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CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee

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ITEM 10 OF THE PROVISIONAL AGENDA: PROMOTIONAL ACTIVITIES

The present document summarizes, in Part I, activities undertaken by or with the support of the Secretariat during 1990. Part II presents activities foreseen for 1991, subject to approval by the Committee. As emphasis will be given to preparations for commemorating the twentieth anniversary of the adoption of the Convention, members of the Committee are invited to refer to document CC-90/CONF.004/6 for further details.

- I. REPORT ON ACTIVITIES UNDERTAKEN IN 1990
- A. PRODUCTION OF INFORMATION AND PROMOTIONAL MATERIAL
- 1. Folding Poster

An updated version has been produced in Arabic, English, French and Spanish and has been widely distributed among States Parties and other countries, as well as among non-governmental organizations and national institutions which had shown an interest in the Convention, and Unesco Regional Offices. This poster has also been produced in German, by the National Commission for the Federal Republic of Germany with the help of the Secretariat, and in Japanese by the Federation of Unesco Clubs of Japan, with assistance from the World Heritage Fund. The Japanese version has been distributed among schools, associations and the press in Japan. Unesco National Commissions or national institutions of several other countries (Finland, Italy, Mexico, Norway, Portugal, Senegal, Switzerland and USA) have also ensured the distribution of the poster within their own countries by, as urged by the Secretariat, purchasing additional copies from the Secretariat.

A Catalan version is in preparation under the initiative and support of the Region of Catalonia (Services of Journals and Official Publications) in Spain.

2. World Heritage Diary

The 1991 diary was published in June/July. Taking into account the encouraging sales of last year, it was produced in 11,000 copies (instead of 9,000).

3. Reports on World Heritage Sites

The Office of Public Information, which produces reports on Unesco projects for television networks in developing countries, decided, in consultation with the Secretariat, to emphasize on World Heritage Sites. This year a team made films in Mali, Senegal and the Soviet Union. These documentaries received a symbolic contribution from the World Heritage Fund and have already been produced and distributed through television networks, on the following sites: Acropol of Athens, Royal Palaces of Abomey, Taj Mahal, Carthage, the Great Wall of China, Imperial Palace of Ming and Qing dynasties, Mausoleum of the First Qin Emperor, Medina of Fes, Tikal, Havana and Quito.

4. Film series "The Wonders of the World"

The first six films of this series, entitled "Heritage" are ready. They depict the following sites: Sana'a, Barcelona (Gaudi), Florence, Gorée, Dubrovnik and Budapest. It is recalled that it is a series produced by a private company in co-operation with the Unesco Office of Public Information, and that the project does not receive financial assistance from the World Heritage Fund. The broadcasting company negotiates directly with television networks, of which several have already expressed interest. Nevertheless, the series will not be sold or distributed until all 26 films of the series are ready.

5. Film series in co-production with Transtel (Germany)

The company Transtel had already produced a general introduction to the Convention and eight films (of 15 mins each) on World Heritage Sites. Five other films are under preparation.

The company Transtel has also requested Unesco to envisage continuing co-production of this series beyond 1990.

The Secretariat insisted on the question of distribution and, as requested by the Committee at its previous session, asked Transtel to furnish a detailed report on the actual diffusion of films already produced and on the possibilities for selling video-cassettes to private outlets (other than television). The commercial diffusion of the Transtel films poses problems of rights which are rather complicated (diffusion in developed countries, commercial diffusion other than television circuits not originally foreseen) and are still being studied by Transtel and the competent authorities in Unesco.

In respect of non-commercial distribution, Unesco called upon its distribution network, which has more than one hundred correspondents, and thirty of these have distributed the first eight films of the series to schools, cultural centres and other institutions.

6. World Heritage Certificate

The certificate has been sent to those States Parties which have requested it: Federal Republic of Germany, Mauritania and Spain.

7. Book Series for Adolescents

The first fifteen volumes of this series in Spanish have been produced. The French version, of which the first ten volumes have been published together with the Bordas publishing company, have been given wide publicity in France.

Negotiations for the production of this series in Catalan, Dutch and English are also progressing well.

To avoid errors in the text in the future, such as those that appeared in the volume Ancient Greece and which were deplored by the Bureau, and to improve the quality of this series, it had been decided that the Spanish editor will provide the texts and illustrations to the Secretariat in sufficient time to permit rigorous scrutiny of the contents prior to publication. This scrutiny procedure will also apply for future volumes.

8. "The Great World Heritage Book"

The contract for this publication, with two publishers, Hachette for the French, and INCAFO for the Spanish versions, is still under negotiation, and an English publisher had expressed interest in co-publication. The Secretariat had worked on the texts which would be given to the publishers for review before being subject to a final verification by Unesco.

9. Publication project in Australia

The Secretariat has been informed of a book-project on World Heritage to be realized by an Australian publisher. It is a private initiative, without financial assistance from Unesco, but for which the publishers have proposed to donate 5% of the sales to the World Heritage Fund. This publication does not commit Unesco in any way but nevertheless the Secretariat will have the right to view the final proofs before publication.

10. Development of an Information Bulletin on the Convention

At its thirteenth session, the Committee considered the question of publishing a specific bulletin on the Convention. It had requested the Secretariat to study this question in detail, taking into consideration the better utilization of existing channels, particularly the Unesco Courier

As a follow up to this decision, the Secretariat, with the editors of the Courier, has agreed on the following scheme: each issue (monthly) would carry four detachable pages which would present a report on a World Heritage Site (which can be also the subject of an International Safeguarding Campaign). These pages should illustrate the importance of the site, and explain the particular problems posed by the site and the action of Unesco as appropriate. News on the Convention would also appear regularly in the Courier. The World Heritage Fund would contribute towards the cost of these four pages. This new scheme has been launched in the October issue of the Courier, with a general introduction on the Convention and the Campaigns and an Article by the Chairman on behalf of the World Heritage Committee.

In parallel, the Secretariat has assigned a communications specialist to study, as requested by the Committee at its last session, the possibilities of launching a specific magazine on the Convention. The summary conclusions of this study are presented in Part II of this document.

11. Publication of a special bulletin on Latin American and Caribbean Sites

The Regional UNDP-Unesco Project for cultural heritage and development in Latin America and the Caribbean is preparing, with support from the World Heritage Fund, a special issue designed to present all cultural and natural sites in about fifty illustrated pages, describing national and international safeguarding efforts. This issue is to be published in four languages (English, French, Portuguese and Spanish).

B. PROMOTIONAL ACTIVITIES UNDERTAKEN BY STATES PARTIES

1. Exhibitions organized with the support of the Secretariat

One of the photographic exhibits has been bought by the Australian National Commission and will travel within the country.

Another exhibit has been entrusted, upon request, to the editors of the Flemish version of the Unesco Courier. It will be utilized in relation to a series of activities on Unesco to be launched in cultural centres and schools in Belgium.

In France, an exhibit was displayed throughout the summer at the International Centre for Mural Arts of Saint-Savin.

The Swiss Committee for ICOMOS displayed an exhibit on the Convention at the Historical Museum of Lausanne, during the General Assembly of ICOMOS and until December 1990. Another exhibit has also been shown in a scholastic establishment in the Canton of Fribourg.

The exhibit placed at the disposition of the Unesco Regional Office for Latin America and the Caribbean was displayed in Cuba in June. This exhibit should circulate to other countries of the region as part of a programme set up by that Office.

The German National Commission organized an exhibition on German World Heritage Sites including information material on the Convention furnished by the Secretariat.

An exhibition for 200 participants and the general public was also organized by the Tunisian authorities at the International Seminar on the Protection of the Ichkeul National Park, held in Tunis in February.

The Centre for Action and Information of Lebanon, organized, with support from the World Heritage Fund, a new series of activities on the World Heritage Convention and the safeguarding of Lebanese sites inscribed on the List: mobile exhibitions, talks and debates in universities and schools.

Lastly, the Caisse nationale des Monuments historiques et des Sites (the National Fund Historic Monuments and Sites) in France received support from the World Heritage Fund for an exhibit on "St. Bernard and the Cistercian World" prepared as part of the commemoration of the 9th centenary of the birth of St. Bernard, under the patronage of Unesco. With the help of the support of the Fund, moulds were made of three sculptures from three Cistercian abbeys inscribed on the World Heritage List. These moulds would then become Unesco property and could be re-used for other exhibits.

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

A ceremony for inaugurating a plaque took place at Saint-Savin, in France, and included the establishment of new information boards which would be placed in all French World

Heritage Sites designed to inform the public on the site itself and on the Convention; a ceremony also took place at Alcobaca, Portugal. Two other ceremonies are planned in late November at Rhodes in Greece, and Amiens in France.

3. Poster series on World Heritage in Australia

The Ministry for Environment of Australia has produced a series of nine posters on the Convention and each Australian site inscribed on the World Heritage List.

4. Europe-Asia Competition

The City of Quebec and the Radio-Canada Society have launched, with the support of Unesco (notably the Unesco Office for Canada recently opened in Quebec), a televised competition as part of a programme entitled "Europe-Asia Competition" which will enable eight young reporters to produce short films on about twenty World Heritage Sites. Unesco will offer a prize for the best production.

5. Preparation of an exhibit on World Heritage Cities

The Museum of Civilization, Quebec, is preparing a major exhibit on the theme "World Heritage Cities" which will be presented to the general public from June 1991 on the occasion of the International Colloquium on World Heritage Cities. The Secretariat is providing its support for the design and iconographic research for the preparation of the exhibit, which the organizers intend that a part will form a mobile exhibit for future utilisation at Unesco and other World Heritage Cities.

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

1. General information

The diffusion of information to different audiences and the press is an increasingly important task as the Convention becomes known.

2. Participation at special events

The Secretariat supported the Latin Union (an international organization which brings together twenty-four countries) in organizing a Peruvian cultural week, held at the UN, Geneva, in April, where an exhibit on World Heritage and the Peruvian sites inscribed on the List was displayed.

An exhibit on World Heritage was also organized at the International Cannes Film Festival in France (at the stall of the International Centre for Cinema and Television and Unesco).

The Secretariat sent a photographic exhibit to Osaka, Japan, which was displayed in the UN pavilion at the International Fair on Gardens and Ornamental Plants, which attracted several millions of visitors (from April to September 1990). At the inauguration of this exhibit, at which the Assistant Director-General for Sciences represented the Director-General, the Japanese version of the folding poster on the Convention, produced by the Federation of Unesco Clubs of Japan, was distributed among officials and the press.

The European Center for Awareness of Cultural Heritage of the Council of Europe is organizing in December, an European Biennial on Cultural Heritage at Barcelona under the patronage of Unesco. A day will be specially set aside for Unesco which will present films on natural and cultural World Heritage Sites. An exhibit on the Convention will be displayed throughout the duration of the Biennial.

3. Action in States not party to the Convention

Other than promotional activities, such as those undertaken in Belgium and Japan (see above), a systematic effort has been directed towards non-States Parties to encourage their adherence to the Convention. In this regard an appeal had been made by the Director-General and systematic information on the Convention had been addressed to all those States.

II. PROPOSALS FOR 1991.

A. PRODUCTION AND DISTRIBUTION OF INFORMATION MATERIALS

1. Updating existing material

As every year, the general information material will be updated, also seeking their production in new language versions; in particular, an effort will be made to produce a Russian version of the folding poster with the Soviet authorities who have preferred to wait until the first sites in their country are inscribed on the list.

2. Production of educational materials

The Secretariat has not made progress on this question to the extent it would have liked; nonetheless, the US Committee of ICOMOS, which is preparing a prototype of different materials designed for primary education, has been contacted and has accepted to furnish information on the results of the experience which could eventually be used by the Secretariat.

3. Publications

The publication programme will be continued emphasizing better quality control as indicated in Part I of the report.

4. Production of films and improving distribution of video-cassettes

As indicated in Part I of this report, the continuation of the series produced with Transtel would depend on possibilities of distribution, particularly by private outlets. At present, it seems premature to decide upon the continuation of co-operation with Transtel, and such a decision would not be taken until after the actual distribution and the possibilities for reinforcing distribution to private circuits had been analysed.

In addition, the Secretariat has been contacted regarding a project of Tele F.A.Z., the Production Department of the German newspaper Frankfurter Allgemeine; it hopes to produce documentary films on all World Heritage Sites, for both television and for sale as video-cassettes by private circuits, accompanied by articles in the newspaper and fund-raising campaigns for the sites. If this project does take place then it could be a considerable venture since the rate of film and article production could be about fifty a year. Funding

would be totally borne by Frankfurter Allgemeine, but the Secretariat would be responsible to ensure control of contents and facilitate filming in the countries.

5. Radio programmes

A project of co-production with Radio France International, which transmits to about 300 radio stations in the world, is envisaged; these reports will be integrated as part of a series on man/nature relationships, and will illustrate, through natural and cultural World Heritage Sites chosen from different regions of the world, interactions between man and his environment. The major funding from Unesco will be provided by Unesco's Office of Public Information, with some support from the World Heritage Fund.

B. DEVELOPMENT OF INFORMATION

It is proposed to continue the publication of the special section in the Unesco Courier

In respect of the launching of a bulletin on the Convention the main conclusions of the study undertaken are as follows: the bulletin could be a quarterly, illustrated and targeted towards the general public as well as a more specialized audience. It could thus consist of reports and articles of a technical nature on problems of conservation and management, restoration methods and actions for safeguarding properties; one or more sections could be devoted to young people. The link with the Convention should be ensured by a section on news of its implementation, at the international and national levels.

In addition, the funding for this bulletin should be sought from outside and be assured for sufficient duration to permit the bulletin to finance itself through sales and subscriptions. It should, however, be foreseen that the World Heritage Fund contributes to its launching and finances the work of a consultant responsible for preparing the contents of the bulletin. The Credit Bank of Spain is interested by the project and must confirm if it is ready to finance the project and for what duration.

C. PREPARATION OF THE COMMEMORATION OF THE 20TH ANNIVERSARY OF THE ADOPTION OF THE CONVENTION

It is proposed that the majority of promotional activities concentrate on this task.

The events foreseen at Unesco Headquarters, and which are described in document CC-90/CONF.004/6, should effectively be prepared throughout 1991. In addition, the Secretariat will attempt to set up some activities at the regional and national levels. To do this, it is essential to mobilize States Parties and ensure preparation during 1991. States Parties and non-governmental organizations would be consulted on the type of activities and national campaigns they could undertake and the type of assistance they would require in order to make a programme and detailed budget for submission to the Committee at its next session.

As a first step, a circular letter has been sent to all States Parties requesting information on the authorities responsible for promoting the Convention and the lists of NGOs which could be called upon. The support of Unesco Regional Offices, UNDP-Unesco Project for Latin America and various non-governmental organizations would be sought, particularly the national committees of ICOMOS and IUCN

The Committee is requested to discuss this question under item 11 of the provisional agenda.