

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee

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ITEM 9 OF THE PROVISIONAL AGENDA: PROMOTIONAL ACTIVITIES

This document presents, in Part I, activities undertaken by the Secretariat or with its support during 1991. Part II comprises proposed actions to be undertaken during 1992, subject to approval by the Committee. The Committee is requested to note that a part of the activities undertaken by the Secretariat in 1991 were related to the preparation of the commemoration of the 20th anniversary of the Convention, and is presented in the document SC-91/CONF.002/7 which will be examined under Item 10 of the Provisional Agenda. Moreover, the preparation of the commemoration will continue to be undertaken next year along the lines described in that document.

I. REPORT ON ACTIVITIES UNDERTAKEN IN 1991

A. PRODUCTION OF INFORMATION AND PROMOTIONAL MATERIALS

1. Folding-poster

An updated version has been produced in Arabic, English, French and Spanish and, as usual, has been widely distributed. The production of this document in Chinese and Russian is underway, in co-operation with the UNESCO National Commissions of the People's Republic of China and the USSR. Furthermore, the Federation of UNESCO Clubs of Japan has updated the Japanese version produced last year.

2. Leaflet on the Convention

The Secretariat has produced a series of leaflets on the subject of the environment which would particularly be distributed at the United Nations Conference on Environment and Development (UNCED) next year. One of these leaflets concerns the Convention and it will also be used for the promotion of World Heritage.

3. World Heritage Diary

The fact that the diary for 1991 had received second prize at an international competition of diaries became important in reinforcing its success and enhancing its future distribution. The diary for the next year has appeared and a German version of it is being produced in cooperation with the UNESCO National Commission for Germany.

4. Reports on World Heritage Sites

The Office of Public Information produced, in 1991, reports destined for television networks of developing countries on World Heritage Sites in Bulgaria, Canada and Hungary with a contribution from the World Heritage Fund.

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

The second part of this series has been completed; it includes ten films, each of 15 minutes duration, on the following sites: Mohenjo-Daro (Pakistan), Grand Zimbabwe (Zimbabwe), Ouro Preto (Brazil), Cities of Mauritania - not inscribed on the World Heritage List but was the object of an International Safeguarding Campaign -, Tassili N'Ajjer (Algeria), Alta (Norway), Taj Mahal (India), Residence of Wurtzburg (Germany), Venice (Italy) and Sana'a (Yemen).

UNESCO received copies in Arabic, English, French and Spanish for non-commercial distribution, which has been ensured by UNESCO's distribution network to schools, cultural centres and various institutions. UNESCO does not have the rights for commercial distribution which will be done by Transtel to whom the Secretariat had transmitted the recommendations of the Committee for organizing the sale of video cassettes to private circuits. Transtel is also engaged in improving the distribution of the films among televised circuits; in this regard it will use the services of the Radiophonic University and Television International - RUTI - which already diffuses UNESCO productions; moreover, the series will also be presented at different television festivals.

6. World Heritage Certificates

The certificate has been sent to the following countries upon their request: Bolivia, Brazil, Canada. China. Germany and Ukraine.

7. Series for Adolescents

Twenty-five titles have appeared in Spanish and thirteen in French. A contract has been signed with an American publisher for the production of this series in English.

8. 'The Great World Heritage Book'

Contract negotiations for this publication, with the publisher Hachette for French and INCAFO for Spanish versions, respectively have not yet been concluded; INCAFO finally decided not to continue this project.

9. Publication project in Australia

It is recalled that this is a private initiative without the financial support of UNESCO, but for which the Australian publishers had proposed to revert 5% of the benefits to the World Heritage Fund. A number of specialists have agreed to write articles for this volume which will be prefaced by the Director-General of UNESCO and will also have an introduction by the Director-General of IUCN. Its publication is foreseen for Christmas this year.

10. Development of periodic information on the Convention

Since the last session of the Committee, the Secretariat has contacted several potential organizations for financing a project for a Review of World Heritage; though the project has undoubtedly raised interest, no formal offer for financing the project has yet been received.

UNESCO Courier has regularly published articles on World Heritage Sites in special sections created for this purpose.

The Secretariat participated in the production of an issue of the Bulletin of the Ramsar Convention illustrating the links between the Ramsar and World Heritage Conventions.

11. Descriptive sheets on World Heritage Sites

The Secretariat is in contact with a specialist mail order distributor, who would produce at his own expense, illustrated coloured versions of descriptive sheets on World Heritage Sites which at present exist only in typed form. This publishing house is working on several mock-ups, to be submitted to the Secretariat and foreign co-editors. The Secretariat hopes that it could conclude the contract soon so that the distribution of the sheets, in several languages, could begin in 1992.

12. Establishment of a photographic data bank on World Heritage Sites

Under the title 'Heritage 2001', the Caixa Foundation of Barcelona and the Gamma Photographic Agency, have taken the

initiative to establish, in co-operation with UNESCO, a photographic data bank on World Heritage Sites. In this regard, photographic reports on sites will be set up and research of photographs of archives will be conducted; the documentation will be stored in digitized disks and diffused, in due course, through specialized telecommunication networks. This operation will not receive any financial support from UNESCO, but in return will receive, free of charge, all the data gathered. The agreement between the Directors-General of UNESCO and the Caixa had been formalized during the month of September.

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

This bulletin has been prepared by the Regional UNDP-UNESCO Project on Cultural Heritage and Development in Latin America and the Caribbean with the support of the Fund. It comprises 68 pages describing each cultural, natural and mixed site in the region and furnishes information on programmes implemented for their conservation. A provisional version will be sent to the countries concerned before it's eventual publication in English, French and Spanish.

B. PROMOTIONAL ACTIVITIES BY STATES

1. Exhibits

Since the Banff session of the Committee, the different Parks which constitute the Canadian Rockies site of Canada have assured the circulation of an exhibit placed at their disposal by the Secretariat.

The exhibit with the authorities of the Flemish version of UNESCO Courier continues to circulate in Belgium and the Netherlands, in the context of a series of activities on UNESCO launched in cultural centres and schools.

In Germany, an exhibit illustrating German World Heritage Sites was inaugurated in Kassel, on 1 February 1991. This exhibit was prepared by the German ICOMOS Committee and was financed by the Dresdner Bank. It will circulate in the country for two years. Moreover, the authorities of Aix-La-Chapelle Cathedral are organizing an exhibit on the restoration work completed, a part of which will be displayed next year at UNESCO Headquarters.

An exhibit prepared by the Museum of Civilisation at Quebec on World Heritage Cities was put on display for the general public on the occasion of the International Colloquium on World Heritage Cities. The exhibit benefited from a contribution from the World Heritage Fund for the production of a Planisphere showing the world heritage cities, which will be made available to UNESCO for future exhibitions including that of 1992. The Secretariat also contributed towards iconographic research and a large number of photographs.

Lastly, a photographic exhibit was made available to the UNESCO National Commission of Venezuela by the Secretariat for display during the national colloquium on the implementation of the Convention (see below).

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

Plaque-placing ceremonies took place in France and Germany. In addition, a plaque to commemorate the inscription of the Island of Goree, of Senegal, on the World Heritage List, has been produced with the support of the World Heritage Fund.

3. Production of national information material on the Convention

In Mexico, a richly illustrated volume has been published on Mexican World Heritage Sites, with articles by specialists on each of the sites.

The Ministry of Culture of Greece has published a calendar for 1991 on World Heritage Byzantine Monuments.

The ICOMOS Committee of USA, has produced an audio-visual programme on the Convention, financed by the State Department; this programme, consisting of an explanatory text, about sixty illustrations, a poster, a brochure and other information materials is used during conferences, by schools and by other various associations. Furthermore, the same Committee has prepared a prototype of educational material on the Convention designed for primary education which would be sent to the Secretariat for eventual adaptation and utilisation outside of USA.

The Secretariat has received copies of a quarterly review, published in Czechoslovakia, which illustrates in each volume a World Heritage Site.

The Ministry of Environment of Canada has produced an updated version of the brochure on Canadian sites; this new version will be prefaced by the Director-General of UNESCO. In addition, the Museum of Civilisation at Quebec has prepared, for the occasion of the Colloquium on Cities, a volume on "Cités souvenirs, Cités d'avenir, villes du patrimoine mondial" (Souvenir Cities, Cities of the Future, World Heritage Cities), which presents each city inscribed on the World Heritage List.

The Ministry of Culture of Turkey, has produced a richly illustrated volume on World Heritage and inscribed sites in Turkey. This volume is prefaced by the Director-General of UNESCO.

Lastly, a brochure on the sites of Zaire inscribed on the World Heritage List is being produced with assistance from the World Heritage Fund.

4. Organization of meetings to promote the Convention

The Colloquium on World Heritage Cities, which took place in Quebec from 30 June to 4 July 1991, brought together more than 40 representatives of cities inscribed on the World Heritage List. The colloquium enabled a wide exchange of views on experience acquired on the management and safeguarding of historic cities among urban authorities. The colloquium decided to create, under the aegis of UNESCO, a network of World Heritage Cities endowed with a provisional Directional Committee which will work in co-operation with the UNESCO Office in Quebec.

A regional meeting for Latin American and Caribbean countries was organized by the Mexican authorities, from 12 to 14 August, in Mexico, in co-operation with UNESCO, on the theme 'Conservation of Humanity's Heritage, Cultural and Natural' in which experts from sixteen countries of the region participated. The main recommendations of this meeting were on the participation of local people, mobilization of means of communication, links between protection and socio-economic development, exchange of experience among countries of the region and locating new sources of finance. The experts recommended that the analysis of twenty years of experience should lead to new orientations in the future implementation of the Convention. The conclusions of this meeting will enrich the reflection to be undertaken in regard to the evaluation.

The authorities of Venezuela organized in Caracas, from 4 to 6 September 1991, a national information meeting on the World Heritage Convention during which the future implementation of the Convention in Venezuela had been discussed. This meeting, in which a member of the Secretariat participated, brought together all the national partners concerned with the application of the Convention. A follow-up to this meeting will be the setting up of a national structure to co-ordinate the actions of the different authorities responsible for the implementation of the Convention.

C. PARTICIPATION IN SPECIAL EVENTS

1. Conference on World Heritage in Japan

The Secretariat was represented by a number of personalities who have been associated with the Convention, at a Conference organized by the Society for Nature Conservation in Japan. The question of Japan's adherence to the Convention, which raised great interest, was widely discussed.

2. Media Save Art

This event was organized by ICCROM in co-operation with the Italian Government, under the patronage of the President of the Italian Republic and the Director-General of UNESCO. It took place from 17 to 22 June 1991, Rome and comprised a series of events targetted towards the general public or

professionals: film and video contests, contests for exhibits, the press and debates. The Secretariat had sent the organizers the films and videos available at UNESCO, particularly the series produced by Transtel.

In addition, for this occasion ICCROM prepared a computer game on selected World Heritage sites using photographic material supplied by UNESCO, emphasising the threats which menace these sites. A sample game will eventually be given to UNESCO to use for their own promotional purposes.

3. Symposium of CSCE on Cultural Heritage: Cracow, 28 May - 7 June 1991

General information on the Convention was made available during the course of this important colloquium through the distribution of materials (folding posters, brochures) and the display of an exhibit on World Heritage.

II. PROPOSALS FOR 1992

A. PRODUCTION AND DISTRIBUTION OF INFORMATION MATERIALS

1. Updating existing information materials

As in previous years, general information materials will be updated, seeking the production of new language versions in co-operation with national authorities.

2. Publications

For publications, initiatives of private publishers such as the Australian publisher, will be encouraged; the Secretariat will always provide support on the subjects of documentation and iconography and some financial assistance. In this connection a proposal on a Canadian book is being studied and the Secretariat will continue co-operation with the publishers who are studying the publication of descriptive sheets on World Heritage Sites (cf paragraphs 12 above) etc.

3. Multi-media promotion plan

The Secretariat has been aware of a proposal from a German firm to launch a project for a wide-ranging promotion of the Convention; it is hoped to produce, with private investors, a programme comprising simultaneously a television film series on World Heritage Sites, publications and a periodical. Preliminary contacts have been established and the Secretariat is awaiting detailed proposals.

B. PRODUCTION OF SPECIALIZED INFORMATION MATERIALS

The production of information materials for the general public has become increasingly important; efforts should now be made to produce more specialized information material targeted

towards different groups. In this regard, several proposals could be made, all of which might not be fully implemented during the year, but on which the Secretariat could begin work.

1. Information for populations living in or near an inscribed site and for visitors to the site

It is proposed that the Secretariat indicates, using a general format, what type of information would be available on a site: significance of the inscription on the World Heritage List, reasons for inscription of the site, explanation of criteria, obligations arising due to inscription etc. This general information would then be made available to site managers, through the State Parties, to be adapted to each specific case, the idea being to produce material at low cost but which could be widely distributed.

2. Information for site managers

The document entitled 'Guidelines in the Management of World Cultural Heritage Sites' produced by ICCROM and ICOMOS, a revised version of which would be presented to the Committee, will be widely distributed with the support of the Secretariat. In addition, it is proposed to work on the elaboration of lines of direction by type of problem and by type of site. It is recalled that it was in this regard that the question of the management of tourism was judged as a priority by the Committee and on which the Secretariat made contact with the World Tourism Organization (and UNEP for natural sites) for developing guidelines. Emphasis will thus be placed on the study of problems posed by tourist visitation on World Heritage Sites and on possible solutions. The subsequent publication and distribution of the guidelines are also envisaged.

C. PREPARATION OF AN INFORMATICS PROGRAMME ON WORLD HERITAGE SITES

In liaison with the 'clearing house' services of UNESCO, the Secretariat is attempting to launch an informatics programme on the Convention in general, as well as on each site inscribed on the List. It is intended to store the text, visuals, and sound on optical disks, using a support which has the object of international standardization (of the type CD-ROM) and which could in the future be widely distributed to schools, libraries and museums. It is envisaged to produce a prototype which will be available for demonstration at UNESCO Headquarters in 1992, and then to ensure its distribution at a later stage.

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

The Secretariat will continue to focus part of its activities on the preparation of different events foreseen which are indicated in the document SC-91/CONF.002/7 and which will be examined under Item 10 of the Provisional Agenda.