

UNITED NATIONS EDUCATIONAL,  
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

BUREAU OF THE WORLD HERITAGE COMMITTEE  
Tenth Session  
Unesco Headquarters, Paris, 16-19 June 1986

Item 10 of the Provisional Agenda: Report on Promotional activities

**I. PROMOTION PLAN**

1. The World Heritage Committee, at its 9th session, authorized the Secretariat to make an in-depth study of the means of establishing an effective plan for promoting the World Heritage Convention, in particular by pursuing its contacts with communications specialists. In particular, the Secretariat has continued discussions with a communications agency which suggested the launching of a campaign calling for public patronage accompanied by actions for support from the media.

2. This campaign would be preceded by a survey and could first be launched in a test country, most likely France, and part of the funds raised would be used to finance the launching of similar campaigns in other countries.

3. After studying the above proposals, it seems, however, that the launching of such a campaign would run considerable risk. It would also require a large financial investment, which would take up a major part of the World Heritage budget for promotional activities in 1986 and possibly 1987. Furthermore, such a campaign would affect only one country and it is difficult to predict if the fund-raising effort would in fact be successful. The Secretariat therefore suggests that the members of the Bureau take these considerations into account when deciding on the appropriateness of such a campaign.

4. Under the present circumstances, and if the Bureau agrees, it would seem more opportune, to request the States Parties themselves to develop World Heritage promotional activities rather than to embark on a long-term ambitious promotional activities policy involving the media.

5. This policy should first give priority to the States Parties who have already developed promotional activities as well as those who have indicated their intention to do so. The Secretariat will endeavour, on its part, to stimulate activities in other States Parties. In this respect, the establishment of national structures, in accordance with Article 17 of the Convention, has been undertaken only in a few States Parties. These structures seem to be the most effective means of

promoting the Convention, while adapting the activities to the national or local conditions.

6. The Secretariat has, however, noted the ever-increasing demand for information materials, which is one encouraging sign. Every effort has been made by the Secretariat to reply to such requests (for exhibits, folding posters, etc.).

7. In addition, the Secretariat has been informed of several plans for the production of television series on World Heritage sites (in FRG, Japan and Spain), as well as a Canadian film project on the Historic Area of Quebec. These projects are an indication of an ever-increasing interest in the Convention and could be successful in making the Convention better known to a wide public.

The Secretariat is in contact with the film producers who have proposed these projects. The German film producer, Deutsche Welle, is quite advanced in this regard since this company, which plans to make 26 short video films on World Heritage sites and Unesco's international campaigns using mainly already-existing film material, has announced that it will propose a coproduction contract to Unesco's Office of Public Information in June 1986.

## II PUBLIC INFORMATION ACTIVITIES

8. The existing information materials have continued to be used in public information activities.

### A. **Exhibit**

9. It is recalled that the exhibit was produced by INCAFO (Instituto de la Caza Fotografica y Ciencias de la Naturaleza) of Madrid, with the assistance of the Spanish Minister of Cultural Property and consists of photographs for each World Heritage site, accompanied by a trilingual caption (English, French, Spanish) summarizing the principal characteristics of the site which justify its inscription. These texts were prepared by IUCN and ICOMOS in cooperation with the Secretariat.

At present, three copies of this exhibit have been prepared, one belonging to Spain, the second acquired by Parks Canada, and the third belonging to the Secretariat.

The Spanish exhibit has been circulating for a year in most of the large cities in Spain. In Canada it was mounted at the Ministry of External Affairs during a series of seminars organized by the Canadian Section of ICOMOS, and it is to be used in part by the City of Quebec in July 1986.

10. The copy in Unesco's possession has been loaned out to the "Musée d'Antibes" in the south of France and should thereafter be sent successively to Portugal and New Zealand.

11. Considering the difficulty of meseting, with only one copy of the exhibit, to the requests of States Parties, the Secretariat will also circulate a second, more limited, exhibit, which was produced for the event, "Mémoire des rues", which took place in the Parisian metro. This exhibit has been completed and updated to take into account the new inscriptions on the World Heritage List. Two French organizations -

one of which is the "Comité français du patrimoine mondial" the French World Heritage Committee - have already indicated that they intend to circulate it in France, with the possible addition of photographs of French World Heritage sites.

This second exhibit, which consists of 45 panels instead of 186 is easier to mount and transport. It is also available for States Parties who may wish to borrow it.

#### **B. Folding Poster**

12. The folding poster has been updated to include the new sites inscribed on the World Heritage List as decided by the Committee at its last session; an Arabic version has been produced in addition to the English, Spanish and French versions.

13. As from early July, the Secretariat will provide several copies of this new version to all States Parties to the Convention. For the States who wish to receive greater quantities - for which there is an increasing tendency - the Secretariat will try, as in the past, to obtain a financial contribution in order to help to finance the costs of reprinting. As an indication, certain States had acquired 1000 copies of the former version at 60 U.S. cents each.

#### **C. "Backgrounder: the protection of world cultural and natural heritage**

14. The publication of this brochure has had to be stopped within the framework of Unesco's policy on budgetary restrictions. The Secretariat will study the possibility of producing a less-costly document in three languages for the general public. It will be possible to use the text of the "Backgrounder" brochure to prepare such a document, updated to include descriptions of the World Heritage sites inscribed since it was first published. This document will have to be revised each year to take account of new sites inscribed by the World Heritage Committee.

### **III. PROMOTION MATERIAL TO BE SOLD**

#### **A. World Heritage Guide**

15. The updated version of this guide in Spanish will be published in Spring 1986. It is recalled that Unesco holds the copyright for the text and the photographs and can therefore publish the guide in other language versions. Unesco's publications service has negotiated with several publishing houses in France, Federal Republic of Germany, Italy, Switzerland and the United Kingdom, but to date has not had any success for other versions. The help of national structures for promoting World Heritage will be greatly appreciated in identifying potential publishing houses for the guide.

#### **B. Illustrated World Heritage books**

16. This book series is published by Plaza & Janes (Spain) under contract with INCAFO. The series consists of 10 volumes, each in 2,000 copies (for the Spanish version) and sold by subscription. This collection has received no input from the World Heritage Fund, however,

15% of the royalties to INCAFO will go to the World Heritage Fund. Two books of this series have been published to date and books III and IV are planned for the end of June.

In addition, INCAFO has made a contract with a Yugoslav publishing house ("SPEKTAR") to publish these books in four languages for distribution in ten countries. Two other publishing houses in Brazil and Egypt are negotiating with INCAFO for other language versions of this series.

**C. Project on book by "National Geographic Society"**

17. The National Geographic Society plans to publish a book entitled "Our World's Heritage" for the end of 1987. The National Geographic publications service has agreed that the sites inscribed on the World Heritage List be clearly distinguished from other sites chosen by the editorial board. This book will enable the Convention to be better known to almost 10 million readers around the world and will contribute in many ways to promoting the Convention: it will provide information on the Convention itself, including an indication of how readers can send their individual contributions to the World Heritage Fund. The board of directors of the Society is also ready to provide the Secretariat with the National Geographic photographic material used for the book for any non-commercial promotional activity. The Unesco publications service will have discussions in September with the National Geographic Society on how best to exploit this book and on translation into other languages.

**D. Poster on "Le Patrimoine, Mémoire du monde" and badge**

18. The Secretariat is selling the posters and badges at various events, for example 2000 posters and 2000 badges are being sent to Bangkok to be sold during the ceremony for Unesco's National Committee for Thailand. Also, the posters and badges will be sold in Portugal at the World Heritage exhibition.

19. Unesco has furthermore sent a copy of the poster to each Unesco National Commission: following the example of Thailand, these Commissions may organize sales for the benefit of the World Heritage Fund.

**IV. PLAQUING CEREMONIES**

20. Two inauguration ceremonies have taken place since the 9th session of the Committee. In March 1986, the Director General went to Santiago de Compostella (Spain) and in April the second ceremony took place in Cyprus to commemorate the inscription of the Painted Churches in the Troodos region, at which a representative of the Organization was present.

In addition, several States Parties have consulted the Secretariat regarding the preparation of World Heritage plaques.

21. On 3 July 1986, Canada will be holding a multi-media ceremony to inaugurate the World Heritage plaque for the Historic Area of Quebec. The ceremony will take place as part of the official opening of the Summer festival of Quebec which takes place annually from 3 July, the anniversary of the founding of Quebec. A large 3-dimensional monument representing the World Heritage symbol and a plaque will be unveiled by the Minister of the Environment for Canada. Badges with the World Heritage symbol and parchments with the text of the plaque will be widely distributed to the public.