

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATIONCONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Tenth Session

(Unesco Headquarters, 24-28 November 1986)

Item 12 of the Provisional Agenda: Report on promotional activitiesI. PROMOTION PLAN

1. At its last session, the Bureau of the World Heritage Committee decided that the circumstances were not favourable at present for launching ambitious strategies for promotion using the media or for embarking upon publicity campaigns. Rather, it was deemed preferable to strengthen the role of States Parties in promoting the Convention. In this regard, the Bureau recommended that the Secretariat prepare a promotion plan focusing on how States Parties could promote the Convention and describing possible methods of collaboration between the Secretariat and the States Parties.

2. Annexed hereto, the Committee will find the required document which stresses the necessity of decentralising promotional activities through a network of national and local sources of contacts, and which needs to be identified.

3. It is recommended that, at the national level, an organisation or a person is identified for co-ordinating promotional activities and communicating with the Secretariat.

4. Presently, the Unesco National Commissions are most suited to play an active role in promoting the Convention. Therefore, as a first step, it is proposed that the National Commissions should be requested to assist in this regard.

5. The study identifies a whole range of promotional activities which States Parties could develop with the help of the Secretariat. Nevertheless, a thorough knowledge of possibilities and needs within each State is an essential prerequisite for any promotion plan.

6. Hence, it is proposed that the Secretariat should send, through the Unesco National Commissions, a questionnaire to States Parties requesting them to:

- identify a co-ordinator;
- indicate on-going or future promotional activities;
- define their needs;
- suggest views for improving information exchange.

In conclusion, the study suggests improved information exchange between the States Parties and the Secretariat and notes that the publication of a Newsletter could be useful in this regard.

The Committee is requested to give its opinion on these proposals.

II. PUBLIC INFORMATION ACTIVITIES

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

A. **Exhibit**

7. 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 of the 186 properties inscribed on the World Heritage List as of December 1984, 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 used in part by the city of Quebec in July 1986.

8. 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 to Portugal.

9. Considering the difficulty of meeting, 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**

10. 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.

11. The Secretariat has widely distributed 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. Several States have already acquired copies of this new version at 60 U.S. cents each.

In addition, a Portuguese version of the folding poster has been published by the Unesco National Commission of Portugal and distributed on the occasion of the 40th Anniversary celebrations of Unesco.

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

12. 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.

D. Films on World Heritage

13. The Secretariat has been contacted regarding several projects which are in various stages of progress:

- . a television series comprising 26 episodes on cultural sites and produced jointly by a company of the Federal Republic of Germany and OPI of Unesco. It is expected to be televised by several stations during 1987 and 1988;
- . a Spanish television series adopting a thematic approach on both cultural and natural heritage. The Secretariat has been requested to provide its views on the themes chosen for the first script;
- . more recently, a Japanese television producer has also proposed a project on cultural heritage.

III. PROMOTION MATERIAL TO BE SOLD

A. World Heritage Guide

14. The updated version of this guide in Spanish will be published in early 1987 and will include the descriptions of properties inscribed in the World Heritage List during this tenth session of the World Heritage Committee. 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

15. This book series is published by Plaza y 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. Four 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.

The World Heritage Fund will receive 2% of the amount of sales on the language versions of this publisher.

C. Project on book by "National Geographic Society

16. 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.

17. The National Geographic Society has indicated by their letter of 5 November 1986 that the publication is progressing well. Information from several documents available in the Secretariat has been utilised and staff photographers of the National Geographic Society have visited selected World Heritage sites. In order to distinguish the World Heritage sites from others such as those of IUCN's List of World's Greatest Natural Areas, the NGS is thinking of including a list of all the World Heritage sites as of December 1986 on the back cover of the book. The possibility of Unesco's publications service exploiting the opportunities to translate this book into other languages also still remains open.

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 have been sent to Bangkok to be sold during the ceremony for Unesco's National Commission 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.

E. 1987 Diary

20. The Office of Publications of Unesco, with the cooperation of INCAFO and with the agreement of the Chairman of the World Heritage Committee, has decided to produce a diary on World Heritage, on an experimental basis. Three thousand copies of this diary will be produced and the World Heritage Fund will receive 10% of the sales as royalty. If this experiment proves to be successful, a larger scale production of the diary could be envisaged for 1988.

IV. PLAQUING CEREMONIES

21. Three inauguration ceremonies have taken place since the 9th session of the Committee: Santiago de Compostella (Spain) during March 1986, in Cyprus to commemorate the inscription of the Painted Churches in the Troodos region in April 1986, and in Quebec in July 1986.

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

V. PROPOSALS FOR 1987

22. If the Committee accepts the recommendation of the attached study and its summary as presented in Section I of this document, it is proposed that the Secretariat implements the following activities; these activities include continuing on-going efforts (production of materials) and the contribution which the Secretariat could provide towards setting up the networks recommended herein on which the promotional strategy should depend:

	US\$
. updating of the folding poster and preparation of other language versions;	20,000
. updating of the Spanish version of the World Heritage Guidebook;	5,000
. distribution of exhibits on the World Heritage;	5,000
. preparation of a video on the World Heritage designed for the general public;	40,000
. preparation of information packets for the press and distribution among States Parties and for major news agencies;	25,000
. support for the establishment of national structures and for production of national information materials	35,000

Paris, 18 November 1986

PLAN FOR THE PROMOTION OF THE WORLD HERITAGE CONVENTION:**The Role of the States Parties and Possible Methods
of Collaboration with the Secretariat**

The Convention concerning the Protection of the World Cultural and Natural Heritage is not well known to the public, or even to the authorities responsible for the protection and presentation of the heritage.

While national sites are famous in their own countries, some of them throughout the world, little is done to publicize the fact that they are part of the World Heritage List.

The aim of this document is to examine possible ways in which the promotion of the Convention could be developed by individual States and by the Secretariat of the Convention.

There are two kinds of arguments for making the Convention better known:

- public education - essential if the public is to be made aware of the value of this heritage and the importance of safeguarding it;
- the need to raise funds to increase the resources at the disposal of the Convention.

In promoting the world heritage, it is easy to turn to account the richness and diversity of the sites that comprise the World Heritage List: inclusion in this (non-exhaustive) catalogue of the finest natural and man-made creations to be found on the planet - all unique and exceptional - amount to a seal of recognition for a site or property, which acquires enhanced prestige by association with others on the List. Those responsible for such sites therefore have every interest in ensuring that its inclusion in this List, and the reasons why it was selected, are well known.

Moreover, the concept of a world heritage could lead to the formation of a "support network" linking these various sites, which are recognized to be of universal value, yet scattered throughout the world. Each can be regarded as an interlocking part of the system of World Heritage sites as a whole.

However, experience has shown that measures to promote the Convention cannot be entirely the responsibility of the Secretariat because it is not equipped to perform the task (insufficient staff and logistic and financial resources) and because it would be a mistake to organize such a promotion campaign in a centralized fashion, without the support of national networks.

The promotion of the world heritage has to rely on regional, national and local intermediaries.

This clearly does not mean that the Secretariat does not have a role to play; but its role is rather one of prompting and advising, an activity to which the major non-governmental organizations (in particular ICOMOS and IUCN) also have a contribution to make.

An attempt has been made in this study to review the available information and the respective roles of the Secretariat, non-governmental organizations and national and local intermediaries with a view to proposing ways of improving their participation in the promotion of the Convention.

I. PROMOTION BY THE STATES PARTIES: THEIR ROLE AND MODES OF ACTION

The States have a key role to play in the promotion of the Convention:

- through relevant national intermediaries;
- through appropriate measures to promote the Convention.

1. National structures that could serve as intermediaries

The obligation incumbent upon the States Parties to contribute to the promotion of the world heritage, together with the need to enlist the help of national intermediaries, particularly with regard to fund-raising, was perceived by those who drafted the Convention, since the text includes the following provisions:

Article 17

"The States Parties to this Convention shall consider or encourage the establishment of national, public and private foundations or associations whose purpose is to invite donations for the protection of the cultural and natural heritage as defined in Articles 1 and 2 of this Convention."

Article 18

"The States Parties to this Convention shall give their assistance to international fund-raising campaigns organized for the World Heritage Fund under the auspices of the United Nations Educational, Scientific and Cultural Organization. They shall facilitate collections made by the bodies mentioned in paragraph 3 of Article 15 for this purpose."

Article 27

"1. The States Parties to this Convention shall endeavour by all appropriate means, and in particular by educational and information programmes, to strengthen appreciation and respect by their peoples of the cultural and natural heritage defined in Articles 1 and 2 of the Convention.

2. They shall undertake to keep the public broadly informed of the dangers threatening this heritage and of activities carried on in pursuance of this Convention."

Article 28

"States Parties to this Convention which receive international assistance under the Convention shall take appropriate measures to make known the importance of the property for which assistance has been received and the role played by such assistance."

How do matters stand regarding the application of these articles? It is difficult to make a precise assessment, as the Secretariat is very often not fully informed of the activities undertaken by the States Parties. This fact needs to be underlined immediately, since improved information of this kind would be a vital step in improving the promotion of the Convention.

However, it is clear that the obligations deriving from Article 17 have been fulfilled in only a very few cases, while the activities undertaken by States to make the Convention known remain very uneven as between countries.

It is important to stress that, in order to encourage donations for the world heritage (Article 17), measures must first be taken to increase public awareness of the Convention. Such measures can be taken by the associations mentioned in Article 17, but they could also involve a great many existing national institutions

- having an interest in their country's cultural or natural heritage;
- already serving as intermediaries between national and international efforts to safeguard the heritage;
- already serving as intermediaries for Unesco.

We list below the main institutions that meet these criteria and which could, depending on the countries concerned, be further mobilized to serve as intermediaries in the promotion of the Convention.

A. National intermediaries for international action

1) By their very nature and calling, the National Commissions for Unesco are in the front rank of structures which could help to promote the Convention. There are Commissions in all Member States, some more active than others but all concerned with the Convention for the Protection of the World Cultural and Natural Heritage in the same way as with Unesco's other activities. Their members generally include individuals responsible for the presentation of the cultural heritage and nature conservation; many National Commissions have already helped to publicize the Convention by organizing various kinds of events. We therefore suggest contacting National Commissions as a matter of priority, sending them a simple questionnaire to obtain information on the situation as regards promotion work. This point will be developed in the conclusion to this study.

2) The decentralized structures of ICOMOS and IUCN can also play a useful role in promoting the Convention.

3) There are more than 2,500 Unesco Clubs, in almost every country in the world, that could assist in promoting the world heritage. Some are very dynamic and could be valuable intermediaries. Their World Federation in Paris is responsible for co-ordination and for promoting a common policy.

B. National institutions

1) The competent ministries

- As a general rule, the **ministry of the environment** or its equivalent is responsible for everything connected with the conservation of natural resources and hence also of natural sites;
- **The ministry responsible for culture** is the custodian of cultural sites and property.

These two ministries are the public authorities most directly concerned with the Convention and its implementation.

The ministry of education may also have a role to play, since Article 27 of the Convention provides for the drawing up of educational programmes by States.

2) Entities and institutions attached to those ministries, which are responsible for safeguarding and presenting the national cultural and natural heritage, and private associations engaged in similar activities

- **Entities attached to the ministries:** They may include a wide range of entities, including cultural centres, museums, educational and training establishments, etc. and, on the other hand, governmental committees such as the MAB committees (Unesco's Man and the Biosphere Programme) concerned with the natural heritage.
- **The private associations** may have a wide variety of objectives, ranging from nature conservation or the safeguarding of a cultural site to activities oriented more generally towards education. Their role and scope for action vary from country to country.

Promotional activities on behalf of the world heritage could be entrusted to these entities or associations in some cases, for example: the dissemination of promotional material, the organization of events, the preparation of educational programmes, etc.

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Intermediaries can therefore be found in each State, even if the associations provided for in Article 17 of the Convention have not been established. The difficulty lies in mobilizing them and deciding what they could be asked to do. Initially, therefore, it would seem highly desirable for each State Party to draw up an inventory of the structures on which its promotion policy might be based, both at the national level and for each of the sites in its territory included in the World Heritage List.

This information should then be transmitted to the Secretariat with detailed information concerning the responsibilities of the site directors and managers, the administrative authorities and the main entities or associations concerned.

The survey would be a preliminary to building an efficient network and improving the flow of information in both directions.

It is suggested that each State Party should appoint a national co-ordinator of activities to promote the Convention. This co-ordinator's first task will be to draw up the inventory referred to above as the prerequisite for setting up a network. The co-ordinator, whether an individual or an organization, will be the hub of the network, acting as a correspondent with the Secretariat of the Convention and harmonizing promotional activities in the country concerned. To this end, the co-ordinator should be vested with authority which is recognized by the different promoters and should, if possible, have at its disposal incentive funds to provide assistance for planned promotional activities.

Once the promoters have been identified, a great number of activities could be envisaged, depending on the country and public concerned. A number of possibilities are described below.

2. Examples of promotional activities that could be carried out at the national level

The purpose of these activities is to inform the public about the world heritage and to generate greater awareness: they may be aimed at particular targets, with more specific objectives such as youth education, or seek assistance from particular organizations and firms.

A. Targets

1) Activities aimed at the general public

The audience will be at its most "captive" and receptive on the site itself, which is therefore the best place to inform, distribute material, mount exhibitions, show films, sell promotional objects, etc.

People who are aware of world heritage ideals can also be reached in museums, libraries, nature parks, etc.

The institutions listed in the inventory could play a useful intermediary role in this connection.

2) Specific targets

- **Students, young people:** As well as being receptive to new information and sensitive to ideals and exerting a genuine influence on their elders, they are willing to engage in voluntary activities. The approach adopted must touch the right chord, however, avoiding a didactic approach which may prove counterproductive.
- **Certain private or public bodies and certain firms** could assist in preserving the world heritage. Their assistance could take the form of financial aid or of practical contributions to specific projects.

Although this type of activity is considered mainly in the context of Unesco campaigns, the Convention also envisages the possibility of allocating funds collected in this way to specific projects.

To elicit this kind of voluntary contribution, it is important not only to publicize the Convention but also to convince the entity concerned of the benefit it could reap from financing activities that will make it better known, improve its image, enable it to enhance its know-how, etc.

The search for sponsors might lead to the selection of organizations and companies already known for their interest in cultural sponsorship or whose participation could help to enhance their own activity. Airline companies are a case in point. Publicity for the Convention and for national sites in countries on their flight routes could be included in their magazines or in films shown during flight. Moreover, as business people often constitute a majority of their customers, the information disseminated could reach the directors of major companies.

B. Means of promotion

1) Information and promotional material

Such material should be made available systematically at each site on the World Heritage List, either free of charge or offered for sale to the public, for example:

- information brochures on the Convention;
- postage stamps, posters, postcards, sets of slides, promotional objects, brochures, publications, etc.

In addition to sites, the States Parties should explore the potential of other networks that could be used to distribute promotional material on the Convention. This task could be assigned to the national co-ordinator, a particular effort being made on the occasion of cultural and other events in the country concerned.

2) Educational activities

The co-ordinator, in conjunction with the educational establishments included in the inventory, should seek to incorporate information on the Convention in educational curricula, for example through school textbooks or educational games designed by specialized publishing houses.

Other educational activities might also be organized, especially for young people and students:

- film and slide shows;
- visits to sites included in the World Heritage List;
- games and competitions on the world heritage organized with young people's magazines and cultural institutions;
- youth camps on sites to be safeguarded (with the possibility of exchanges between Convention countries);
- other voluntary activities (distribution and sale of promotional objects, etc.).

3) Promotional events

To focus attention on the Convention, events should also be initiated.

a) **Unveiling of plaques on sites included on the World Heritage List:**

This is a way of publicizing the Convention locally while putting the message across to a wider public. The unveiling ceremony should be preceded by a press conference, and journalists and prominent guests should be shown around the site, which should then, if possible, be opened freely to the public.

b) **Twinning of sites**

This could be organized, for example, between a country in the North and a country in the South with a view to strengthening solidarity, sharing experience and promoting the Convention internationally.

c) "Open days" on the sites.

d) The organization of outstanding artistic events on all national sites: festivals, concerts, firework displays, etc.

e) All events organized on the sites should be accompanied by an exhibition and film shows on the world heritage.

f) The States Parties could organize games and competitions based on the world heritage theme, in conjunction with the national media (cf. paragraph on the media).

g) The States Parties should make sure that all tourist activities relating to national sites mention their coverage by the Convention.

h) Excursions could be organized in conjunction with travel agencies to world heritage sites in a particular region.

4) Action through the press and other media

Systematic provision should be made for this kind of action to publicize the Convention and attract attention to specific subjects or events. The media are generally difficult to mobilize unless some special event is taking place. The initiatives to be publicized must, therefore, be as original as possible (cf. list of promotional events).

Each national co-ordinator should have a comprehensive and attractive press file containing photos and location charts of the Convention sites. Press cuttings for each new event would be added to the file. Press excursions to the sites should also be organized for particular events.

In addition to the need for an inventory of structures that could be used, the Secretariat of the Convention also requires more systematic information on activities that have been or are about to be carried out by the States Parties and on their needs.

Each co-ordinator should thus be able to provide the Secretariat with information about activities:

- on one or more sites (types of activity, objective, impact: press, public, financial contributions, etc.);
- to publicize the Convention (same information);
- type of information material (national or provided by the Secretariat).

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II. ROLE OF THE SECRETARIAT: METHODS OF COLLABORATION WITH THE STATES PARTIES

As indicated above, the Secretariat of the Convention cannot promote the Convention effectively without the assistance of intermediaries at the national and local levels. Their type would differ from one country to another, and, ^{as} has been seen, a better knowledge of the relevant structures and of the role which they could play would be the first stage in developing a network to promote the Convention. However, it would be the Secretariat's task to breathe life into this network, giving it encouragement, advice, information and material. In this it would have the valuable support of non-governmental organizations, particularly ICOMOS AND IUCN.

Before briefly summarizing the various functions of the Secretariat, it seems useful to list the information material on the Convention which is already available.

If a more ambitious plan to promote the Convention were adopted, it would no doubt make good some deficiencies in the existing material, but at the moment this is often underexploited by the States, who could make wider use of it.

1. The information material

A. Existing material

1) Photographs

The Secretariat has at its disposal a set of slides of the first 48 sites listed, which was made in 1982, and was intended for sale. In addition, one diaporama made of two slide carousels of 90 slides is available; it can be used in association with exhibitions, but the rights to the photographs involved have not been officially granted to Unesco and they cannot therefore be used for commercial purposes.

The Spanish publisher - INCAFO - has a stock of photographs of each site which he might possibly agree to loan on the same conditions as a photographic agency. These photographs may not, however, be used for commercial purposes.

2) Exhibits

- There are three sets of an exhibit of 186 photographs including captions in three languages; this exhibit has already been shown in several countries;
- There is a smaller exhibit of 45 panels of photographs with captions in three languages and introductory texts (under preparation); this exhibit has the advantages of being easier

to set up and, depending on the country in which it is being shown, photographs of national sites included in the World Heritage List can be added to it.

It is not intended to be exhaustive and does not, therefore, have to be updated every year.

3) Folders and posters

The Secretariat has prepared a folding poster in English, French, Spanish and Arabic, to introduce the Convention (map of sites, list on 31 December 1985 and introductory text). This poster, which is updated every year, may be sold to the public (price approximately 60 U.S. cents) and provides excellent background information on the world heritage.

Any delay in its distribution is to be avoided, however, for it is outdated every year as new sites are added to the list. This means that a good distribution network is essential.

Ten thousand copies of the poster "Mémoire du monde" (Memory of the World) were produced on the occasion of the "Mémoire des rues" (Memory of the Streets) operation in the Paris metro. The proceeds from sales (each poster costs US\$3) go to the Fund, but distribution is limited at the moment. It would be helpful if this poster could be offered for sale at all events organized to promote the world heritage.

4) Publications

In 1982, Unesco prepared a publication entitled "A Legacy for All", which exists in English, French and Spanish, but which naturally deals only with the sites included in the World Heritage List when it was produced.

The World Heritage guide, which was produced by the Spanish publisher, INCAFO, but whose reproduction rights belong to Unesco, is still available only in Spanish. Negotiations with other publishers for other language versions have not yet been successfully concluded.

Publications about the world heritage may also be the result of a private initiative: this is the case of the ten-volume set in Spanish brought out by INCAFO and sold by subscription. Several publishing houses have expressed their interest in bringing out these books in other languages, in view of their high quality.

The Secretariat has also been contacted by the National Geographic Society, which intends to bring out a publication entitled "Our World Heritage" at the end of 1987.

There are also a number of reviews and newsletters which regularly carry articles on the Convention or on World Heritage sites. Mention may be made in particular of the review "Panorama" which deals with cultural questions and "Ambio" which deals with the natural heritage. A special issue of "Monumentum" was devoted to the Convention.

5) Films

Unesco has a large number of 16 mm films and 3/4 inch video films on World Heritage sites. These may be borrowed from the national or regional United Nations Information Centres.

. The most recent films available include:

- **Au péril des sables.** (At the mercy of the sands). 1985: Le Mont St. Michel, a description of the action taken to protect it from the encroaching sands. The film mentions its inclusion in the World Heritage List and shows the inscription plaque.
- **Malta: A Journey through Time.** 1980. Unesco has launched a campaign for the safeguarding of this site.
- **Hidden Treasures of Cappadocia, 1983**
- **Victory in Nubia, 1982**
- **A Future for our Past.** This older film, which dates back to 1974, describes some of the safeguarding measures taken by Unesco on several world sites (Venice, Abu Simbel, Macchu Picchu, Borobudor, etc...) all of which are included in the World Heritage List.
- **A film on the Island of Gorée**
and a film on Fez, both coproductions
- a film on Unesco's action to promote the world heritage: **A Legacy for All.**

. Currently being prepared:

- a series of 26 television programmes on the cultural sites of the world heritage, coproduced with a German firm and scheduled to appear in 1987 and 1988; the series will be broadcast by the television services of a large number of countries.
- a series on World Heritage is also planned by a Spanish producer, but this is still at the preliminary discussion stage.
- a Japanese television producer is also looking into the possibility of a series dedicated to cultural world heritage.

B. Additional material whose preparation might be envisaged

To make good the deficiencies of the existing material, the Secretariat must know States' exact needs and distribution possibilities. It is therefore only on completing the survey referred to in the first part of the study that the decision to prepare additional material could be taken.

However, experience already indicates a number of areas in which improvements could be made:

1) Photographs

Few States give photographs to the World Heritage Secretariat. If the Secretariat had a stock of good-quality photographs of the sites covered by the Convention on which it did not have to pay royalties, it would be able to prepare cheaper information material for sale in the various countries: prospectuses, post cards, sets of slides, diaporamas, etc...

2) Films

Although several films do refer, in more or less detail, to the World Heritage Convention, no film has yet been made which gives an overview of the Convention, covering its mode of operation, its objectives and its needs.

A general film could be produced if the Committee so decides. It would be used mainly for educational purposes and information for the general public.

- 3) Among the suggestions which might be made at a later stage but which would first require the mobilization of national intermediaries, mention may be made of the production of promotional objects. Unesco might draw on the experience of the WWF, which has made itself far better known to the public through a selection of promotional objects whose sale at the same time represents a not inconsiderable source of income. But, to be successful, this type of action must be supported by suitable distribution circuits.

2. The Secretariat's Role as Stimulus

Any detailed definition of the role of the Secretariat depends on the needs of the States Parties, which the survey should bring out: however, the role of stimulus has various aspects which will be described in general terms below: elaboration of guidelines, assistance for regional and/or thematic meetings, supply of press files. It should, however, be noted that the Secretariat will not be able to carry out these activities without the necessary staff.

- A. The preparation of guidelines is one of the measures traditionally adopted to implement the Convention. This measure has already been used in the area of promotion to guide States in the preparation of commemorative plaques. It could be extended to the organization of cultural events and other types of activity described in Part I. of this study.

Such guidelines could, for example, be based on those prepared by ICOMOS for the International Day for Monuments and Sites (see Annex).

- B. The provision of press files might be envisaged. These have already been prepared for individual events, such as the "Mémoire des rues" (Memory of the Streets) operation. They might be prepared on a more systematic basis and used by the national intermediaries after the inclusion of features of national interest and distributed to the press or to firms which might sponsor particular operations.
- C. Assistance for meetings or for the twinning of sites. On the initiative of the States Parties, the Secretariat might assist in organizing regional and/or thematic meetings for promotional activities or assist with twinning of sites and exchanges of World Heritage property.

D. Concertation with the appropriate non-governmental organizations: The non-governmental organizations involved in the protection of the cultural or natural heritage, especially ICOMOS and IUCN, give valuable assistance in making the Convention known. This applies especially to those responsible for monuments or parks through the national sections of ICOMOS. But the activities of the non-governmental organizations may also assist the Secretariat of the Convention in connection with events such as the International Day for Monuments and Sites organized by ICOMOS (open house operation, presentation of films, lectures, radio broadcasts, etc.)

3. Co-ordination and Exchange of Information

With the assistance of States Parties, more systematic use could be made of this Secretariat function. This would enable each State to benefit from the promotional experience of others.

While direct exchanges through meetings or the twinning of sites would be very helpful, the Secretariat, if it were better informed of activities carried out in individual countries, could arrange for information to be passed on through the national co-ordinators.

The publication of a "newsletter", might be useful in this connection. An improved flow of information would also equip the Secretariat better to play the part of adviser to the intermediary structures and thus assist the network responsible for promoting the world heritage.

x x x

A census of the agents involved, the designation of national co-ordinators and improved information on national needs are thus essential. This study suggests a number of promotional activities, but these could not be envisaged until this preliminary work has been done.

It is therefore proposed that the Secretariat send out a questionnaire to National Commissions for Unesco so as to be able to draw up a list of the bodies concerned and to acquire a better knowledge of the activities already undertaken and a better grasp of needs.

If the Committee agreed, this questionnaire might be drawn up on the following lines:

- 1) Name the structure/individual who will co-ordinate promotional activities in your country.
- 2) Indicate what promotional activities have already been undertaken in your country (exhibitions, unveiling of plaques, competitions and games, sale of material, films, books, issue of stamps, etc.).

Indicate any future promotional activities planned.

- 3) State your needs for materials and/or advice.
- 4) How would you prefer to receive information from the Secretariat on promotional activities in other countries? Would a regular "newsletter" be helpful?

ICOMOS
INTERNATIONAL COUNCIL ON MONUMENTS AND SITES
CONSEIL INTERNATIONAL DES MONUMENTS ET DES SITES

INTERNATIONAL DAY FOR MONUMENTS AND SITES

By celebrating this Day, the international community confirms its intention to unite its efforts for the preservation of the heritage of humanity.

THE OBJECTIVES

The principal aims of the organization of this day are:

- 1°) to enhance the efforts of each country to preserve monuments and sites at the national level or with international assistance;
- 2°) to spotlight threatened monuments which require a concerted national effort or emergency international assistance;
- 3°) to examine the results of the international campaigns conducted under the aegis of Unesco or other international organisms and to invite the participants in these campaigns to meet on this occasion;
- 4°) to inform national and international opinion of the realizations and the proposed projects in the area of the preservation and enhancement of monuments and sites;
- 5°) to stimulate research and meetings of specialists through the organization of round-tables, seminars, symposia, national and international congresses and other types of events.

THE EVENTS

In concrete terms, the celebration of this Day should encompass several aspects:

A/ at the national level

- 1°) organizing visits to monuments and sites and, if possible, allowing free admission to monuments and sites on that day;
- 2°) publishing articles in newspapers and magazines on the riches of the heritage, the inherent problems of preservation, international cooperation...
- 3°) programming broadcasts on radio and television, showing documentaries and slides, and creating slogans inviting the public to participate in preservation activities;
- 4°) setting up banners in the principal arteries and squares of towns announcing the celebration of the Day and making an appeal for the preservation of the heritage;
- 5°) inviting important foreign personalities for conferences, press, radio and television interviews;
- 6°) showing documentaries followed by discussion sessions in cinemas and cultural centres;
- 7°) publishing a statement from a high official in heritage affairs in the media;
- 8°) organizing exhibitions of photos and documents and other media; for example, paintings inspired by monuments and sites;
- 9°) publishing books, post cards, slides, postage-stamps, posters;
- 10°) awarding prizes to organisms or persons for the best maintained site or the monument best exploited or enhanced; or the best publication of the year in the field;
- 11°) opening restoration sites to young workers or visiting those already functioning;
- 12°) inaugurating a monument recently restored or a site recently landscaped;
- 13°) organizing a festival, such as the Festival of the Marais in Paris or the Festival of Krakow in Poland...

B/ at the international level

- 1°) This is the occasion for the Icomos National Committees of different countries to form "twinships", defining areas of cooperation: exchanges of speakers, organization of meetings, joint preparation of symposia or international seminars, joint publications of books... in short, to establish bi-lateral cooperation between the National Committees, nearly inexistent or weak at best as of today;
- 2°) The Icomos International Committees could be invited to meet in a country to debate a theme chosen by the National Committee;
- 3°) The President of Icomos, on the invitation of a National Committee, could prepare a statement on a given theme, to be published in Icomos Information.

- 4°) Icomos and Iccrom could publish, as well as a summary of their activities, a special edition on a specific field: thematic, regional or in the area of international cooperation;
- 5°) Unesco could publish an annual report on the international campaigns, the world heritage, etc.;
- 6°) Other international organizations, such as ALECSO, OMMSA, ICOMASIA, OAS, etc., could organize meetings or publish documents on their regional or international activities, launch actions or inaugurate completed projects...

We hope that through the celebration of this Day, the heritage will become a true factor in strengthening the ties among different peoples and that it will contribute to the peace and friendship among nations.

THE DATE

According to the proposal of the Tunisian National Committee of Icomos, upheld by the Advisory and the Executive Committee (December 1982), the date is: April 18th.