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

World Heritage Committee
Fourteenth session

Banff, Canada, 7-12 December 1990

ITEM 11 OF THE PROVISIONAL AGENDA: PREPARATION FOR THE TWENTIETH
ANNIVERSARY OF THE ADOPTION OF THE CONVENTION CONCERNING THE
PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

During its thirteenth session, the Committee raised the prospect of the commemoration, in 1992, of the twentieth anniversary of the adoption of the Convention and considered that it would be appropriate, on the one hand, to prepare an assessment of the application of the Convention and, on the other, to encourage promotional activities.

The Secretariat undertook a certain number of consultations on these two distinct aspects and proposes that this commemoration be organized along the following lines.

An overall evaluation exercise of the implementation of the Convention, to be undertaken for the purpose of defining orientations for the future; a document will be elaborated, under the responsibility of the Secretariat, and presented during the extended session of the Committee in 1992. Parallel, promotional activities would be undertaken in States Parties and at Unesco House during 1992, and a media-event would be organized at Unesco during the meeting of the Committee. Some preliminary proposals have been accepted by the Bureau at its fourteenth session: they have been further developed below.

I. EVALUATION OF THE CONVENTION AND PREPARATION OF A STRATEGY
FOR THE FUTURE

To proceed with this exercise, it is proposed to rely on several actors so that the evaluation be both internal and external.

The main authorities for implementing the Convention, i.e. the States Parties themselves, should above all contribute to the exercise.

In addition, a consultant, in liaison with the Secretariat, should prepare a report for consideration by a small group of experts including people with a long experience with the Convention as well those who have new views on its implementation.

A synthesis of the contributions of the States Parties and of the group of experts will be presented to the extended session of the Committee in 1992 as a strategy for the future.

A. Contributions from States Parties

After consultations with the Bureau, the States Parties were requested to start to evaluate the implementation of the Convention in their countries. In this regard, a circular letter was sent to all States Parties. It proposes they respond, in the form of a report to be submitted before the end of 1991, to three types of questions:

- How is World Heritage within their territory identified?
- How are properties protected once they have been inscribed on the World Heritage List?
- How is the implementation of the Convention integrated into the overall policy of presentation and protection of the Convention?

Furthermore, the same questions could, for the States Parties that wish, be the subject of seminars bringing together different authorities responsible for conservation of monuments and sites.

A copy of this circular is annexed to this document, for information.

B. International evaluation

In parallel to the elaboration of these assessments, it is proposed that a consultant analyse, in liaison with the Secretariat as well as with IUCN, ICOMOS and ICCROM, the following questions:

- the universality of the Convention and ways of improving it.
- the representivity of the List (based for the cultural part on the work undertaken in relation to the global study, and on the thematic studies launched for cultural and natural heritage).
- the efficiency of the monitoring system and ways of improving it.
- the role that Unesco could play to help States Parties deal with the negative effects of tourism on World Heritage sites.
- the role of the international assistance provided by the World Heritage Fund and its links with international safeguarding campaigns and other multi-lateral and bilateral sources.
- policy questions of information, education and promotion.

The report prepared by the consultant should be reviewed by a small group of experts: three for natural heritage; two for cultural heritage (chosen to ensure a balanced geographic representation), as well as representatives of ICCROM, ICOMOS and IUCN. It is proposed that this group meet at the beginning of 1992.

During 1992 the Secretariat should then prepare a synthesis report of the work of this group and of national reports, possibly complemented by summaries of national seminars.

This report would be submitted to the extended session of the Committee in 1992 for possible adoption as part of a future strategy.

II. PROMOTIONAL EVENTS

A number of activities are proposed as at the regional and national levels as well as at Unesco headquarters, and with the support of States Parties, a series of events, which are briefly described below:

A. Activities at the regional and national levels

1. One seminar per region will be organized in 1992 with the support of Unesco Regional Offices, involving journalists. Beforehand, the opinions of the States in the region will be sought for defining themes of common interest and participation foreseen. Part of the budget necessary for the organization of these seminars should be covered by Unesco's Regular Budget for 1992. However, support from the Fund will be necessary and detailed proposals could be made to the Committee at its next session.

2. In addition, the Secretariat will attempt to mobilize States Parties and non-governmental organizations for defining promotional activities that could be undertaken in 1992 so that a detailed programme can be presented at the next session of the Committee. Televisions and the press will systematically be provided with information.

B. Events at Unesco headquarters

It is proposed to transform, during six months (from July to December 1992), Unesco headquarters into a Forum for Heritage, to demonstrate Unesco's role in the field of conservation of cultural and natural heritage associated with its Member States, for which, the Member States themselves would present to the public elements of World Heritage found within their territory and efforts undertaken by them to ensure its protection.

The target audience would be the general public as well as tourists who visit Paris (thus the idea to begin during summer), school children, students and a more specialized public for some of the proposed activities.

The Forum for Heritage would include:

- A large exhibition, consisting of large models of a selected number of sites, which would be produced by State Parties at their own expense, and of other elements already available, at Unesco or elsewhere on the Convention and International Safeguarding Campaigns. (for example, the exhibit on World Heritage Cities being produced by the Museum of Quebec).

- National days or weeks, organized by Member States, designed to present, in detail, their World Heritage Sites and improve awareness of their cultures (for example, through the organization of concerts of traditional music). These days (or weeks) should necessarily be covered by national television of the country concerned. The ideal situation would be the simultaneous organization of events in the country for the national public as well.

- Conference series, organized by Unesco on themes relevant to the Convention as well as on selected sites, by Member States in relation to national days.

- Film shows, comprising those produced in co-operation with Unesco and others on World Heritage Sites and on subjects related to the theme.

- Computer-assisted animation, consisting of information on World Heritage, such as images, games etc.

- An exhibition of stamps of countries on World Heritage, of books on World Heritage and a Unesco Courier stall, etc.

Two events would mark the launching and closing, of this campaign:

- An official inauguration to be followed by a musical gala.
- A closing session with the participants of a special session of the Committee.

A Sponsorship Committee should be formed at the beginning of 1991 to bring together personalities from the worlds of arts, media and conservation.

The organization of the exhibition would largely be the responsibility of the States; however, some costs of the exhibition could be met by sponsors, particularly those concerning information programmes, and by sources of revenues, such as from the sales to the public of a folding poster specially produced for the event. A complementary budget would be foreseen, and partly covered by the Regular Budget of Unesco in 1992, if the General Conference accepts the proposals that will be made by the Director General in this regard.

For 1991, it is proposed to set aside a global sum of US \$ 80,000 for the preparation of the commemoration of the adoption of the Convention to cover costs of (a) the consultant's work and (b) preparation of events at headquarters and in the countries.