

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee

Sixth Session

Unesco Headquarters, Paris, 13-17 December 1982

Item 13 of the provisional agenda : Public information activities

INTRODUCTION

At its fifth session, the Committee asked the Secretariat to continue the various activities proposed in document CC-81/CONF.003/3 to make the World Heritage sites better known to the public and to promote the implementation of the Convention. The state of implementation of these activities as of 15 November 1982 is described below.

I. Present activities

A. Photo-library of World Heritage sites

The Secretariat continued its efforts towards improving the photo-library of World Heritage sites by seeking to acquire new photographs, by organizing this material, and by verifying the rights of Unesco in this documentation. The allotted budget of \$5,000 had to be used for part of the salary of a documentalist who was hired for this work on a half-time basis. The other part of her salary was covered by the budget of Unesco's photographic unit.

Additions to the photo-library were made through the generosity of Member States and private individuals. In order to fulfil its role, this library should possess for each site a few photographs of excellent quality, originals if possible (preferably colour slides), for which the world-wide reproduction rights have been granted to Unesco without reserve. The library should also possess, for each of these photographs, brief descriptions and credit lines for eventual publication.

Not all of these conditions are met, however, for each of the 112 sites on the World Heritage List. The quality of the material received with the nomination forms, and the lack of explicit transfer of rights to Unesco, often create obstacles to public information activities in spite of the apparent size of the photo-library. In particular, the following sites still lack adequate photographic documentation :

- Los Glaciares
- Great Barrier Reef
- Anthony Island
- Head-Smashed-In Bison Jump Complex
- Lower Valley of the Awash
- Aksum
- Ashante Traditional Buildings
- Archaeological Park and Ruins of Quirigua
- Nimba Strict Nature Reserve
- The fortifications on the Caribbean side of Portobelo - San Lorenzo, Panama
- Darien National Park
- Wurzburg Residence with the Court Gardens and Residence Square
- Niokolo-Koba National Park
- Djoudj National Bird Sanctuary
- Ngorongoro Conservation Area
- Ruins of Kilwa Kisiwani and Ruins of Songo Mnara
- Ichkeul National Park
- Grand Canyon National Park
- Redwood National Park
- Mammoth Cave National Park
- Olympic National Park
- Plitvice Lakes National Park
- Garamba National Park
- Kahuzi-Biega National Park

Expenditure :

- | | |
|---|----------|
| - Acquisition of photographs and rights : | \$ 962 |
| - Staff salary : | \$ 5.000 |

B. Slide series

As envisaged, a series of 48 slides of World Heritage sites, with commentary in English, French and Spanish, is now on sale for 50 francs which corresponds to the cost of production. The income from these sales goes into the World Heritage Fund. One thousand sets were produced and are selling regularly.

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C. Poster

The 1983 Unesco calendar was produced in the form of a poster promoting the World Heritage Convention. Published in 20,000 copies in Arabic, Chinese, English, French, Russian and Spanish, this calendar was given free distribution to all Unesco National Commissions.

- Contribution to cost of production \$ 7,500

D. Stamps

In collaboration with the Universal Postal Union, all postal administrations were invited to issue stamps promoting the World Heritage Convention, especially on the occasion of the tenth anniversary of its entry into force.

Cyprus and Ethiopia have already issued stamps on this theme, and the Secretariat has been informed that the postal administrations of Gabon, Guatemala, Kuwait, Poland and the Seychelles are intending to do so.

In view of this, the Secretariat has undertaken negotiations with the Society Verlag Groth A.G. which proposes to encourage the issue of stamps on the World Heritage Convention and to sell them to collectors, along with an explanatory album, on a subscription basis. This firm would contribute 10% of these sales to the World Heritage Fund. They hope to sell 10,000 sets per year at 250 DM per set. This would mean an income of 25,000 DM per year for the World Heritage Fund without any expenditure on Unesco's part.

In addition, in 1982, Unesco's outgoing mail was postmarked with the name and the emblem of the Convention, thereby reminding all of the Organization's correspondents of the Convention.

E. Book on World Heritage List sites

This book, presenting the first 57 sites inscribed on the World Heritage List, has been published by Unesco in English with the title "A Legacy for All". Selling for 120 francs, it contains a description of the sites, and is illustrated with colour photographs. Activities to promote its sale are under way.

- Contribution to cost of publication : \$29,600

F. Unesco's World Cultural Heritage Information Bulletin

Number 18 of this Bulletin was devoted to a general presentation of the Convention and a description of the 25 sites inscribed on the World Heritage List in 1980. Illustrated with black and white photographs, it has been printed in Arabic, English, French and Spanish to a total of 26,000 copies distributed free of charge.

- Contribution to cost of production : \$ 3,400

G. Brochure

The explanatory brochure on the World Heritage Convention aimed at decision makers of all countries exists in Arabic, English, French, Russian and Spanish. It is widely disseminated and a reprint of the English version which was out-of-stock had to be ordered.

- Supplementary cost for Arabic and Russian versions : \$ 4,723

- Reprint of the English version : \$ 8,200

H. Books for children

The publication of a series of books for children on World Heritage sites has been undertaken by a French publisher, "Etudes vivantes". Two books have already appeared in this series, on Nepal and Carthage.

I. Films

The Secretariat has been informed of the preparation or existence of several films on World Heritage sites (for example Ouro Preto, El Jem, Kathmandu, Warsaw).

The documentary film on the Convention as a whole, "A Legacy for a Small Planet", was presented during the last session of the Committee. This film which is presently being distributed on North American public television provokes frequent spectator requests for information to the Secretariat.

Several producers have contacted the Secretariat about making films on World Heritage sites. In particular, the National Film Office in Canada have raised part of the funds required to produce a television series on this subject but, as far as we know, the authors of these projects are still trying to find co-producers.

II. Promotion of the Convention at international conferences

Slides of World Heritage sites were shown at the special session of UNEP which was held in Nairobi from 10 to 20 May 1982 to commemorate the anniversary of the United Nations Conference on the Human Environment (Stockholm 1972).

Also, at the World Conference on Cultural Policies held in Mexico-City from 26 July to 6 August 1982, the Convention was presented on a planisphere indicating the location of World Heritage sites.

At the World Congress of National Parks held in Bali from 11 to 22 October 1982, an audiovisual presentation and several conferences were organized in order to make the Convention known to the participants.

Finally, the African Cultural Institute, Unesco and ICCROM together organized a seminar on the safeguarding of the African architectural heritage. Two days of this seminar, which took place in Abidjan from 2 to 18 December, were entirely devoted to a presentation of the Convention. One of the objectives of this meeting was to draw the attention of officials of ministries of the environment, tourism, regional planning, public works and culture to the implications of their activities on the protection of the heritage and the implementation of the Convention.

Private associations

At its fifth session, the Committee underlined the importance of developing private associations and foundations which would promote the implementation of the World Heritage Convention as foreseen in Article 17. The Secretariat has consequently gathered information on this type of association and has had several preliminary contacts with persons who would be able to set up this sort of organization. The Secretariat has been informed of the creation of an association of this kind in the United States, but as yet we have received no further details.

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In addition, mayors of eleven French communes where World Heritage properties are situated met at Arles on 13 November to study a proposal for an association.

However, in order to encourage from Unesco Headquarters the creation of associations, in accordance with Article 17 of the Convention, it would be necessary to set up a network of contacts which should be maintained and reinforced by personal visits. This would call for systematic activities with expenditures in personnel and travel, which are beyond the Secretariat's present budgetary means. It would therefore be desirable that the States Parties take the initiative to encourage the creation of national, public and private foundations and associations, as stipulated in Article 17 of the Convention.

Commemorative plaques

Several plaquing ceremonies commemorating the inscription of World Heritage properties took place in the United States (the National Parks of the Everglades, Mammoth Cave, Redwood and Olympic) and in France (Cistercian Abbey of Fontenay, and the Roman and Romanesque Monuments of Arles).

Media contacts

Since the last World Heritage Committee meeting the number of press articles on the Convention has again increased.

One of the presentation brochures published for Unesco's next General Conference, and primarily intended for the press, is devoted to the protection of the world heritage. This brochure was produced in English and French.

III. Future activities

Dissemination of existing information

It is proposed to give priority to a wider dissemination of already existing information material, especially the slide series, the photoscope, the poster, numbers 18 and 21 of the World Cultural Heritage Bulletin and the books on the world heritage, especially the first volume entitled "Legacy for All". From a promotional standpoint it would be desirable that the associations referred to in Article 17 of the Convention be created in the States Parties to the Convention. These associations would serve as relays allowing for a wider dissemination of this material, and for the further promotion of the Convention among the general public of each country.

Publications

1. "Legacy for All"

Volume one of the book "Legacy for All" contains a description of the first 57 sites on the World Heritage List and should be followed by a second volume covering other sites on the List. The financing of this project however presents a problem. It should be noted that the preparation and publication of the first volume cost about \$100,000. The World Heritage Fund only had to contribute one-third of this cost, due to the participation of other sectors in Unesco; but it is not certain whether this participation could be renewed in the event of the publication of a second volume of the series. The contribution of the World Heritage Fund would therefore have to be greater, and, in addition, there would be the problem mentioned above of finding photographic documentation.

2. Ambio - "Ambio" magazine, published by the Royal Swedish Academy of Sciences deals with problems of the human environment and seeks to address an influential public the world over. The authors of this publication submitted a proposal to the World Heritage Committee whereby they will publish a special double issue between August and October 1983 dedicated to the world heritage. This issue, which will be about 100 pages in length, illustrated largely in colour, will contain articles on approximately twenty sites written by specialists in the field, in addition to a more general presentation. "Ambio" will handle the distribution of 5,000 copies to its regular subscribers, while Unesco will receive 2,300 free copies and will purchase another 5,000 at less than \$3.00 per copy. In exchange, a participation of \$25,000 will be required from the World Heritage Fund.

Considering, in particular, that a special number of "Ambio" dedicated to MAB and co-financed jointly by Unesco was disseminated in many countries where it raised great interest, and assuming that the proposed project will have a similar impact on a selected public, the Bureau has recommended that the Committee accept this proposal. The possibility of publishing French and Spanish versions at the same time is also envisaged.

3. National Geographic - As was suggested at the fifth session of the Bureau, the American magazine "National Geographic" has been contacted. The publication by this magazine of articles on world heritage sites is under study, as well as the possibility of gaining access to their remarkably rich photographic archives.

4. INCAFO

INCAFO (Instituto de la caza fotográfica y ciencias de la naturaleza) has expressed an interest in a co-publication arrangement with Unesco for a series of volumes on the world heritage. These books, published at the rate of one per year, would constitute an open series of volumes which would be added to as new sites are inscribed on the World Heritage List. Each volume would contain from 20 to 25 natural, cultural or mixed properties, and would strive for the best possible geographical coverage. The quality and the format would be the same as those of the book entitled "España", which is available for consultation by the members of the Committee. The Foundation of the Exterior Banks of Spain which has made a large sum of money available to INCAFO would assure all costs of preparation, publication and distribution. They are asking the World Heritage Committee/Unesco :

- for the authorization to put the World Heritage emblem and the Unesco symbol on the cover and the title page of each volume ;
- that the Director-General of Unesco or the Chairman of the World Heritage Committee dedicate the series by a prologue or introduction which would be included in the first book (foreseen for late 1983) ;
- for permission to include the text of the World Heritage Convention in the first volume of the series.

INCAFO would undertake to :

- submit to Unesco all the texts and lay-outs, including all the photographic material for approval before printing,
- submit to Unesco for approval, the list of properties to appear in each volume before its preparation.

INCAFO would provide Unesco, no later than the time of the publication of a volume, with duplicates of their own photographs used for that volume which they would authorize Unesco to use for non-commercial purposes.

Photo-library

It is proposed that the central photographic unit of Unesco continue the acquisition of photographs of world heritage sites and the management of the world heritage photo-library. For this work, a contribution of \$7,500 for the salary of a documentalist on a half-time basis would be necessary, as well as an allowance of \$2,000 for the purchase of photographs.

Slide series

It is proposed to produce a second series of slides presenting World Heritage sites. The approximate cost of this series would be \$16,000.

Audio-visual presentation

An audio-visual presentation concerning the World Heritage Convention has been prepared this year by IUCN with financial support from the World Heritage Fund for the sixth session of the Committee. This presentation consists of 70 slides showing natural and cultural World Heritage sites. This audio-visual material will be presented to the Committee so that its quality may be examined in terms of its eventual use for promotion of the Convention. It should be noted that this same audio-visual material was first presented to 400 National Park specialists who met in Bali earlier this year in October. The presentation was judged to be both interesting and of very high quality. Consequently it is proposed to prepare this audio-visual presentation for production and commercial distribution. A minimum sum of \$15,000 will be necessary to launch this project.

16 mm film "The Road to Bali"

IUCN also prepared a film entitled "The Road to Bali" for the Third National Parks Congress. This film, which focusses on the world's natural heritage, is of excellent quality and would be a very useful promotional tool. It is proposed that 30 copies of the film (at about \$100 each) be bought by the Committee from World Heritage funds, and that these be offered free of charge to developing countries. The total expenditure would be about \$3,000.

Up-dating public information material

In order to disseminate information on the state of implementation of the Convention and on the sites which will be inscribed on the World Heritage List at the sixth session of the Committee, it is proposed to produce an addendum to the booklet intended for the press, as well as a special issue of the World Cultural Heritage Bulletin which, like the number 18, would be entirely devoted to this subject. A contribution of \$5,000 for these publications would be necessary.

During these past few years, experience has shown that it would be useful to foresee a reserve budget for the production of information materials for various events (exhibitions, international conferences, offers of publishing articles in periodicals, etc.) which might arise between Committee sessions. It would only be possible to profit from these opportunities if the Secretariat were able to meet the cost entailed by Unesco's participation.

Total budget allocated
for 1982-1983

Expenditures
1981-1982

Budget allocated
at the 5th session

Activity

Activity	Budget allocated at the 5th session	Expenditures 1981-1982	Total budget allocated for 1982-1983
	\$	\$	\$
Brochure		4,723 (Arabic and Russian versions) 8,200 (reprint English version)	
World Heritage List	64,000	29,600	-
Information for the press	5,000	-	-
World Cultural Heritage Bulletin	-	3,400	5,000
World Heritage sites photo-library	5,000	5,962	9,500
Stamps	3,000	-	-
Slide sets	15,000	-	16,000
Poster	7,500	7,500	-
Miscellaneous	500	-	-
Special issue of "Ambio"	-	-	25,000
Audio-visual presentation	-	-	15,000
Film "The Road to Bali"	-	-	3,000
Allowance for unforeseen promotional activities	-	-	12,500
Total	100,000	59,385	86,000

(Balance from 1981-1982 : \$40,000)