

UNITED NATIONS EDUCATIONAL,
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee
Twelfth Session

(Brasilia, Brazil 5-9 December 1988)

ITEM 9 OF THE PROVISIONAL AGENDA: PROMOTIONAL ACTIVITIES

Promotional activities have continued to be carried out along the lines set out in the promotion plan adopted by the Committee. The Secretariat has concentrated itself mainly on the production and diffusion of information and on acting as a stimulus for the national associations which are responsible for promotional activities in each country.

Part I of this document provides a summary of activities undertaken since the last session of the Committee, by the Secretariat and by States Parties with or without the assistance of the Secretariat. The summary is necessarily incomplete with respect to the activities undertaken by States Parties, due to a lack of information on such activities. In this connection, it is recalled that a questionnaire was sent out to States Parties in 1987 and that numerous countries did not respond to questions regarding ongoing and planned activities for promoting the Convention. It is also recalled that assistance from the World Heritage Fund can be provided to States Parties which wish to make the Convention better known.

Part II presents a number of proposed activities to be undertaken by the Secretariat in 1989, subject to the approval of the Committee.

I. REPORT ON ACTIVITIES UNDERTAKEN IN 1988

A. Production of information and promotional materials

1. The folding-poster

The updated version of the folding poster has been published and widely distributed to: Permanent Delegations and National Commissions for Unesco of State Parties and other Member States, national coordinators for promotion (when known), ICOMOS, IUCN, ICCROM, IFLA; several national institutions, journalists and individuals who have requested copies. Several States Parties have bought a number of copies to meet their internal needs for diffusion.

2. Information dossiers for the press

These dossiers have been produced in order to answer the general requests for information, and, more specifically, to send out to the press. In addition to the folding poster, these dossiers contain a note which explains the work of the Convention and answers questions that are generally posed in that respect. These dossiers exist in French and English.

3. World Heritage Diary

The diary for 1989 has been published (in 5,000 copies); it has been on sale since September 1989 at all distribution outlets of the Office of Unesco Press and at Unesco Headquarters.

4. Special issue of ICOMOS Information

This issue has been produced with assistance from the World Heritage Fund. It is used by the Secretariat to answer requests for information on the Convention.

5. Special issue of Unesco Courier

Under the title "Nature and Culture, a legacy for all", the Secretariat and the Unesco Courier devoted the August 1988 issue of this publication to the World Heritage Convention, with emphasis on including photographs of lesser known sites. It is recalled that the Courier is published in 35 languages and read by nearly 2 million people. This issue is also being used by the Secretariat which has had an additional ten thousand copies printed for its promotional needs.

6. Film series co-produced with Transtel (FRG)

The first five films of this 14-film series (each of 15 minutes' duration) are ready in English and French, and have been previewed at the Cannes television festival in France. Transtel broadcasts in 129 countries, of which 80 have already purchased this series. Unesco, on its part, has initiated contacts with countries for which it has the exclusive distribution rights, particularly the European countries. Furthermore, the introductory part of the series is used by the Secretariat for making presentations on the Convention or for accompanying the World Heritage exhibits. Interested States Parties can obtain copies of the introductory part from the Secretariat.

Transtel plans to produce and commercialize a second series; the possibility for co-production with Unesco has not been discussed but would depend upon the success of the first series.

7. World Heritage Certificate

The certificate has been prepared based on the model approved by the Bureau last year and has been sent to several States Parties (Cameroon, Colombia, Hungary, Sri Lanka, United Kingdom and Yugoslavia), at their request, for their World Heritage Properties.

8. Brochure on possibilities for assistance offered by the World Heritage Fund

This brochure, whose production was recommended by the Committee at its last session, has been prepared and is available in English and French

9. Illustrated volumes on World Heritage (in Spanish)

The last two volumes (9 and 10) of this series, produced by the Spanish publishing house, Plaza y Janes and INCAFO (Madrid) have been published.

It is recalled that this series was produced and published without the support of Unesco and is not a Unesco co-production. It may be purchased by correspondence and the World Heritage Fund receives a percentage of the royalties.

10. Series of booklets (in Portuguese)

An illustrated series of booklets, with material drawn from the illustrated volumes mentioned above, has been produced by the Brazilian publisher, Nova Cultural, and is being sold in the news kiosks in Brazil.

11. Book series on heritage for adolescents (in Spanish)

The first four volumes of a series for adolescents (on Arab vestiges in Spain, the empire of the Pharaohs, the great faunal refuges and the Mayan people, respectively) have been published by INCAFO and the SM editions (in Spanish) in co-publication with Unesco (but without support from the World Heritage Fund). It is foreseen to continue this series and to have it published in other language versions according to a publication timetable to be elaborated by the Secretariat of the World Heritage Convention (see part II of this document).

12. Exhibits

In order to meet the demands of the States Parties, the Secretariat has given priority to the production of additional exhibition material.

Six photographic exhibits on the Convention, and one general exhibit entitled "Man and Heritage" which deals generally with the notion of heritage, the problems concerning its protection and activities of Unesco in this regard, are now available. The photographic exhibits could be adapted to the type of demands received (for example mediaeval sites or sites of particular interest to a region).

13. Stickers

As suggested by the Committee at its last session the material supplied within the framework of international assistance projects financed by the Fund would now carry the World Heritage symbol; stickers have been produced to this effect.

B. Promotional activities undertaken by the States Parties

1. Creation of national associations

Two important initiatives must be mentioned; the creation of national committees responsible for the implementation and promotion of the Convention in France and United States. It is recalled that the creation of such associations which act as relays for promotional activities in each country, and contribute towards the overall implementation of the objectives of the Convention, including fund raising for the World Heritage Fund, was considered to be a priority by the Committee at its last session in 1987.

2. Ceremonies destined to commemorate the inscription of sites on the World Heritage List.

Ceremonies for placing commemorative plaques were held in Bolivia, Brazil, Canada, Federal Republic of Germany, Mexico and United Kingdom.

3. Exhibits

Exhibits have been organized, with the material produced by the Secretariat, in the following countries:

Federal Republic of Germany (at the International Tourism Fair)

France (in several cities)

Belgium (where the processes for adhering to the Convention are underway)

United Republic of Tanzania (at a general exhibition on the activities of Unesco)

Mexico (in several cities)

Bulgaria (during a scientific conference on the environment in the Balkans)

Algeria (at the International Biennial on Film and Archeology, organized at Tipasa in November 1987 with assistance from the Fund; the exhibit on "Man and Heritage" and a specific exhibit on mediaeval sites of World Heritage were shown)

In addition, a photographic exhibit produced by the Secretariat was displayed at Unesco Headquarters during the 130th session of the Executive Council.

Finally, the German association ARK (Aktion zur Rettung des Kulturerbes - Action for heritage preservation) presented a photographic exposition on World Heritage sites, from September to 29 October 1988 at the Prähistorischen Staatssammlung in Munich. On the opening night of this exposition, the first film of a television series devoted to the World Heritage List was also presented. The Chairwoman of the Federal Republic of Germany's National Commission and a representative of the Secretariat were also present. The film was on the Valley of M'Zab.

4. General Assembly of the Swiss National Commission

This National Commission held its General Assembly during 24-25 June 1987 under the theme Protection of the World's Cultural Heritage with a presentation on the activities of Unesco, given by a member of the Secretariat, and the screening of films on the Convention and on Sana'a.

5. Projects benefiting from assistance from the Fund

Two projects for which assistance was approved by the Committee at its last session - production of an audio-visual in Haiti and a film on the heritage in and outside of China - are now underway.

C. Action directly by the Secretariat for promoting the Convention

In addition to the diffusion of information on the Convention, for which about twenty requests are received per month (from individuals or institutions), the Secretariat also endeavours to increase awareness of the Convention by activities for the general public and for the media.

It was in such a context that a press conference was organized last February and that two members of the Secretariat took part in the radio

programme "Archaeologie" broadcasted by the French radio network, "France Culture", on the theme of "World Heritage and Unesco".

A press seminar was also organized in Bahia (Brazil), with support from the World Heritage Fund, within the framework of the Unesco/UNDP Project on Cultural Heritage and the Development of Latin America in order to make North and South American journalists more aware of the Convention.

On the 5th of October 1988, the Secretariat also organized a gala at Unesco, at which singers, Barbara Hendricks and José Carreras gave performances. The Gala was to commemorate the creation of IUCN by Unesco and the government of France forty years ago. It gave the opportunity to diffuse information on the Convention to the invited spectators and to raise funds, as the profits from sale of the gala programme went to the World Heritage Fund.

II. PROPOSALS FOR 1989

A. Production of information material on World Heritage properties

1. Data sheets

The Secretariat now has available information material for explaining and increasing awareness of what the Convention is, its mechanisms and objectives. However, the Secretariat still does not possess basic information which should be easily available on individual properties inscribed on the List to meet the ever-increasing demand for information on these sites as the Convention becomes better known. Thus, the Secretariat proposes to fill this information gap by preparing data sheets on each World Heritage site: each sheet would consist of about a 30-line text describing the principal characteristics of the site and the reasons for its inscription, accompanied by a black and white photograph. These data sheets will be produced in English and French. The drafting of the texts has been underway since July 1988.

2. Updating of existing basic documentation

As in the past, the folding poster and the general information note addressed particularly to the press, will be updated.

3. Launching of new publications

The situation for improving the World Heritage publications, with the help of the Office of Publications of Unesco, seems favourable. At the last International Book Fair in Frankfurt, several projects were discussed and several publishers were interested by co-publications in Dutch, English, French, and Spanish. They were particularly eager to develop other language versions of the collection for adolescents (see above). An important French publishing house has made a proposal to publish a book on World Heritage and already presented a mock-up version at the Frankfurt fair. This book would be part of a collection of higher quality than the guidebook published in Spanish. A co-publication in Spanish is already foreseen and possibilities for co-publication of an English version are being explored.

Moreover, a Chinese publishing house envisages the production of a book on World Heritage sites. The Chinese authorities have presented the Secretariat with a request for assistance amounting to US\$10,000 for implementing the above project. In accordance with the procedure adopted by the Committee at its last session this request has been submitted to the Chairman for approval.

4. "The Wonders of the World" Project

The Office of Public Information of Unesco has decided that the Convention on the World's Cultural and Natural Heritage should be one of their priorities in its information activities aimed at the general public. A project for the production of a series of films entitled "Wonders of the World" has been drawn up. It consists of the production, of short films on World Heritage Sites, for cinema and television in a series of 7-films each. A production company has accepted to prepare a project (booklet and video presentation) and produce a first series of 21 films, of 25 minutes' duration each. No assistance from the World Heritage Fund has been requested. Unesco's initial investment should be covered by the profits. The Secretariat will be closely associated with all aspects concerning the substance of the project.

5. Decentralization of exhibits

In order to better distribute exhibits, and promotional materials in general, it is essential to use a network system. The Secretariat will endeavour to systematically initiate such efforts to make best use of exhibit material through its contacts with national associations and committees or the regional offices of Unesco. It is already planned to put an exhibit at the disposal of the Regional Office for Culture for Latin America and the Caribbean, which would then circulate under the responsibility of that office. The national committee of a State Party has informed the Secretariat that it wishes to buy an exhibit for use at the national and international levels. Other initiatives of this type are encouraged.

6. Use of tourist circuits and airline companies

Contacts have been made with several travel agents, who specialize in visits to cultural sites, many of which are inscribed on the World Heritage List, for systematically diffusing information on the Convention before and during visitors tours. Unesco Clubs, the French Federation in particular, wish to participate in this operation, for which it is planned that the travel agents concerned will provide a financial contribution to the World Heritage Fund.

In a similar vein, the Secretariat will contact a certain number of airline companies for publishing articles on the Convention in their in-flight magazines.