

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

Bureau of the World Heritage Committee

Eighth Session

Paris, 4-7 June 1984

ITEM 8 OF THE PROVISIONAL AGENDA: REPORT ON PROMOTIONAL ACTIVITIES

PROMOTIONAL ACTIVITIES

The promotional activities programme presented at the Seventh Session of the Committee has been carried out in accordance with the guidelines drawn up by the Committee. An effort has been made on one hand to strengthen the information activities in order to make the World Heritage sites better known to the general public and on the other hand to develop activities likely to bring in revenue to the World Heritage Fund.

I. Public Information Activities

A. Photothèque of World Heritage sites

The photographic material provided by the States is still insufficient, in spite of the recommendation of the Committee at its seventh session. However, the Photothèque will become considerably richer because Unesco has just acquired the rights to 160 high-quality colour photographs which will be used by INCAFO (Madrid) in the "World Heritage Guide", about to be published.

B. Folding poster

The mock-up of the folding poster has been prepared and is presented for consideration by the Bureau, in accordance with the decision of the Committee at its seventh session. 20,000 copies of this folding poster are to be printed in each of the three languages (English, French, Spanish).

The folding poster uses illustrations to present the objectives of the Convention in a manner easily understandable by the general public. It also presents the list of States Parties and the List of World Heritage sites with their geographic location. This folding poster will be available for distribution at World Heritage sites and at exhibits concerning the Convention. It will be distributed for the first time at the exhibit which will be organized at Madrid on the occasion of the forthcoming IUCN General Assembly (see below). The daily experience of the Secretariat has shown the necessity of widely distributing this kind of material in order to meet the multiple requests for clear, concise information on the Convention and to elicit contributions to the World Heritage Fund.

C. Brochure

A brochure published by Unesco as part of a series destined for the general public entitled "Backgrounder: The protection of the World Cultural and Natural Heritage" is available in French and English. This brochure replaces the first information brochure on the Convention, which is now out of print.

D. Ambio Special Issue

A special issue of the "Ambio" magazine which described the World Heritage Convention was distributed to all States Parties to the Convention, to all MAB National Committees, as well as to all the Unesco Regional Offices, who distributed copies locally.

E. Monumentum

The special issue of "Monumentum" on the World Heritage Convention which was announced previously has now been published and will also be widely disseminated.

F. Ceremonies

The Director General, during his missions, has occasionally been invited to participate in ceremonies held to celebrate the inscription of sites on the World Heritage List. This was the case for the Kathmandu monuments in December 1983 in Nepal at the inauguration of the International Centre on Integrated Mountain Development. In April 1984, the Director General also participated at meetings on the World Heritage Convention organized by the Smithsonian Institution in Washington.

A plaquing ceremony was held at Mont Saint Michel (France) in the presence of the Director General and two French ministers in early May.

G. Exhibit

A World Heritage exhibit will be produced by INCAFO (Madrid) thanks to financing by the Spanish Ministry of Cultural Properties. This exhibit will consist of a few general explicatory panels with a very short text in three languages (English, French, Spanish), summarizing the characteristics of each site, justifying its inscription on the List. In addition, each site will be illustrated by several colour photographs. The folding poster mentioned above will be handed out to visitors at the exhibit. Three sets of this exhibit will be produced. It will be mounted for the IUCN General Assembly in Madrid, November 1984 and it is also planned to present it at the next World Heritage Committee meeting in Argentina in October/November. The third set will be used by Unesco at Paris and at its regional offices.

H. World Heritage Computerized Information System

The system elaborated by IUCN is working well. It has been used in particular for summarizing and evaluating the nominations of natural sites which have been submitted at this session.

II. Promotional activities likely to directly produce revenue

A. Stamps

The launching of the philatelic programme has been somewhat delayed. This commercial operation will be launched by the specialized firm which has been contracted to undertake this project, once the time appears to be opportune.

B. Illustrated Books on World Heritage

The first volume in the Spanish language series published by INCAFO is now on sale. The sum of \$1,200 corresponding to the first payment of profits going to the World Heritage Fund, was handed over to Unesco last March. A continued effort is being made to find editors which would publish these books in other languages.

C. Unesco Illustrated Publication

The Unesco Public Information Office has produced an illustrated publication in English, "Legacy for All", on the first sites inscribed on the World Heritage List. This publication has been placed on sale by the Organization. However, the Secretariat does not envisage continuing this series since the successful experiment with INCAFO in Spanish has shown that not only can quality publications be produced without drawing on the World Heritage Fund, but they can even be a means of providing additional income.

D. Books for Children

The series "Patrimoine mondial" in which volumes on Nepal and Tunisia have been published will probably not be continued due to the fact that the co-publisher, "Etudes Vivantes" has ceased its activities. The Secretariat is currently studying the possibility of publishing a new series of books for children.

E. World Heritage Guide

This pocket guide consists of a detailed description and an illustration of each of approximately 160 sites. A map indicating the location of each site and a short text justifying its inscription on the World Heritage List will be provided. This text is the same as that used for the exhibit panels (see above) and has been carefully prepared, in cooperation with ICOMOS and IUCN. The mock-up of this guide is presented to the Bureau.

Unesco has acquired the copyright to the guide and the rights to 160 photographs used for this guide. The Spanish version of the guide will be produced by INCAFO and Unesco will receive 10% of the profits of its sale for the World Heritage Fund.

At the forthcoming Book Fair in Frankfurt, Unesco will endeavour to procure publishers for other language versions, especially in English and French.

F. Periodicals on World Heritage

These periodicals will be published in Spanish, either by INCAFO or by another publisher chosen by INCAFO, at their expense. They are based on the use of the contents of the illustrated books which are currently being published and will be distributed in various ways, including through the sales points. A percentage of the sales price will be turned over to the World Heritage Fund and a number of copies (50 to 100) will be made available to Unesco. Unesco will also be able to use the illustrations used in these editions for non-profit making purposes.

It has not yet been decided whether these publications will be weekly periodicals or bi-monthly small volumes, nor whether INCAFO will undertake the publication itself. However, it is still certain that a percentage of profits will go to the World Heritage Fund. Such publications should also be produced in other languages.