

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL
ORGANISATION

CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND
NATURAL HERITAGE

Bureau of the World Heritage Committee

Twelfth session

(Room XIV, Unesco HQ, 14-17 June 1988)

Item 11 of the Provisional Agenda: Report on Promotional
Activities

The Secretariat is continuing to undertake promotional activities following the guidelines of the plan adopted by the Committee. The Secretariat is principally engaged in the production and diffusion of information and in encouraging structures which act as relay points for promoting the Convention.

This document is deliberately shorter than the report on promotional activities presented to the Committee at its last session (document SC.87/CONF.005/8) and concentrates on new material and events that have taken place since that time.

The Bureau is invited to refer to document SC.87/CONF.005/8 for more details, particularly concerning existing promotional material.

A. PREPARATION OF PROMOTIONAL OR INFORMATION MATERIAL

1. Folding-poster

The updated version is ready and has been widely distributed (Permanent Delegations and Unesco National Commissions for States Parties and non-States Parties, national promotional focal points, ICOMOS, IUCN, ICCROM, IFLA, numerous national institutions which have requested this material).

2. World Heritage Diary

The 1989 diary is under preparation and should be ready during the summer.

3. Special edition of "ICOMOS Information"

This edition has been prepared with the help of the World Heritage Fund. The Secretariat uses this edition to respond to requests for information on the Convention.

4. Film series in coproduction with the company Transtel (FRG)

The first five films in this series are ready and have been shown in a first viewing at the Cannes television festival (France); television companies of about 80 countries have indicated their wish to acquire this series.

5. World Heritage Certificate

The certificate has been produced after the maquette which was approved by the Bureau last year and has been sent out to several States Parties which have requested it for their World Heritage properties (Colombia, United Kingdom, Yugoslavia).

6. Brochure on the possibilities for assistance available under the World Heritage Fund

The maquette of this brochure is ready and will be presented to the Bureau for information.

7. Exhibitions

In order to meet the requests from States Parties, the Secretariat has given priority to the production of additional exhibit material.

Four photographic exhibits on the Convention and one more general exhibit entitled "Man and Heritage" are currently available. In addition, two other exhibits are in preparation with the financial and material support of the Unesco Phototheque.

8. Stickers

As the Committee had suggested at its last session, equipment provided under international assistance financed by the Fund shall henceforth bear the World Heritage symbol: stickers are being prepared for this purpose.

9. Special edition of the "Unesco Courier"

The special edition on the Convention will come out in August. The "Unesco Courier" is published in 35 languages and is read by about 2 million people in at least 80 countries. This special edition is being prepared jointly by the Secretariat and the Courier staff and will be used in the future by the Secretariat as an information document on the Convention.

B. PROMOTIONAL ACTIVITIES OF STATES PARTIES

1. Establishment of national structures.

Two important initiatives should be mentioned, i.e. the creation of national structures for implementing and promoting the Convention in France and in the United States.

2. Ceremonies commemorating the inscription of properties on the World Heritage List

Ceremonies have been held in Mexico (Mexico City and Puebla), in Bolivia (Potosi), in the United Kingdom (King Edward I Castles), in Brazil (Brasilia) and in Canada (Gros Morne).

3. Exhibits

Exhibitions have been organized with the help of the Secretariat in the following countries:

- Federal Rep. of Germany (on the occasion of the international tourist fair)
- France (in several towns)
- Belgium (where the procedure to adhere to the Convention is underway)

In addition, the United Rep. of Tanzania will present a general exhibition on Unesco's activities, including the Convention, during August 1988. Mexico will organise a roving World Heritage exhibition from July to October 1988.

4. General Assembly of the Swiss National Commission

This National Commission will hold its General Assembly on 24-25 June 1988 under the theme "Protection of World Cultural Heritage". The Director of the Division of Cultural Heritage will make a presentation on Unesco's action.

C. PROMOTIONAL ACTIVITIES UNDERTAKEN DIRECTLY BY THE SECRETARIAT

In addition to diffusing information on the Convention, for which some 20 requests are received per month (coming from individual people or institutions), the Secretariat has been making a particular effort to make the Convention better known through the media.

In this connection, a Press Conference on the Convention was organized in February 1988, and two members of the Secretariat took part in a radio programme on the theme "World Heritage and Unesco" in the series "Archéologies" broadcasted by France Culture.

In addition, the Public Information Office of Unesco plans to give priority in its information activities for the general public to the World Cultural and Natural Heritage, by launching an operation for the co-production of films and books entitled "Merveilles du Monde". This project is currently under study.