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UNITED NATIONS EDUCATIONAL,  
SCIENTIFIC AND CULTURAL ORGANIZATION  
CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

Bureau of the World Heritage Committee

Thirteenth session

27-30 June 1989

Salle VI

**ITEM 11 OF THE PROVISIONAL AGENDA: Report on promotional activities**

Promotional activities continue to be carried out following the general guidelines set out in the promotion plan adopted by the Committee, and in particular the proposals for 1989 presented to the Committee at its twelfth session.

As in previous meetings of the Bureau this document is voluntarily more succinct than the report on promotional activities presented to the Committee and concentrates upon new productions and events that have taken place since the last session.

For greater details, especially regarding the available promotion materials, the members of the Bureau may wish to refer to document SC/88/CONF.001/5 presented to the Committee at its twelfth session.

**A. PRODUCTION OF INFORMATION AND PROMOTIONAL MATERIALS**

**1. The folding-poster**

The updated version is ready and at the disposal of the members of the Bureau; the format and presentation have in particular been changed to improve the legibility of the map. As in the past, the poster will be widely distributed (Permanent Delegations and Unesco National Commissions of State Parties and States non-party, national coordinators for promotion, ICOMOS, IUCN, ICCROM, IFLA; Unesco Regional Offices and other national institutions which requested copies).

**2. World Heritage Diary**

The diary for 1990 is being prepared; it will become available in July.

**3. Descriptive notes on World Heritage Sites**

These descriptive notes have been written up in French for all sites: they shall now be translated, illustrated and printed.

**4. Film series entitled "The Wonders of the World"**

The first of the series of 21 films foreseen under the title "The Wonders of the World" has been produced on Sana'a, in Yemen and presented at MIP-TV (International Television Fair) in the presence of the Director General of Unesco who gave a press conference on that

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occasion. The company producing this film series also published a brochure on this project which has been widely circulated to make this project better known. It is recalled that this project is managed by the Office of Public Information of Unesco and does not receive financial assistance from the World Heritage Fund.

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

The first fourteen films (each of 15 minutes' duration) of the first series have been produced in Arabic, English, French, Portuguese and Spanish. The introductory film has been widely used by the Secretariat and by several countries during exhibitions on the World Heritage.

The production of the second series of ten films is to be launched in coproduction with Unesco but without a financial contribution from Unesco or the World Heritage Fund. Unesco's contribution is in the form of footage from its Film Archives. It is recalled that Transtel broadcasts in 129 countries, most of them developing countries.

6. World Heritage Certificate

This certificate has been sent to several States Parties which requested it for their World Heritage properties.

*Canada, France*

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

This brochure has been widely distributed, and a Spanish version is under preparation.

8. Exhibits

In order to meet the requests of the States Parties the Secretariat has continued to produce materials for exhibition.

In addition to the six photographic exhibits on the Convention and the general exhibit entitled "L'Homme et le Patrimoine" (Man and Heritage) which already exist, new versions of the 48-photograph exhibit have been produced in collaboration with the Photothèque of Unesco. Two copies have been acquired by the French authorities and one has been sent to the Unesco regional office in Cuba for circulation in the region.

9. Information dossiers, particularly for the press

These dossiers have been widely used and several hundreds of copies have already been distributed.

B. PROMOTIONAL ACTIVITIES UNDERTAKEN BY STATES PARTIES

1. World Heritage Day celebrations in India

At the occasion of World Heritage Day, 18 April 1989, the Indian authorities organized a large public information campaign on World Heritage. Events were organized at Indian sites inscribed on the World Heritage List, with film shows, lectures and the inauguration of plaques commemorating the inscription of these sites. The public was able to visit all sites free of charge and received an entrance ticket representing the site and the World Heritage logo (see information material displayed at this meeting). About 18,000 visitors were thus able to learn about the objectives of the Convention. Furthermore, restoration camps for young people were also organized.

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

In addition to ceremonies at the Indian sites mentioned above, a ceremony to inaugurate a World Heritage plaque took place in Greece (Athens) in the presence of the Director General

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of Unesco. The Secretariat placed at the disposal of the authorities one of the World Heritage photographic exhibits which was displayed to the public on this occasion and for a short time thereafter.

3. Promotion of World Heritage in Australia on the occasion of Heritage Week (16-23 April)

A series of events on the theme of World Heritage took place in Canberra during Heritage Week. In particular, a large exhibition was organized using material sent by the Secretariat and elements provided by other countries to illustrate some of their World Heritage Sites. Information material on the Convention, which members of the Bureau can consult, were also produced by the National Trust of Australia and was widely distributed to the public and press. The Secretary to the natural part of the World Heritage Convention participated at this important event (on the invitation of the Australian authorities) and gave a talk on World Heritage at the Australian National University.

The World Heritage exhibit will circulate in Australia until next October.

4. Other exhibitions organized with material provided by the Secretariat

Photographic panels illustrating African World Heritage sites were exhibited in Dakar at the "Africabat" fair for professionals of the building industry, including architects and restoration specialists, organized with the help of Senegalese authorities.

Two photographic exhibitions were also displayed in France: one for the General Assembly of Associations for the Protection of Nature and the other at Arc et Senans.

5. Creation of national structures for implementing and promoting the Convention

The Indian authorities have informed the Secretariat of their intention to constitute a "World Heritage Forum" which was officially launched on 5 June, "World Environment Day".

6. Talk on the Convention at the Unesco National Commission of Canada

Mr. Collinson made a presentation on 15 March to the National Commission of his country: he may perhaps wish to provide further information to other members of the Bureau.

7. Production of national information material on the Convention

The French Committee for World Heritage has published a brochure on the French sites in three languages (English, French and German); it will be available at the sites and distributed by the Ministry of Tourism, in France and abroad.

The Spanish Ministry of Tourism has also published a brochure on the Spanish sites in several languages; it is widely circulated including in airports of Spain.

Copies of the brochures mentioned above can be consulted by the members of the Bureau.

8. Organization of a campaign for safeguarding the heritage of Lebanon

Despite the present difficulties in this country, the Centre for Action and Information for Development and International Understanding launched a campaign for safeguarding the heritage of Lebanon, particularly the properties inscribed on the World Heritage List: the campaign will consist of a mobile exhibit and the production of posters. The World Heritage Fund provided financial assistance to this operation. The members of the Bureau can consult the mock-ups which by the Centre has sent to the Secretariat.

C. ACTIVITIES DIRECTLY UNDERTAKEN BY THE SECRETARIAT TO PROMOTE THE CONVENTION

First, the Secretariat has been undertaking the general information activities consisting of replying to the numerous requests it receives for information on the Convention. Moreover, the Secretariat is making a special effort to contact the general and specialized press, and these contacts are beginning to have results (various articles for weekly magazines are under preparation).

The Secretariat has also undertaken certain specific actions aimed at different public groups to make the Convention better known. These actions are briefly described below:

1. Competition for young people in the magazine "Okapi"

In collaboration with the French Federation of Unesco Clubs a competition on the theme "Discover World Heritage" was organized in the magazine "Okapi" aimed at children of 10 to 14 years of age in French-speaking countries. The members of the Bureau can consult this magazine as well as the 200 best slogans invented by children to save the World Heritage which was one of the other questions of the competition.

2. Utilisation of tourist circuits

As had been indicated to the Committee at its last session, the Secretariat has started an operation, on an experimental basis for the time being, to use tourist circuits already covering World Heritage sites to provide information on the Convention and on the problems of safeguarding and restoration of these sites. To this effect the Secretariat will organize short talks at headquarters before the tourists leave and will furnish them documentation on the Convention and on the International Campaigns.

In addition, a consultant (free of charge) will be made available to the organizers of a Mediterranean cruise, in November, to give talks to the passengers on these subjects. The World Heritage Fund will receive a percentage of the revenues of these tours.

3. Participation in the operation "Let's save the rhinos"

This operation, which had received Unesco patronage (as well as that of the French Ministry of the Environment), was launched in cooperation with French Television Network TF1; it aimed to mobilize classes of schoolchildren aged between 7 and 12 to help the rhinoceros of Zimbabwe through a competition on ecology in general. The funds collected by the children will be handed to the Zimbabwean authorities for launching a major effort to safeguard the sites inscribed on the World Heritage List: the Secretariat should be associated with this activity if requested by the Zimbabwean national authorities. The final round of the competition, which involved more than one thousand children, was held at Unesco headquarters with the participation of the Secretary for the natural part of the Convention and in the presence of the Director-General. A part of this gathering was televised and the operation made it possible to widely diffuse information on the Convention to the press.

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