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UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION
OF THE WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee

Ninth Ordinary Session

Unesco Headquarters, Paris, 2-6 December 1985

Item 12 of the Provisional Agenda: Review of promotional activities and means
of strengthening these activities at the national level

The promotional activities in 1985 have followed the lines prescribed by the Committee: the emphasis has been to make best use of the information materials that have been produced particularly the showing of the exhibit of photographs of World Heritage properties and the sale of various material (poster, badge, folding poster, book, etc.) for the profit of the World Heritage Fund. At its 9th session, the Bureau had thanked the Secretariat for this effort and had underlined that a truly effective policy of promotion that would reach out to the public at large and that would also serve to raise support for the World Heritage Fund could be developed only with the help of communications specialists. The Bureau, therefore, wished that this issue be discussed during the Committee meeting. In preparing the background for this discussion, the Secretariat contacted several communications specialists, who have kindly developed the proposals for a promotional activity policy summarized below.

The Bureau also found that the absence in most countries of a national structure suitable for implementing the Convention was a limiting factor for the development of public information activities or promotion of the Convention. The Committee may also wish to consider various means of ameliorating this situation.

Finally, in accordance with the wish of the Committee at its last session, the Secretariat has developed a set of guidelines for the design of plaques celebrating the inscription of properties on the World Heritage List. The Bureau recommended that the Committee adopt these guidelines, and that they be incorporated into the Guidelines for the implementation of the World Heritage Convention.

I. Public Information Activities

A. Exhibit

The exhibit produced by INCAFO (Instituto de la Caza Fotografica y Ciencias) in Madrid and the Spanish Ministry of Culture is comprised of a set of photographs - one for each World Heritage property - accompanied by a legend in three languages (English, French, Spanish) which describes the principal characteristics for which the property was inscribed on the World Heritage

List. These texts were prepared by IUCN and ICOMOS in cooperation with the Secretariat. There are currently three copies of this exhibit: one is being used in Spain, one has been acquired by Parks Canada and the third is at the disposition of the Secretariat.

In Spain the exhibit was first shown at the Botanical Gardens in Madrid where it was seen by a large public during the month of May 1985. The Ministry of Culture plans to show the exhibit in a dozen cities in Spain, of which several include World Heritage properties (Burgos, Cordoba, Granada). This tour is scheduled to take a year, and over a million people are expected to see the exhibit during this time.

In Canada, the exhibit was first shown during a week in July at the "Harbourfront Development" in Toronto on the occasion of the centennial celebrations for Canadian National Parks. During this week, which was particularly devoted to the World Heritage Convention, a computer game on World Heritage sites was played by teams of young people from Canada, the Netherlands and the USA. The game lasted three days and was very well received, with a large public audience.

The exhibit was shown next at hotel Château Lake Louise in Banff National Park during August before, during and after the plaquing ceremonies for the inscription of the Canadian Rocky Mountains National Park on the World Heritage List.

The exhibit was subsequently displayed at the Banff Centre where some 450 participants at the Canadian Assembly on National Parks were meeting.

The Canadian authorities plan to mount the exhibit at the Ministry of External Affairs in early 1986 on the occasion of a series of seminars on the "Living Heritage of the World" which is organized by the Canadian section of ICOMOS.

The third copy of the exhibit, which is at the disposition of the Secretariat, was presented to the delegates at the **23rd session of the Unesco General Conference in Sofia (Bulgaria)**. This copy of the exhibit may be loaned out to States who wish to use it in their countries. When this occurs, however, it means that the only "free" copy is unavailable for general use by the Secretariat or by other States for a certain period of time. It is thus suggested that those States which can afford it, acquire their own copy of the exhibit. (The appropriate cost per exhibit printing is \$4,500).

The Secretariat also participated in a major event organized by the International Association of Plastic Arts - which was sponsored by Unesco. This event, entitled "Mémoire des rues - Mémoire du monde" took place in the Paris metro from 19-23 November 1985. It was designed to heighten the public's awareness of the value of its heritage, starting with the immediate urban environment. This exhibit will be held throughout 1986, touring some 50 countries. As Unesco was sponsoring this event, it was decided to use this opportunity to display some of Unesco's actions to preserve the world heritage. Thus three exhibits of photographs of World Heritage properties (with explicative text) as well as various films on Unesco's work were displayed in three metro stations. A badge and a poster were also produced, using World Heritage funds. The badge, poster and folding brochure were sold in 8 metro stations, at the profit of the World Heritage Fund, and Unesco staff manned display stands and spoke to the public about World Heritage activities. The event was given wide media coverage (radio, television, press) and proved to be an occasion to inform a large section of the public about Unesco's World Heritage activities.

B. Folding Poster

The folding poster, which exists in three languages (English, French, Spanish), is adapted to the wide public and presents in a simple way the objectives of the Convention, the list of sites and their locations, and indicates those States Parties to the Convention as of December 1984. The poster has been widely distributed to all States, whether Parties or not to the Convention, as well as to non-governmental organizations who have participated in the implementation of the Convention. The poster has been widely distributed to the public at large, either sold for a modest price (\$0.60) or given out free upon request, during various exhibits on World Heritage in Spain, Canada and France.

The publishing house, Plaza & Janes (Spain), which publishes the illustrated books on World Heritage, has just bought 1000 copies of the folding poster for distribution to their readers.

In addition, the Australian Permanent Delegation to Unesco has decided to buy 1000 copies of the poster for distribution in Australia.

The monies gained from these activities will be used as a partial contribution towards a new, updated and revised edition of the folding poster.

States parties wishing to acquire a large quantity of this folding poster are requested to contact the Secretariat.

C. Booklet

The Unesco booklet, "Backgrounder: The protection of the World Cultural and Natural Heritage", was revised in 1984 and will be completed by an updated description of properties including those inscribed at this present session (beginning 1986).

II. Development of Sales Promotional Material

A. World Heritage Guidebook

The first Spanish edition has been published and has been sent to each delegation of the Committee. Author's copyright and universal photographic copyright have been acquired by Unesco, which therefore has the right to all other language versions. The Secretariat has been seeking co-publishers for the Guidebook on the following conditions: translation would be the responsibility of the co-editor, which could, in turn, receive the "iconography" at cost price; and 10% of the sales should be contributed to the World Heritage Fund.

Several publishing houses in the Federal Republic of Germany, France, Italy and the United Kingdom have shown their interest in such a project; and the Secretariat hopes that at least the French and English versions will be printed by Spring 1986.

The Spanish version will be revised and updated. Sales from the first Spanish edition contributed \$4,500 to the World Heritage Fund.

B. Illustrated books on World Heritage

The Participants at this meeting may consult the first copies of the series on World Heritage published by Plaza & Janes (under contract to INCAFO). This series will consist of 10 volumes, each printed in 2000 copies, and will be sold by subscription for the Spanish version. The World Heritage

Fund did not support this venture, and 15% of the royalties received by INCAFO will be contributed to the World Heritage Fund.

In addition, INCAFO has drawn up a contract with a Yugoslavian publishing firm ("SPEKTAR") for the publication of this series in four languages and their distribution in 10 countries. Two other publishing houses, in Egypt and Brazil, are currently negotiating with INCAFO for other language versions. The World Heritage Fund will receive 2% of the royalties received by the Yugoslavian publisher.

C. Poster and Badge

A poster and a badge were produced on the occasion of the "Mémoire des rues - Mémoire du monde" event and were for the first time put on sale. The Secretariat intends to continue selling the poster - created by a well-known artist, Le Yaouanc - both at the Visitor's Information Centres of Unesco and at other events celebrating World Heritage. States Parties may also use this material to promote the Convention in their countries.

III. Contributions of States Parties to Promote the Convention

Many of the activities described below could not have been realized without the initiative, support and participation of national bodies such as the Spanish Ministry for Culture or Parks Canada. Other public information activities depend entirely on State initiatives, viz: plaquing ceremonies for the inauguration of new World Heritage sites of which several take place each year.

Other national initiatives to promote World Heritage have, however, been limited and the Bureau concluded that this is due, in most countries, to the lack of a national body responsible for implementing the Convention. It is necessary, in this respect, to recall the terms of Article 17, which provides for the creation of public or private associations in each country.

A. Plaquing Ceremonies

Several plaquing ceremonies have taken place since the last Committee meeting: in Carthagena (Colombia), at the parks of the Canadian Rockies and Wood Buffalo (Canada), the Great Barrier Reef (Australia), Yosemite National Park (United States of America) and the Virunga National Park (Zaire). This latter ceremony took place at the occasion of the 60th anniversary celebrations of the creation of Virunga National Park, for which Zaire had organised a major international colloquium on conservation problems in the park and which was closed by the plaquing ceremony.

B. Other Possible National Activities

As mentioned above, States are encouraged to acquire the World Heritage exhibit and to display it to the widest possible national audience. Special information material has also been produced by some States, such as the pamphlets produced by Canada and the United States for distribution to visitors to World Heritage parks and monuments. Another example is the computer game on World Heritage developed by Canada. Such activities could be used as models and further exploited. With regard to other national initiatives, the French World Heritage Committee, which forms part of the French section of ICOMOS, intends to produce a publication on French World

Heritage sites, designed to reach large public audiences. The French Committee also intends to participate in setting up a travelling exhibit on World Heritage scheduled for 1986.

It is clear that these activities should be increased and that one of the major limiting factors is the lack of an appropriate responsible national body. However, even if such a body existed, its work would be truly effective only within a more ambitious policy of promotion coordinated by the Secretariat. It is for this reason that the Bureau recommended the Committee to study the possibility of calling on communications specialists to help define and implement such a World Heritage promotional policy.

IV. Contacts with Communications Specialists

At its 9th session, the Bureau requested the Committee to study the means of setting up a veritable promotion policy. To prepare this study, the Secretariat consulted three communications specialists who have provided written preliminary proposals for action.

The three specialists agree on the following principles: In order to successfully implement a promotion policy, it is necessary to:

- provide a clear message reflecting the status which one wishes to give to the World Heritage Convention;
- avoid dispersal of communication activities;
- design a coordinated policy of communication and appeal for funds.

The specialists' views diverge, however, on the means of implementing such a policy: one specialist gave more emphasis to the simultaneous use of the press (written and audio-visual) and of existing or potential information materials (postcards, calendars, etc.); another specialist almost exclusively opted for generating financial support and suggested drawing up a marketing plan; the third specialist proposed a plan in several phases, for which only the first phase would need a financial investment, and which consisted in launching at the same time a direct appeal for support to the World Heritage Fund and an information campaign using the media for the general public, the appeal and the campaign being indissociable.

At this stage, it is difficult to decide which is the best policy to take up. However, if the Committee is agreeable in principle to call upon professionals to improve the promotion policy, it could give the Secretariat the mandate to undertake a more in-depth study: the Bureau would consider the concrete proposals which would result from this study and could decide whether or not to launch a preliminary campaign in one or more test countries.

V. Proposed guidelines for the production of commemorative plaques used for the inscription of properties on the World Heritage List

At its ninth session, the Bureau of the World Heritage Committee recommended the adoption of the draft guidelines for the production of commemorative plaques used for the inscription of properties on the World Heritage List and their inclusion in the **Operational guidelines for the implementation of the World Heritage Convention**. This text, with small amendments by the Bureau (in the French version) is reproduced below and submitted to the Committee for adoption.

"The plaques are designed to inform the public, be they nationals of the country concerned or foreign visitors, that the said site has a particular value that has been recognized by the international community. In other words, the site is an exceptional one, of interest not only nationally but globally as well.

There is an additional information function of these plaques, however, which is to inform the general public of the nature of the World Heritage Convention or at least to note that such a convention exists and that said site is on the World Heritage List and is thereby protected.

In order to serve this double function, the following suggestions may be put forward:

- the plaque should be highly visible without marring the esthetics of the site;
- the World Heritage symbol should be present on the plaque;
- the text should mention the site's exceptional and universal value: In this regard one may note the utility of a short description of the site's outstanding characteristics. Countries may wish to use the descriptions appearing either in the various World Heritage publications or in the World Heritage exhibit. These may be obtained from the Secretariat.
- texts should make reference to the World Heritage Convention and particularly to the World Heritage Lists and to the international recognition of the sites' exceptional quality which inscription on this List implies. However, it is not deemed necessary to mention at which session of the Committee the site was inscribed;
- where many foreign visitors are received, it may be appropriate that the text be in several languages to ensure that the greatest possible number of these understand the nature of the site.

The following example is proposed:

'(Name of site) has been inscribed upon the World Heritage List of the Convention concerning the Protection of the World Cultural and Natural Heritage. Inscription on this List confirms the exceptional and universal value of a natural or cultural site which deserves protection for the benefit of all humanity.'

This text could be then followed by a brief description of the site concerned."

If the Committee agrees, this text will be included as a new paragraph B in Chapter VI - Other Matters.