a unified understanding of the Danger-listing process.

## Action 1: Communicate the importance of conservation

Conservation is at the heart of the World Heritage Convention, yet its importance can sometimes be overshadowed by other interests. By highlighting conservation as the primary objective, you can reaffirm the Convention's core purpose and prioritise efforts to preserve heritage sites.

- > **Spark** conservation with visually engaging and thought-provoking messages, consciousness-raising messages or social media campaigns that highlight the intrinsic value of conservation.
- > **By leveraging** content from UNESCO's social media platforms and website, a campaign can reach a wider audience and raise awareness about the importance of safeguarding endangered heritage sites.

## Action 2: Seize the opportunity of events to refocus discussions

The celebration of the milestone anniversaries of the World Heritage Convention can provide a timely opportunity to reset discussions and reaffirm its core principles. Through events gathering stakeholders and experts, open dialogues can address ambiguities and reinforce a shared understanding of key concepts, fostering greater unity in heritage conservation efforts.

- > **Organise** a high-profile symposium or roundtable discussion during anniversary celebrations, bringing together representatives from States Parties, UNESCO, Advisory Bodies, and civil society organisations.
- > **Use** this event to explore complex issues surrounding Danger-listing and seek consensus on interpretation and implementation.
- > **Foster** constructive dialogue and collaboration, so that stakeholders can realign their focus on conservation priorities and collective action.



© Riccardo Annandale | Unsplash.com

### Action 3: Rebrand with positive language and visuals

Revitalizing communication with a fresh visual identity and positive language can boost engagement and resonate with diverse audiences. By embracing an optimistic tone and spotlighting success stories, you can inspire increased support and participation in conservation endeavours.

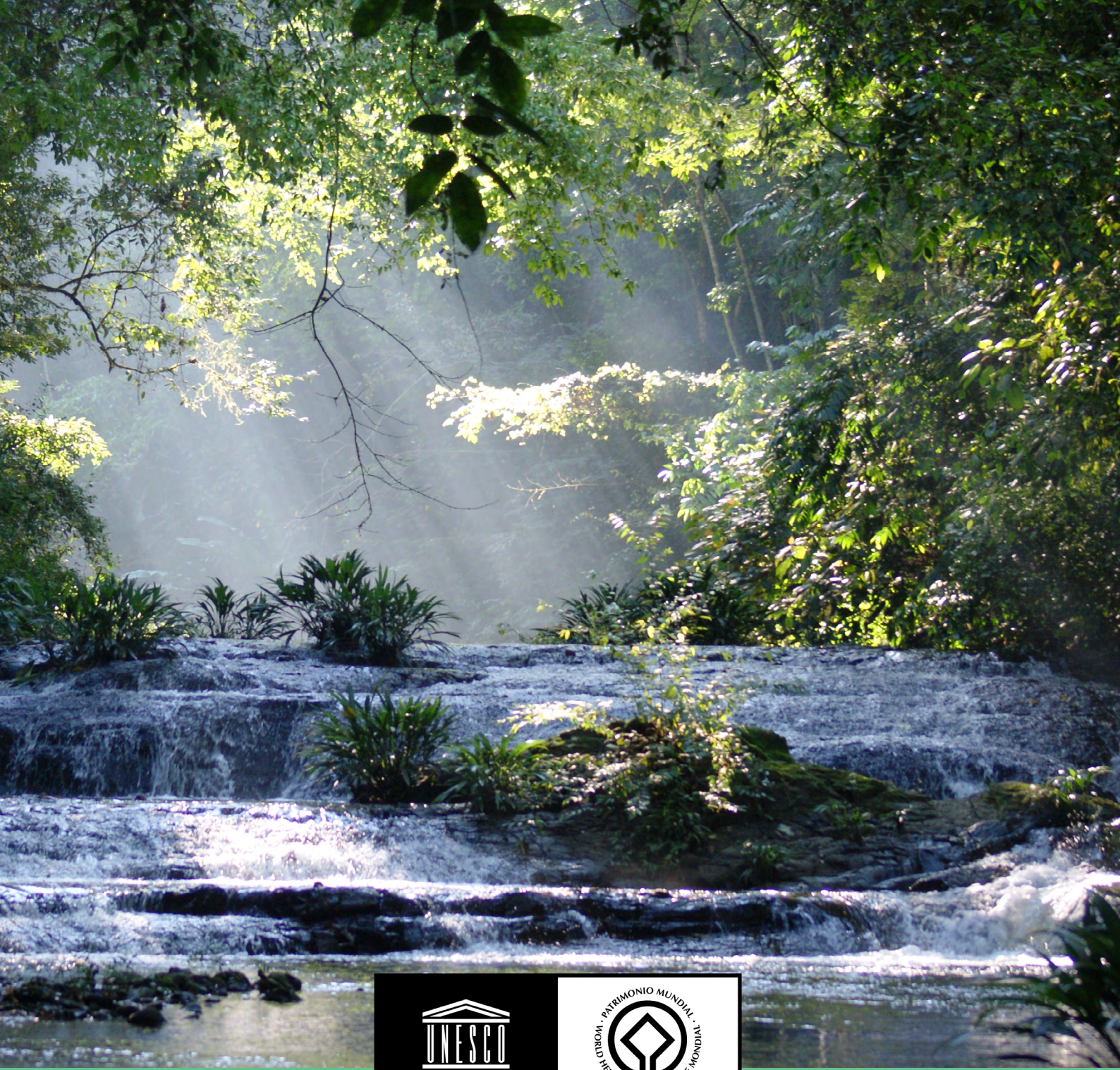
- > **Develop** a visual identity and branding materials for your LWHD property, conveying optimism and hope, based on [UNESCO's guidelines](#).
- > **Create** visually appealing content, such as videos, infographics, and success stories, that celebrate the achievements of heritage conservation initiatives.
- > **Incorporate** inclusive language and diverse perspectives to ensure that communications resonate with a broad range of stakeholders.
- > **By rebranding** with positivity and authenticity, stakeholders can reinvigorate interest and commitment to LWHD objectives.

### Action 4: Connect listing with resource mobilisation

Linking listing or potential listing with fundraising efforts and resource mobilization can galvanise support and expedite conservation initiatives. By emphasising the pressing need for funding and expertise, you can mobilise resources to effectively address conservation challenges.

- > **Launch** a targeted fundraising campaign, for example, titled "Preserve Our Heritage, Secure Our Future" to coincide with the announcement of new World Heritage listings.
- > **Clearly articulate** the specific conservation projects and initiatives that require funding support, emphasising their importance in safeguarding heritage sites. Utilise emotional storytelling and compelling narratives to inspire donors and philanthropists to contribute to conservation efforts.





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