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CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL
AND NATURAL HERITAGE

BUREAU OF THE WORLD HERITAGE COMMITTEE

Seventh session

Paris, 27-30 June 1983

Item 8 of the Provisional Agenda : Review of promotional activities

The Committee, at its sixth session, emphasized that public information and promotional activities are of fundamental importance to the future of the World Heritage Convention. These activities have two complementary objectives. One is to make World Heritage properties better known to the public and heighten the public's awareness of the need to safeguard them ; the other is to obtain additional support for the World Heritage Fund through the sales of books, audio-visual material, brochures, stamps etc. and particularly through donations from institutions and individual people who would learn of the Convention through increased publicity and information activities.

Accordingly, the future programme of activities must be redesigned in terms of efficiency, and costs and benefits in the medium and long term. At the present time, promotional activities take up a non negligible part of the budget, however, after the necessary time for investment, they should become an additional source of income for the World Heritage Fund. This would mean making more use of professional producers and private commercial networks than has been done in the past and sub-contracting the production of public information documents under supervision of the Secretariat.

This document has the following aims :

- to report on the progress of ongoing activities ;
- to present the Bureau with new activities which, if the Bureau so agrees, could be used to generate funds as described above.

I. ONGOING ACTIVITIES

1. World Heritage phototheque

The phototheque has received photos for about ten new properties. However, the stock of photographs is far from being complete and States Parties are called upon to make an effort in providing additional material.

2. Brochure

The English version of the brochure has been reprinted in 5.000 copies and has been widely distributed.

3. Stamps

The Secretariat has set up a philatelic programme similar to the programme which Unicef organized for the Year of the Child (1978) and which has brought in \$1,500,000 for Unicef since that date. Unesco has asked the same company, the Société Verlag Groth A.G., to be responsible for implementing the philatelic programme on the World Heritage Convention. This company will encourage the issue of World Heritage stamps and their sale by subscription. Each set of stamps will be accompanied by an explanatory album with illustrations for each site (the Bureau can consult the maquette which has been prepared for Paphos). It is hoped that 20 to 25 stamps will be issued per year, to be distributed in about 100 countries. Unesco will not provide any financial support but will receive 10 % of the sales money. This is a considerable profit which can be estimated to reach about \$100,000 per year.

This programme will furthermore have a good impact on the public.

4. National Geographic

The American journal, National Geographic, has confirmed the possibility of consulting their phototheque.

5. Associations

The Secretariat has informally contacted the Swiss association Pro-Simen which has given itself the mission of promoting Simen National Park. This association could extend its activities to promote the World Heritage Convention in general.

6. Incafo : series of books on the World Heritage Convention

Unesco and Incafo (Institute of wildlife photography and natural sciences-Madrid) will jointly publish this series on World Heritage properties under the title "Patrimonio de la Humanidad". One book will be produced each year, covering about twenty sites.

These are beautiful books, with magnificent photographs, (of which there are at least 120 in colour per volume). They will be first published in Spanish but thereafter will be translated into several other languages.

The contract between Unesco and Incafo has been signed and the first book in the series, with a preface by the Director-General, will be ready for Christmas. According to the contract, Incafo will provide

Unesco with the plan for each book, plus texts and illustrations. Unesco, on its part, will provide Incafo with the information and documents which will improve the scientific content of the text, and will supply a preface by a Unesco official for each book. Unesco will be able to make free use - as long as it is for non-profit making purposes - of Incafo's photographic material, of which there are already 40,000 high quality slides, particularly on natural heritage.

7. Ambio

The special issue of Ambio on the World Heritage Convention is to be published in September. This issue will contain a general introduction to the Convention and its aims, plus about fifteen articles describing World Heritage properties, mainly natural properties, with many illustrations, mostly in colour.

8. Monumentum

The special issue of the journal of ICOMOS, with emphasis on cultural heritage, will be published in spring 1984.

II. OTHER PROMOTIONAL ACTIVITIES

1. Plaquing ceremony

The Director-General of Unesco inaugurated the World Heritage plaque for Olinda (Brazil) which was inscribed on the World Heritage List in December 1982.

2. Exhibit

An exhibit prepared by the Seychelles Islands Foundation on Aldabra Atoll was presented in Unesco Headquarters in May. This exhibit aimed at drawing the international community's attention to the need to safeguard Aldabra.

The Director-General inaugurated this exhibit in the presence of members of the Executive Board, the Minister for External Relations of the Seychelles Republic, scientists and representatives of the press.

3. Conference on Youth and Heritage

The World Heritage Convention was presented at a meeting organised by ICOMOS at Unesco on the theme "Youth and Heritage".

III. PROPOSALS FOR NEW ACTIVITIES

The first parts of a new strategy for promotional activities is hereby submitted to the Bureau for comment. As was mentioned above, this strategy aims at reaching a wider public audience and at making promotional activities pay. The programme on stamps which is already underway also meets these objectives.

1. Series of booklets on World Heritage properties

Incafo proposes preparing a series of booklets distributed each week in instalments in the same way as the series which has already been produced on National Parks throughout the world, which can be consulted by the Bureau.

Each booklet will describe one to two World Heritage properties and will be sold to a large public. They will first be published in Spanish and can be translated into other languages for even wider distribution. Unesco shall supervise the contents of each booklet which will then be the joint property of Unesco and Incafo.

Production costs will be met entirely by Incafo and Unesco will receive a part of the profits, the percentage of which is still to be determined (between 5 and 10 % of the sale price).

This activity will probably provide a good source of income to the World Heritage Fund and will reach a wide audience.

2. Leaflet on the World Heritage Convention

Incafo proposes preparing a leaflet on the World Heritage Convention in the same manner as the leaflet already prepared on national parks, which can be consulted by the Bureau.

This leaflet will include :

- a world map indicating the location of cultural and natural World Heritage properties ;
- a list of properties and a number of photographs ;
- a description of the objectives and activities of the Convention ;
- a list of signatory countries.

This booklet will be published in five languages in 30,000 copies and will be distributed free of charge. The cost of production, which will be undertaken by Incafo, will be covered by Unesco (about \$21,000) which will have full control of this project.

This rather costly project will have a big impact on the general public and could generate income to the World Heritage Fund if an appeal was made.

3. Pocket guide on the World Heritage Convention

This guide is similar to the one prepared on the national parks of the world, which can be consulted by the Bureau. This guide would cover all World Heritage properties and would present a location map, a photograph and a technical notice which would contain the following information :

- the property's physical characteristics,
- its location,
- means of access,
- its classification,
- the main reasons why the site concerned has been inscribed on the World Heritage List as a cultural, natural or mixed property.

Modalities for the production of this booklet are still to be arranged but it is foreseen that there will be a joint Unesco/Incafo copyright, as for the booklets. Furthermore, the profits will be shared, providing a considerable amount of income for the World Heritage Fund.

4. Films

The many possibilities which this form of promotion could provide have not been fully investigated. However, discussions are underway with a Belgian film producer who proposed a series of thirteen films on natural heritage properties, for television in particular. There has been a request for considerable financial support from the World Heritage Fund.