

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE
Seventh ordinary session
Florence, Italy, 5-9 December 1983

Item 11 of the Provisional Agenda : Review of promotional activities and public
information

1. Introduction

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.

The Bureau of the World Heritage Committee considered this question at its last session in June 1983 and recognised the importance of promotional activities at a time when the Convention is growing very rapidly but has also run into serious financial difficulties. It was decided that the Secretariat should be left to make the best possible arrangements for disseminating material on World

Heritage properties. The Bureau also pointed out that the funds foreseen in the budget should essentially be used for promotional activities which would bring money into the Fund.

Using this approach, the Secretariat has been launching new promotional activities and has drawn up the budgetary proposals which appear at the end of this document.

This new approach does not exclude however the ongoing information activities which although not directly profitable will continue to make the Convention better known and therefore encourage the public to help to meet its objectives.

2. Information activities

A. World Heritage phototheque

The Secretariat has continued to assist the phototheque in collecting additional photographs of World Heritage sites, in organizing this material and in obtaining Unesco rights. The budget that was foreseen (\$5000) was used to partly cover the salary of a documentalist who was employed on a half time basis for this work, the remainder of the salary being covered by the photographic unit of Unesco. A further \$1000 was also provided for the purchase, production and duplication of photographs of World Heritage sites.

The phototheque has received good quality photos for about fifteen new properties for it should be noted that unfortunately the photographs received with nominations dossiers are of too poor quality to be used. There is no photographic material for more than thirty sites and States Parties are called upon to make an effort in providing good quality photographs for which Unesco has World reproduction rights.

In addition to the activities of the phototheque, the Secretariat has made a contract with the Spanish Institute of Wildlife Photography known as Incafo for publishing a series of books on World Heritage (see below). In this contract, the Secretariat may use Incafo's remarkable photographic material free of charge, provided that such use is of a non-profit making nature.

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

B. Poster

The poster for informing the general public on the Convention which was approved at the last session of the Committee has not been prepared because of budgetary reasons.

In 1984, it is proposed that a folding poster be prepared similar to those produced by Incafo on the national parks of the world, which can be consulted by the Committee.

This folding poster would 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 States Parties.

This folding poster would be published in English, French and Spanish and given out free of charge. Incafo would be in charge of publication but costs would be borne by Unesco which would have overall responsibility and control of this activity.

Production costs: 20,000 \$

C. Brochures

The brochure describing the objectives of the Convention for decision makers in all countries is published in Arabic, English, French, Spanish and Russian. The English version has been published in another 5,000 copies which have been widely distributed. In addition, Unesco has produced an information brochure for the general public entitled "Backgrounder: the protection of the world cultural and natural heritage". Only the French version is available at present but other language versions will be produced in 1984.

D. Special edition of "Ambio"

In accordance with the decision of the Committee at its sixth session, a special edition of the journal "Ambio" on the World Heritage Convention was published in September 1983. This edition includes a general presentation of the Convention and richly illustrated articles on twelve World Heritage sites, mostly natural sites. It has been produced in 11,000 copies of which 6,300 have been provided to Unesco. Unesco has already distributed this special edition to all the delegations present at the General Conference in November 1983 and to the participants at the First International Biosphere Reserve Congress which was held in Minsk, USSR, in September 1983. It is also planned to distribute it to all States Parties to the Convention, to the managers of World Heritage properties, to MAB National Committees and other interested organizations.

3. Monumentum

The special edition of the ICOMOS journal "Monumentum" on cultural heritage is to be published in spring 1984.

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F. Nature and Resources

In 1983, this trimestrial journal of Unesco has published articles on World Heritage, notably on Aldabra Atoll (Seychelles) and on Sagarmatha National Park (Nepal).

G. Ceremonies

Several World Heritage plaquing ceremonies have been held during the past year.

The Director-General of Unesco inaugurated the plaque at Olinda (Brazil) in December 1982 and at Chartres (France) in July 1983.

Other similar ceremonies have been held at Aldabra (Seychelles), at Djoudj National Bird Sanctuary and Niokolo-Koba National Park (Senegal), at Lord Howe Island (Australia) and Cahokia Mounds (United States).

H. Exhibitions

An exhibition on Aldabra Atoll was organised by the Seychelles Islands Foundation in Unesco Headquarters in May. This exhibition aimed at drawing the attention of the international community to the need to safeguard Aldabra. It was opened by the Director-General of Unesco in the presence of numerous celebrities, members of the Executive Board, the Minister of Foreign Affairs of the Seychelles as well as scientists and the press.

Discussions are underway with Incafo and the firm Kodak to set up a mobile exhibit constituted of panels showing the best photographs of World Heritage sites, the various publications on the Convention and the poster and/or folding poster on World Heritage. This exhibit will be funded by the Overseas Bank of Spain and the firm Kodak. A contribution of \$5000 from the World Heritage Fund should be envisaged to help prepare this exhibit.

I. Presentation of the Convention during international meetings

The Convention was presented at several international meetings including:

- the Conference on Youth and Heritage organised by ICOMOS (Paris),
- the First International Biosphere Reserve Congress, organised by Unesco and UNEP at Minsk (USSR), September 1983,
- the Unesco General Conference (November).

The proposed exhibit mentioned above should enhance presentations on the Convention at international meetings. It is thus planned to show this exhibit at the next IUCN General Assembly (Madrid, November 1984).

J. Private 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. The Committee could consider the ways and means to promote private associations which could become a strong support for the Convention in the future.

K. Films

The many possibilities which this form of promotion could provide have not been fully investigated. However, discussions are underway with a French film producer who has proposed a series of 6 films each of 25 minutes on the protection of World Heritage. It is planned that Unesco would sponsor these films and a contribution would be sought from the World Heritage Fund, with the aim to generate funds, as was stated by the Bureau. A report on the progress of this project will be presented at the next Bureau meeting.

A contribution of \$5000 should also be envisaged to encourage the production of audio-visual material on the Convention.

L. Development of a computer-based World Heritage information system

A computer-based information system has been developed with the help of IUCN for natural World Heritage properties. Examples of information sheets are presented to the Committee. It would be desirable that \$5000 could support the implementation of this system in 1984.

3. Profit-making promotional activities

A. Slide series

The series of 48 slides on World Heritage sites accompanied by an explanatory text in English, French and Spanish continues to be sold regularly with profits to the World Heritage Fund at a price of 50 francs.

B. Stamps

The Secretariat has set up a philatelic programme similar to the programme which Unicef organised 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 implement this philatelic programme. The company will help 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. It is hoped that about 20 to 25 stamps will be issued each year, involving distribution in about 100 countries. This programme is being organised by the Unesco Office of Public Information. Ten per cent of the sales money will go to the World Heritage Fund, which can represent a considerable amount.

Besides, this programme has begun to have a considerable public impact.

As part of this, in September 1983, Unesco sent a circular to all States which had not yet issued stamps on World Heritage sites to encourage their cooperation in this philatelic programme. Replies to the appeal have been received from Norway and Ecuador.

C. Book on the World Heritage list

One volume has been published by Unesco under the title "A Legacy for All" presenting the first 57 World Heritage sites. This is for sale now at 120 French Francs.

D. Books for children

The first two volumes, concerning respectively sites in Nepal and Tunisia, have been very successful. The next volume will be about the Island of Gorée (Senegal). It will be copublished by Unesco and the Castermann publishers and not with "Etudes Vivantes" as in the past. A fourth volume is in preparation: this deals with the dawn or beginning of the Earth, that is to say, it deals with the prehistoric and geological World Heritage sites which give an insight into the evolution of this planet. These books are sold by Unesco and bookstores.

E. INCAFO: a series of books on World Heritage

This collection will be published by Incafo (Institute for Wildlife Photography, Madrid) with the scientific advice of Unesco. Under the title of "The Heritage of Mankind", some twenty sites will be presented per volume and one volume per year.

These very beautiful publications, magnificently illustrated (with at least 120 colour photographs in each volume) will be published and distributed in Spanish. Later they will be translated into many other languages (initial discussions are underway in France, the U.K. and Yugoslavia).

The contract between Unesco and Incafo has been signed and the first volume of the series, with a preface by the Director-General, has been produced. The contract allows Unesco to review the planned text and illustrations of each volume before publication. Unesco on its part will contribute a preface to each volume, and will supply all the necessary information and papers necessary to improve the scientific content. The World Heritage Fund will receive 5 % of the profits from these volumes. In addition, each volume will indicate how donations can be sent to the World Heritage Fund. As was mentioned earlier, it will be possible for the Secretariat to use the approximately 30,000 excellent photographic slides collected by Incafo to publicise World Heritage activities.

F. Series of booklets on World Heritage

Incafo is proposing to produce and widely distribute a series of booklets in weekly or fortnightly instalments in the same way as the series which has already been produced on the parks of the world, which can be consulted by the Committee.

Each booklet will describe between one and three heritage properties and will be sold to an immense public. They will first be produced in Spanish but can be then translated and distributed in other languages. The content of each instalment will be supervised by Unesco and will become the joint property of both Unesco and Incafo.

Production costs will be borne entirely by Incafo, while the World Heritage Fund will receive part of the profits, the percentage of which remains to be decided (it will probably be between 5 and 10 % of the sale price).

The Spanish versions of these booklets will soon be published: co-publishers are being sought for other language versions (contacts have already been made at the Frankfurt Book Fair).

G. Pocket guide on World Heritage

The guide, of a type and format comparable to that already published on parks of the world, which can be consulted by the Committee, will cover all of the sites. Each one will be identified with a map, a photograph and technical details including:

- physical characteristics
- location
- methods of access
- classification
- the main reasons why it has been included as a natural, cultural or mixed cultural and natural site.

The conditions for the production have still to be defined but it is envisaged that, like the series of booklets, a joint copyright will be given to Unesco and Incafo and 10 % of the profits which are realised will go to the World Heritage Fund, and they will become an important source of revenue for the Fund. It has been forecast that the single Spanish version will realise some \$8,000 from the first edition (5,000 copies printed). In addition, the photographs which are used will be acquired by Unesco without copyright costs.

A preliminary first model has been presented at the Frankfurt Book Fair and many publishers (for the versions other than Spanish) have shown interest.

The final model will be presented in May of 1984 for acceptance by Unesco.

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H. Post cards

A proposal is being studied to publish postcards on World Heritage sites. These will be sold at the sites.

I. Projects in cooperation with the World Wildlife Fund (WWF)

Some contacts have been made with the WWF to identify those joint activities which could benefit from the World Heritage Fund.

It is particularly planned to launch a pilot project on World Heritage natural sites in the next WWF fund raising campaign.

A contribution of \$15,000 will be necessary to start these activities. This contribution will result in important revenue returns.

PROPOSED BUDGET

Photographic library of World Heritage sites	\$ 5,000
Folding poster	\$ 20,000
Mobile exhibit	\$ 10,000
Information system	\$ 5,000
Joint activities with WWF	\$ 15,000
Renewal of promotional material	\$ 5,000
	\$ 60,000

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EXPECTED INCOME AS FROM 1984

First volume published by Incafo	\$ 15,000
Pocket guide	\$ 5,000
Other income (stamps, slides, etc.)	\$ 5,000
	\$ 20,000