

widely distributed a brochure to make this project better known. This project is directed by the Office of Public Information of Unesco.

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

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

The second series of ten films will be launched in co-production with Unesco without financial support of Unesco nor the World Heritage Fund but using footage from the Unesco Cinematheque. It is recalled that Transtel broadcasts in 129 countries, mostly developing countries.

6. World Heritage Certificate

It is recalled that this certificate is available in English, French and Spanish and that it is sent to States Parties upon request for their World Heritage properties. In 1989 it was sent to the following countries: Bulgaria, Cameroon, Canada, Greece, Mexico, Peru, Sri Lanka and Yugoslavia.

7. Brochure on possibilities of assistance available under the World Heritage Fund.

This brochure has been widely distributed in English and French. The Spanish version has just been published.

8. Exhibits

The Secretariat has continued to prepare exhibit material in order to meet the requests of States Parties.

In addition to the six photographic exhibits on the Convention and the more 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 Unesco Photothèque. Two copies have been acquired by the French authorities and one copy has been sent to the Unesco regional office in Cuba for circulation within the region.

9. Poster on the Galapagos

A poster on Galapagos has been prepared at the request of the Government of Ecuador. This poster is being sold at the site and part of the proceeds will go to the World Heritage Fund.

10. Information dossiers

These dossiers have been widely distributed, notably to different newspapers.

11. Illustrated books on World Heritage (in Spanish)

It is expected that volumes 11 and 12 of this series will be published by the end of the year. This is a series produced by the publishing house Plaza y Janes and INCAFO which is sold by mail order. Neither Unesco nor the World Heritage Fund give financial support, however the Fund receives royalties on the proceeds.

12. Book series for adolescents

The first eight books in this series in Spanish have been published: a French version will be launched with the publishing house Bordas.

13. Book of World Heritage properties (in Chinese)

As was indicated to the Committee at its twelfth session, the Chinese publishing house "World Affairs Press" is going to publish 5,000 copies of a book on World Heritage properties with some support from the Fund. It is expected that this book will be published in late 1990.

14. "The Great World Heritage Book"

Progress has been made on this project for co-publication with Unesco of a book in several languages on all inscribed properties: the French publishing house Hachette will prepare the mock up and ensure the publication and distribution of the French version, an English version will be prepared by a Canadian publisher, a Spanish version by INCAFO and a German version by a German publisher -- all of whom have given their agreement in principle. The ongoing negotiations should give rise to a publication in 1990. The Secretariat will be responsible for the choice of texts and illustrations.

B. PROMOTIONAL ACTIVITIES UNDERTAKEN BY STATES PARTIES

1. Celebration of World Heritage Day in India.

As had been done the previous year, the Indian authorities organized a large public campaign at the occasion of World Heritage Day on 18 April 1989 and launched new activities for World Heritage week. 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 of the objectives of the Convention. Furthermore, restoration camps for young people were also organized.

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

In addition to ceremonies at the Indian sites mentioned above, ceremonies to inaugurate World Heritage plaques took place in Greece (Athens), Cuba (Old Havana and Trinidad) and in Yugoslavia (Dubrovnik) in the presence of the Director-General of Unesco.

Zaire organized an important ceremony at Garamba National Park to commemorate its inscription on the World Heritage List and to celebrate the 50th anniversary of the creation of the Park.

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

A series of events on the theme of World Heritage took place in Canberra during World 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 was also produced by the National Trust of Australia and was widely distributed to the public and the 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 circulated in Australia until October.

4. Other exhibitions organized with material provided by the Secretariat

World Heritage photographic exhibits were organized: in Athens at the occasion of the plaque inauguration and then displayed at other Greek towns; at Old Havana (also at a plaque inauguration); in France for a General Assembly of nature protection associations, and thereafter at Arc et Senans; in Belgium and in Benin -- both for public awareness activities organized by Unesco Clubs; and in Cameroon (at the initiative of the MAB National Committee of this country).

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

A World Heritage exhibit was also organized during the 25th session of the Unesco General Conference.

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. Unesco National Commission of Canada

A talk on the Convention was organized by this Commission and given by Mr. J. Collinson.

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 the airports of Spain.

The Unesco Centre of the United Kingdom is preparing a brochure on World Heritage sites of this country, for distribution at the sites.

A special issue (Autumn 1989) of the Australian magazine "Heritage" was devoted to World Heritage.

A special issue of the American magazine "Cultural Resources Management" also presented several articles on World Heritage.

Copies of these publications can be consulted by Committee members.

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

Despite the present difficulties of this country, the Centre for Action and Information for Development and International Understanding launched a campaign for the safeguarding of 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 for this operation. Committee members can consult the mock-ups which the Centre has sent to the Secretariat.

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

In the first place the Secretariat has been undertaking the general information activities consisting of replying to the numerous request it receives for information on the Convention.

Moreover, the Secretariat is making a special effort to contact the general and the specialized press: these contacts are starting to give results. The French press has in particular published a number of articles on World Heritage which Committee members can consult.

The Secretariat has also undertaken certain specific activities aimed at different audiences to make the Convention better known. These activities are described briefly 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 aged 10 to 14 in French speaking countries.

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 protection and restoration problems at these sites. This has led to the organization of a series of lectures in Venice and the provision of a consultant (free of charge) for a cruise in the Mediterranean Sea in November: the consultant will give talks and provide information on the Convention to passengers during the cruise. The World Heritage Fund will receive on its part a percentage of the proceeds of these tours.

The first experience of this kind will be evaluated in order to decide whether to launch other activities of this type, keeping in mind the need to maintain the quality of the circuits used and the information provided.

3. Participation in the operation "Lets save the rhinos"

This operation, which had received Unesco patronage (as well as that of the French Ministry of the Environment) was launched by the publishing house Hachette Livre de Paris in cooperation with the French television network TF1: it aimed to mobilize classes of school children aged between 7 and 12 to help the rhinoceros of Zimbabwe through a competition on ecology. The funds collected by the children will be handed to the Zimbabwean authorities for launching a major effort for safeguarding the sites inscribed on the World Heritage List: the Secretariat should be associated with this activity if so requested by the Zimbabwean 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 of 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.

II. PROPOSALS FOR 1990

A. PREPARATION AND DISTRIBUTION OF INFORMATION MATERIAL

1. Updating of existing material.

As for every year, the folder, the diary and the general information note, etc. are updated to take account of new properties inscribed on the World Heritage List and new States Parties to the Convention.

The production of new linguistic versions of this material has also to be envisaged. In this regard, the Unesco National Commission of the Federal Republic of Germany plans the production of the folding poster in German. The updating of the Chinese version and the production of a Russian version of the folding poster are also foreseen, and in both cases, the logistical support of the respective national authorities will be sought. Moreover, negotiations for the production of a Japanese version of the World Heritage Diary for 1991 are also underway.

2. Production of material for schools.

The interest of developing activities for schools was clearly demonstrated with the "Let's save the rhinos" operation and by a certain number of requests received by the Secretariat during the year. It is therefore proposed to produce educational material in the form of audiovisuals and posters; the cooperation of national counterparts will be sought through the Unesco National Commissions.

3. Publications

The Secretariat will continue to provide its support to the book series for young people, including the French version in the event that the negotiations with the French publisher are successful. The Secretariat will also pursue its efforts to encourage the publication of the general book on World Heritage in several languages, as indicated under paragraph 14 above.

4. Film Series on World Heritage sites

The Secretariat will continue its cooperation in the production of films mentioned under items 4 and 5 of part I.A. of this document.

5. Improving information at World Heritage sites.

In spite of the efforts of several countries, it must be said that a great many World Heritage sites show no indication of their World Heritage status and even less have information on the Convention available at the sites themselves. Sales points for the poster, the diary and perhaps the posters should be developed. As concerns the diary for example, a circular letter was sent to all the agencies responsible for the World Heritage sites which were illustrated in the 1990 version. In the same way, the Galapagos poster type of activity could be repeated. The help of States Parties and especially the help of the national structures for promoting the Convention is indispensable for the success of this type of effort; information material can be provided by the Secretariat for this purpose.

B. IMPROVING WORLD HERITAGE DOCUMENTATION

It is becoming more and more necessary to develop the documentation on World Heritage sites available at the Secretariat, which is confronted increasingly by daily demands for specific information. The Documentation Centre of ICOMOS makes available and contributes substantially to the diffusion of information submitted by States Parties along with the nomination dossiers. Similarly, IUCN provides its assistance with respect to natural properties. Nevertheless, the Secretariat increasingly feels the need to establish a documentation system for the Convention, for cultural and natural properties collectively which would be comprised at least of the following: basic information, good photographic material (which will still be maintained by the Photothèque of Unesco), bibliography and audio-visual materials on each site. It is also necessary to take stock of all the publications produced by States Parties in relation to their activities undertaken to promote the Convention and articles which appeared in the popular and specialized magazines. Some efforts are already underway in this regard, but the documentation developed remains embryonic and the task is more difficult than it would appear.

C. DEVELOPMENT OF INFORMATION ON WORLD HERITAGE

Linked to the problem mentioned above is the development of a continuously updated information system on the implementation of the Convention which also requires a special effort. The Committee may recall that at its eleventh session it had requested the Secretariat to systematically use existing periodicals for publishing news on the Convention and investigate the possibilities of bringing forth a bulletin if those existing channels were found insufficient. Information has been regularly published in periodicals such as the IUCN Bulletin and Newsletter of IUCN's National Parks Commission, ICOMOS-Information and Sources, a new monthly publication of Unesco. In any case, the time has perhaps come, taking into account the success of the Convention, to foresee bringing forth a specific bulletin, targeted to meet specialized interests of the Convention which gives information on activities undertaken for its implementation. If the Committee is in agreement, the Secretariat could explore the possibilities of launching such a publication and investigate the kind of external support which it could attract.

D. USE OF TOURIST CIRCUITS

An evaluation of the first experience described in Part I of this document will be done with a view to decide whether or not similar activities, destined towards one or more World Heritage sites, should be launched. In all cases, the necessity to ensure the quality of the circuits will be borne in mind and the information provided will be carefully controlled by Unesco.

E. ORGANIZATION (OR PARTICIPATION IN) SPECIAL EVENTS

1. Participation in "OSAKA 90"

A large international exhibition was organized from April through September 1990 in Osaka (Japan) on the theme of gardens and greenery, to which 25 million visitors were expected. The Japanese authorities requested Unesco, as well as other UN agencies, to participate in this event by contributing to the themes on ecology and the natural heritage. It is proposed to prepare an exhibit illustrating some 15 natural sites, explaining the reasons for their inscription and their safeguarding problems. A brochure on the Convention in Japanese could be produced on this occasion. The Unesco Clubs in Japan have proposed to undertake the preparation of the posters and the brochure. It should be noted that Japan is not yet a State Party to the Convention but that it is expected to become one in the near future.

2. Preparation of a special session of the Committee in 1992

1992 will mark the twentieth anniversary of the Convention. It would be interesting to celebrate this event by reviewing its implementation and by reflecting on perspectives for the future; this is why it is proposed that the sixteenth Committee session be preceded by an expanded meeting with a limited number of high level experts who could lead this review. In addition, a media event (to be determined) could be organized at this occasion. The Committee's advice is sought at this time in order that the Secretariat may, if need be, start the preparation of this session.

Finally, the Secretariat had requested the administration of the United Nations Postal Service to foresee the issue of a special stamp to commemorate this occasion.

3. Participation at the 4th World Parks Congress

In January 1992, IUCN will be organizing the 4th World Parks Congress, possibly in Venezuela. Like the three preceding congresses, this will be a large event with some 1,000 specialists in the natural heritage. IUCN is currently drawing up the programme in which considerable attention will be given to natural and "mixed" World Heritage sites. A special session will be devoted to IUCN's role as technical adviser on the natural heritage to the

World Heritage Committee, with a review of the achievements of the last 20 years and recommendations for the future. To this effect, a close cooperation with IUCN in preparing this session has already been established.

F. ESTABLISHMENT OF NATIONAL STRUCTURES OR ASSOCIATIONS IN ACCORDANCE WITH ARTICLE 17 OF THE CONVENTION

In spite of the increasing number of activities undertaken by countries themselves, to date only a few have organized national structures or associations for promoting the Convention. The Secretariat proposes to start to systematically help in the establishment of such structures through the Unesco National Commissions.

W. H. H. H.