

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND
CULTURAL ORGANIZATIONCONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

Third Session of the World Heritage Committee
(Luxor, Arab Republic of Egypt, 23-27 October 1979)

PUBLIC INFORMATION ACTIVITIESReport on activities undertaken

The World Heritage Committee (2nd session, Washington D.C., 5-8 September 1978) decided to undertake a limited number of promotional activities in 1978-1979, and asked the Secretariat to present proposals for a broader range of activities for consideration at its Third Session. These are outlined in a separate document CC-79/CONF.003/6.2. Even the limited programme undertaken was, however, hampered by lack of adequate staff support for the Secretariat.

1. World Heritage List

In accordance with the terms of the Convention (Art. 11.2), the World Heritage List is updated and published "at least every two years". The Committee at its Second Session decided that the List should be published and disseminated annually, together with the World Heritage in Danger List and the list of properties for which international assistance has been granted.

The Secretariat has therefore prepared and put into "camera-ready" form a text in French and English giving a brief illustrated description of each of the 12 properties placed on the List at the Committee's Second Session, with an introduction setting forth the philosophy of the Convention, etc. Parks Canada has agreed to print the List under contract with Unesco.

The Committee may wish to retard the publication of the List in order to include the properties placed thereon at its present session at Luxor. The Secretariat feels that such a decision would give not only a more substantial but also a more representative publication, and would help to remove certain misunderstandings as to the nature of the List.

The World Heritage in Danger List (if any) and the list of properties for which international assistance has been granted would be published

as appendices of the List. On the assumption that the Committee accepts at least as many nominations as have been recommended by the Bureau, a text of no less than 120 standard pages, including illustrations, will be necessary.

For the future, the Committee may wish to reduce the frequency of publication of the full List to once every two years, on the understanding that regular details of new listings and of assistance granted will be given in the Unesco Cultural Heritage Bulletin and Unesco's quarterly Nature and Resources (for natural properties) and disseminated by other media as appropriate. A reduced frequency would be more in line with the Secretariat's real capacity at the present time and represent in the long run substantial savings.

2. Brochure

The Committee decided to publish a brochure in Arabic, English, French, Russian and Spanish, "to be aimed primarily at opinion-makers in States not yet adhering to the Convention". The text of this brochure has been finalised, and is in "camera-ready" form, in English and French, and is being translated into Arabic, Russian and Spanish. It will also be printed in Canada and will be ready for distribution by the end of 1979. The brochure describes the objectives of the Convention, the work of the World Heritage Committee, the criteria for nominations to the World Heritage List, types of assistance available and ways of applying for such assistance.

3. Leaflet

The Committee also decided to publish a simple four-panel leaflet on the Convention in all five Unesco languages. This has been produced in the form of a Unesco "photoscope", distributed primarily to news and photo agencies, newspapers, magazines, television stations and other visual media.

4. Poster

The Secretariat was unable, for lack of staff, to proceed with the design, production and distribution of a poster for the Convention.

5. Other Activities Undertaken

(i) Stamp Issues

At the request of the Director General of Unesco, the Universal Postal Union sent a circular (UPU No. 149) on 18th June 1979 to the postal administrations of all its member states, suggesting that they consider the possibility of issuing postage stamps depicting world heritage sites or bearing the world heritage emblem. The Secretariat has subsequently provided photographic documentation to the UPU and will follow the matter up with the Union and with other interested parties. (See also proposal concerning design of postage stamps in CC-79/CONF.003/6.2.)

(ii) Press Information

Following the "seminars" for journalists organized by the Unesco Office of Public Information (OPI) in Tunisia (Carthage, El-Djem and Tunis: Oct. 1977) and Ecuador (Quito and Galapagos: May/June 1978), a third international seminar was organized with the help of Unesco National Commissions in September 1979. World Heritage List sites, and sites proposed for the List, were visited in the Federal Republic of Germany, Poland and Italy. The Secretariat provided documentation and a Consultant was made available to present the Convention during the first two days of the Seminar, which was attended by 17 journalists from 14 different countries. The Convention has received considerable publicity, including a number of major feature articles, as a result of the seminar.

(iii) Commemorative Glass and Silverware

The Secretariat has received an offer from a Swedish firm to produce special glass and silverware items to commemorate the Convention. A 20% royalty on sales would be paid to the World Heritage Fund. This proposal is described in Annex I. It is recommended that the Committee accept the proposal.

(iv) World Heritage Emblem

Steps have been taken to register the emblem under Article 6 ter of the Paris Convention for the Protection of Industrial Property.

(v) Booklets on World Heritage List Sites

Preliminary contacts have been made with possible partners for the publication of a series of illustrated booklets on World Heritage List sites, within the regular Unesco publications programme. This project is more fully described in document CC-79/CONF.003/6.2.

(vi) Promotional Activities at the National Level

The Chairman represented the Committee at the unveiling of a plaque marking the accession of Nahanni National Park (Canada) to the World Heritage List. The Director General of Unesco was represented by Mr. von Droste.

The Director General of Unesco was present at the unveiling of a plaque in Quito (Ecuador).

The Civic Committee for the Renovation of Cracow Historical Monuments has produced an illustrated brochure entitled "Cracow - The Responsibility of All of Us" in Polish, English, French and Russian, with the World Heritage Emblem on the cover.

6. Budget for Promotional Activities 1979

The World Heritage Committee voted a budget of \$30,000 in 1978-1979.

These funds have been allocated as follows (most of these funds will be obligated before the end of the year):

Language	Title	\$
Eng. & Fr.	World Heritage List (12 properties only)	8,000
" " "	World Heritage List (additional allocation for enlarged List - 50-60 properties - see above)	12,000
Ar., Eng.,	Brochure	7,000
Fr., Russ.,	Leaflet (Photoscope)	1,000
Sp.	Press information (Consultant's travel costs)	200
	Chairman's travel (obligation from World Heritage Fund)	1,300
		<u>29,500</u>

Additional funds (\$2,000-\$3,000) will be needed for editorial expenses of the World Heritage List, unless the Secretariat disposes of sufficient staff support to be able to undertake editorial work itself.

Proposals for the 1980 Budget for promotional activities are contained in document CC-79/CONF.003/6.2.

COMMEMORATIVE GLASS AND SILVERWARE

(See Report of 2nd Bureau meeting, May 1979, para. 36)

1. The proposal from the Swedish firm, Upsala Ekeby, to produce items of glass and silverware commemorating the World Heritage Convention has been examined in detail by the Secretariat, with the assistance of the Unesco Division for the Promotion and Circulation of Information (DPI). A draft contract has been drawn up, licensing Upsala Ekeby to produce and sell, in all Unesco Member States; silver spoons and crystal glass bowls to commemorate the Convention. The initial license period proposed is two years, with provision for annual renewal thereafter.
2. Upsala Ekeby has an excellent reputation for the manufacture of quality tableware under the "Kosta" and other labels. The good standing of the Company within Sweden is confirmed by the Swedish Permanent Delegate to Unesco. Internationally, it is one of the leaders in its field.
3. The sample products submitted to the Secretariat reflect a high standard of design and manufacture. The 300 gr. silver spoons are of a traditional pattern, decorated with the World Heritage emblem in one of two forms, with a year-mark and the legend UNESCO - WORLD HERITAGE CONVENTION on the back. They would be offered in a wooden case, with a spoon-rack - a Scandinavian tradition - to encourage collectors to build up a series of six. Two proposals for glassware have been submitted: a vase in colourless crystal glass with an engraving on the front and a similar legend on the back; or alternatively, a coloured (hand-painted and etched) crystal bowl with a continuous frieze representing a world heritage site (legend on foot). Special packaging would be designed, with a small explanatory leaflet.
4. Proposed retail sales prices as at 15th September 1979 were:

spoons	:	400 SKr. (\$95) each
glass bowls	:	750 SKr. (\$175) (coloured)
		850 SKr. (\$200) (plain)

The sales practices proposed by the Company are entirely acceptable from an ethical point of view. Each item would be produced for one year only, in an unlimited edition. Sales would be through Upsala Ekeby's normal retail outlets throughout the world, as well as through the Unesco and UN Giftshops. Samples of each item, and drafts of all publicity material would be submitted to the Secretariat for approval. The Secretariat would assist the Company in drafting all texts and by providing photographic documentation.

5. The choice of sites would to some extent be determined by commercial considerations. However, samples of all items must be approved by Unesco and the Secretariat would see to it that, within these constraints, there was a sufficient geographical spread and a balance between cultural and natural sites.

6. Unesco would receive a 20% royalty on retail sales proceeds, payable twice yearly. Upsala Ekeby projects a minimum production run of 3,000 for silverware and of 2,000 for glassware; it would hope for sales to be 3-4 times more than this. On the basis of the minimum figures, annual royalties accruing to Unesco would be about \$127,000, of which one-tenth would be owed to DPI to cover legal and administrative expenses. Net proceeds to the World Heritage Fund would therefore be some \$115,000 p.a.

7. The Secretariat feels that this proposal is acceptable from the ethical, legal and promotional points of view, and that the Company's standards of design and manufacture are high. It is recommended that the proposal be accepted, for immediate implementation.