

Distribution limited

WHC-92/CONF.002/6  
22 October 1992  
Original: French

UNITED NATIONS EDUCATIONAL, SCIENTIFIC  
AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee  
Sixteenth session

Santa Fe, New Mexico, United States of America  
7-14 December 1992

Item 9 of the Provisional Agenda: Promotional activities: Report on the celebration of the twentieth anniversary of the Convention and proposals for the future.

I. REPORT ON THE CELEBRATION OF THE TWENTIETH ANNIVERSARY OF THE CONVENTION

It is recalled that the Committee, at its fourteenth session held in Banff, Canada, in December 1990, decided that the twentieth anniversary of the adoption of the World Heritage Convention by the General Conference of UNESCO should be the object of a specific celebration and entrusted the Secretariat with the organization of a number of activities both at UNESCO Headquarters and elsewhere.

The activities at UNESCO Headquarters were to include the presentation of a public exhibition on the World Heritage and the organization of national days or weeks, in collaboration with the permanent delegations at UNESCO of the countries concerned. With regard to activities outside Headquarters, on the one hand, the purpose was to promote national initiatives for the celebration of this twentieth anniversary and, on the other, to organize five regional seminars, giving broad access to the press, to better publicize the objectives of the Convention.

A. ACTIVITIES AT UNESCO HEADQUARTERS

The events at Headquarters started on 8 July and finished on 8 October and enjoyed enthusiastic support from many States Parties to the Convention: a general exhibition comprising some 140 photographs of properties inscribed on the World Heritage List and 22 models or objects placed at UNESCO's disposal by the different countries, provided an overall picture of the World Heritage. There were numerous video-films on the properties from the different UNESCO film series (Transtel, reports, etc.), projected by three monitors, or films lent by the permanent

delegations. Furthermore, the prototype of the video disk (CD-Rom) on 50 World Heritage properties was demonstrated with a questionnaire to be completed by users in order to received their suggestions and improve this prototype.

Besides the general exhibition, thirty national or regional exhibitions took place, set up by the delegations of the States Parties. Most of the delegations organized an official opening of their exhibitions and presented national gastronomique specialties to the public.

Twenty-three conferences, slide projections or documentary films on world heritage properties were also organized by delegations.

On this occasion, several countries also printed posters and/or brochures and catalogues.

Finally, fourteen evening events were held to commemorate the twentieth anniversary, all open to the public and for the most part comprising traditional dances or music of the organizing country.

Around 700 brochures were distributed to the press which widely publicized the events and in a more general way described the history and objectives of the Convention. Numerous articles were printed in the French and foreign press, several radio and television programmes (French, European and Hungarian) interviewed different members of the World Heritage Centre, and there were several television reports on the exhibition.

Approximately 30,000 visitors came to UNESCO during these three months, and school visits were organized from September onwards with the help of the French National Commission for UNESCO.

Tee-shirts, pins and posters were sold to cover a part of the costs incurred in the organization of the different events.

Detailed information regarding these different events is annexed to this document.

## **B. ACTIVITIES OUTSIDE UNESCO HEADQUARTERS**

### **1) National initiatives**

In some countries, the year '92 was an occasion to celebrate the twentieth anniversary by different events.

The Canadian Commission for UNESCO organized its 34th General Assembly on the theme of World Heritage, in the framework of the 20th anniversary, in the presence of a representative of the Director-General of UNESCO. The participants evoked the implementation of the Convention and the future perspectives, the Canadian experience regarding both natural and cultural

properties, and different questions linked to the conservation and the enhancement of heritage. Film projections on World Heritage properties co-produced by the Transtel Company and UNESCO, were also shown.

Also in Canada a seminar will be organized by IUCN and the University of Waterloo on 5 and 6 November; some 1,500 participants will be informed about the objectives and the achievements of the Convention and experts will study the future aspects of the Convention.

In France different events on World Heritage properties were organized, more particularly the placing of plaques at Rheims and in Paris, in the presence of the Mayor of the City and the Director-General, an event which served to mobilize the French press. Also, an exhibition of old photographs of French World Heritage properties was held in Paris, lasting several months.

A national seminar was organized in Jakarta, in Indonesia, on 13 and 14 April, to examine, with the various national and local authorities, the problems of protecting and enhancing the cultural and natural heritage. At this occasion an exhibition was held, lasting about ten days, at the National Museum, with material provided by the Secretariat. The national seminar was followed by a regional seminar organized by the Secretariat (see below).

In Germany, Aix-la-Chapelle Cathedral, which took an active part in the celebrations of the twentieth anniversary at UNESCO Headquarters, also celebrated the twenty years of the Convention by an official mass in October.

In Mozambique, a plaque-placing ceremony commemorating the inscription of the Island of Mozambique on the World Heritage List was organized in July.

A seminar on the implementation of the Convention with regard to natural properties in Latin America will be held in Xalapa, Mexico, at the end of October. It will convene a number of regional experts who will discuss the relevance of the Convention for the conservation of biological diversity.

In Portugal a celebration is foreseen on 16 November, anniversary date of the adoption of the Convention, in Evora. During this day, attended by various national politicians, a commemorative medal will be presented; four exhibitions, one of which will be provided by the Secretariat, on a selection of World Heritage properties, will be shown in different parts of the town and a panel of experts will discuss conservation problems. The press will be widely associated with these events.

## B. Regional seminars

Initially, a seminar in each region was foreseen during 1992 to celebrate outside Headquarters the anniversary of the

Convention. The Bureau of the Committee, at its sixteenth session in June, recommended that the seminars would partially continue into 1993, thus allowing a better preparation and participation by a greater number of countries.

However, two seminars were organized in 1992.

The first was held in Jakarta from 15 to 18 April.

Experts from the following countries participated: Australia, Sri Lanka, New Zealand, Malaysia, Thailand, Vietnam, Papua New Guinea, Indonesia, Philippines and India. The principal questions discussed during this seminar concerned the implementation of the Convention at the national level, the ways and means of promoting the Convention, the concepts for development and heritage and in particular the question of tourism development. The participants underlined the need for the Convention to place more emphasis on the management of properties. To this end, the seminar recommended that exchanges of specialists and information in the region be encouraged, and Australia offered to support the setting-up of a regional data base on the experts and information available in the region. Contacts with the press were covered by a representative from the UNESCO Press (Office of Public Information).

The second regional seminar, for francophone Africa, will be held in Dakar at the invitation of the Senegalese authorities, at the beginning of December. The question of the management of natural World Heritage sites facing development problems will be discussed with representatives from several countries in the region who will present case studies on the Air et Ténéré (Niger), Taï (Côte d'Ivoire), Mont Nimba (Guinea and Côte d'Ivoire) Niokolo-Koba National Park (Senegal), Cliffs of Bandiagara (Mali) and properties in Zaïre.

## II. REPORT ON OTHER PROMOTIONAL ACTIVITIES CARRIED OUT DURING 1992

### A. PRODUCTION OF INFORMATION AND PROMOTIONAL MATERIAL

#### 1. Folding poster

Each year the Secretariat updates the World Heritage map which is printed in English, Arabic, Spanish and French, as well as in German, Chinese and in Russian thanks to assistance from the UNESCO National Commissions of the countries concerned, and in Japanese with assistance from the Federation of UNESCO Clubs of Japan. This brochure was widely disseminated to all States - Party or not to the Convention - and to the press. It was on sale during the exhibition at UNESCO Headquarters.

## 2. World Heritage Diary

The 1992 diary was printed in 5,000 copies, considerably less than last year, taking into account the decrease in sales for 1992.

## 3. Publication of a book on the Convention in Australia

Under the title *Masterworks of Man and Nature: Preserving our World Heritage*, the Australian publishers Harper-MacRae have published a book covering all the World Heritage properties. It is recalled that this is not a co-edition with UNESCO but a private initiative receiving no financial support from UNESCO or the World Heritage Fund. However, the publisher has accepted to pay 5% of all profits to the World Heritage Fund. The book was prefaced by the Director-General of UNESCO and also has an introduction by Mr. Holdgate, Director-General of IUCN. The text will be completely revised by the Secretariat before a co-edition by several publishers who have shown interest in a French and German language version on in particular.

## 4. Series for adolescents

The series, which comprises 36 volumes, has been published in Spanish. The French version of this series comprises 12 volumes which have been published and the first four volumes of the publication in English are expected in October. Negotiations are in progress for a Greek and Polish version. If the project is implemented, the Polish version will be sponsored by the Ministry for Culture and distributed to schools.

## 5. Bulletin on Latin American properties

This bulletin was prepared by the regional UNDP/UNESCO project for cultural heritage in Latin America with support from the World Heritage Fund. It is essentially intended for decision-makers and donor agencies.

## 6. Data sheets of World Heritage sites

An agreement has been concluded with the publisher Larousse-Laffont for the production and mail order sale of the illustrated data sheets on World Heritage sites. This project is not financially supported by the World Heritage Fund, but the Fund is to receive a 3% share of the sales income. A test will be made by the publisher on a sample of readers. If this test is positive, the data sheets will be produced and distributed in hundreds and thousands of copies and the project will develop over several years.

## 7. Video-disk on World Heritage

It is recalled that the World Heritage Centre, in co-operation with the UNESCO "clearing house" service, has launched

a project for the creation of a video-disk (CD-ROM type) to present the objectives of the Convention and the properties inscribed on the List to the public by means of texts, photographs and maps. It will be widely distributed in schools, libraries and museums. A prototype has already been established covering fifty properties and was presented to the Bureau of the Committee during its last session. The Bureau examined the functioning of this prototype and decided that the project should be pursued. As indicated above, the prototype was also presented to the public during the exhibition organized at UNESCO Headquarters and a survey was made on the users. The results of this survey are being analyzed.

#### 8. Building-up/Establishing a photographic data base on heritage

In co-operation with UNESCO and under the title "Patrimoine 2001", the Caixa Foundation of Barcelona and the Gamma Agency, associated with France Telecom and Kodak, have set up a photographic data base on heritage based on news reports and photographic material from the archives. A certain number of these news reports - of which a dozen were carried out during 1992 - cover World Heritage properties. This documentation has been computerized and is available to different audiences, including research and teaching institutions. The news reports are also used by the press and the first experience was with the French magazine "Express" which published a series of supplements on World Heritage properties. Different magazines in half-a-dozen countries have expressed interest in publishing this series in the same type of supplements. The project will be carried out over several years and will cover about 200 World Heritage sites as well as other objects such as ancient manuscripts, museum objects, etc. A copy of these pictures will be given to UNESCO with certain rights for utilization.

#### 8. World Heritage Newsletter

The Committee members will recall that the question of the publication of a World Heritage newsletter was discussed at different sessions, and that the Committee judged that the publication of such a newsletter was very desirable but would necessitate considerable financial means. However, the publication of a newsletter involving much less financial outlay and intended for a specialized audience, could be envisaged. The World Heritage Centre has prepared a prototype for a newsletter (Number 0) which is submitted to the Committee for comment. This letter is destined for different national administrations, World Heritage site managers, institutions involved in natural and cultural heritage and associated bodies. The publication is foreseen three times a year.

#### B. ACTIVITIES FOR A SPECIALIZED AUDIENCE

It is recalled that the Committee at its last session was of the opinion that, in addition to information material for the public in general, the Secretariat should undertake the

production of material for a more specialized audience. In particular this concerns material intended for managers of World Heritage sites. The Committee recommended that attention be given to the elaboration of guidelines on the management of tourism, starting with natural and mixed properties. This project is being carried out jointly by the World Heritage Centre, UNEP and WTO (World Tourism Organization), and is a tripartite-funded venture. A questionnaire on the level of tourism at the sites and existing measures to manage it has been elaborated and will be sent, before the end of October, to all managers of properties. The information received will be processed towards the end of 1992 and case studies will be identified. A study on existing bibliography on this question is also being undertaken. Based on this information, a seminar will be organized in 1993; this seminar should result in the elaboration of the guidelines which will be co-published by the three organizations concerned.

### III. PROPOSALS FOR 1993

The celebration of the twentieth anniversary of the Convention has without doubt aroused increased interest in World Heritage on the part of the media and the private sector. Furthermore, the creation of the World Heritage Centre has as an objective to better publicize the Convention and mobilize additional funding for the safeguarding of properties.

The time is therefore particularly appropriate to give a new dimension to promotional activities and to develop sponsoring activities, until now neglected. The document on the future strategy for the implementation of the Convention contains guidelines and proposals to this end. Amongst these, a certain number should be achieved during 1993. These proposals are the following:

#### A. CREATION OF A SPONSORING COMMITTEE FOR WORLD HERITAGE

It is proposed to set up a sponsoring committee comprising well-known personalities from the political, literary, scientific and artistic circles to publicize the objectives of the Convention and mobilize funds to safeguard the most endangered of properties inscribed on the List.

#### B. DEVELOPMENT OF AN INFORMATION SYSTEM FOR WORLD HERITAGE PROPERTIES

During 1992, the establishment of an internal data base on properties was initiated (ISIS system). It is proposed to develop this data base so that it contains for each of the inscribed sites all information concerning its inscription (date, criteria, Committee recommendations, etc.), assistance to the property, monitoring reports, bibliographic information and all other elements which could be useful. Although this information is mainly for internal use, this data base could be partially available to the public and the press as well as to different institutions specialized in conservation.

Furthermore, links already existing with heritage data bases will be reinforced thanks to the development of a scientific information network in liaison with ICOMOS, ICCROM, CHIN and the Getty Foundation.

Finally it is proposed to develop the CD-Rom project on World Heritage for another 100 sites; the French version is to be produced in 1993 (the English and Spanish versions will be produced at a later date).

#### C. HERITAGE FORUM

Experience gained from the events organized at UNESCO Headquarters for the twentieth anniversary has highlighted the interest of the public, especially students, in the exhibitions, conferences, film projections, etc. on World Heritage. This experience has also shown that the States are willing to contribute towards their organization. It is for this reason that in the future it is proposed to organize periodically events of a similar nature. If it is possible for the Secretariat, several could be held during the course of next year.

#### D. REGIONAL PRESS SEMINARS

As indicated in Part I of this document, two seminars should be organized in 1993, one in Fez (Morocco) and the other in Quito (Ecuador). Furthermore, depending upon whether outside financial support can be obtained, other seminars of this type could be organized.

#### E. NEW PROPOSALS FOR PROMOTIONAL MATERIAL

Several proposals for publications and films, as well as a proposal to create a game on World Heritage have been made to the Centre over the past few months. They are briefly described hereunder. In general, this promotional material will not only aim at making the Convention and the World Heritage properties better known to the public, but increasing funds for the safeguarding of these properties.

##### 1. Films

The Committee members will recall that the question of the commercial distribution of films on World Heritage via television networks and through the sale of video-cassettes has been discussed on many occasions. In view of the fact that various private ventures have recently been initiated, the World Heritage Centre has decided to co-ordinate the different actions in this field and launch a project which associates a number of television companies interested in this matter from various countries.

The aim is to produce a series of a dozen programmes of one hour each, for an international television market and a series of video-cassettes which will be sold by private networks. The World Heritage Fund will receive royalties on the total of



profits made and part of the copyright. Negotiations are under way, and an agreement will be finalized.

## 2. Publications

The same type of arrangement has been sought with different partners who have shown interest in launching publications on World Heritage, namely a Spanish publisher (INCAFO), a Japanese (Kodansha, for an edition in Japanese and English) and German. An agreement in principle, which remains to be finalized, was concluded to publish an encyclopedia, by region, on the World Heritage properties. A part of the royalties will be paid to UNESCO which will retain editorial control.

## 3. World Heritage game

The World Heritage Centre is in contact with a German company which proposes to produce a game on World Heritage. In the same manner as the other projects, a part of the royalties will be paid to the World Heritage Fund, in accordance with an agreement which will be finalized.

## F. UP-DATING OF EXISTING INFORMATION MATERIAL

Finally, the World Heritage Centre will continue, if the Committee agrees, to produce general information material for the public at large and the media on the one hand, and on the other continue to develop information for a more specialized audience, and more particularly guidelines on tourism in World Heritage properties.

The Committee's views are particularly requested regarding the newsletter project and the appropriateness of continuing to publish the World Heritage diary; sales for 1992 were disappointing and although economically balanced, this project does not constitute a profit-making venture. However, it serves as a promotional tool that can be considered useful and this point should be kept in mind when analyzing this question.

20TH ANNIVERSARY OF THE WORLD HERITAGE CONVENTION  
EVENTS ORGANISED AT UNESCO HEADQUARTERS

8 JULY - 8 OCTOBER 1992

30 national exhibitions

**China**

Hall Segur, 8-14 July  
Photographic exhibition on the Chinese World Heritage sites

**Ecuador**

Room I Foyer, 8-14 July  
Paintings of Quito (painter: E. Muñoz)

**Greece**

Hall Segur, 15-21 July  
Macedonia: Antiquity-Byzance  
Salle des Actes, 15-21 July  
Byzance: Reality and Transcendance  
Hall Miro, 15 July - 30 August  
Byzance between the Orient and the Occident

**France**

Hall Segur, 22 July  
Photographic exhibition on protection of French World Heritage sites, models display

**Romania**

Hall Segur, 23-29 July  
Paintings and Spacial Ambience (Painter: V. Marginean)  
Room V, 23-29 July  
The Danube Delta - photographic exhibition

**Poland**

Hall Segur, 30 July - 3 August  
Photographic exhibition on Polish World Heritage sites, model of Cracovia

**United Kingdom**

Hall Segur, 4-12 August  
Photographic exhibition on the Stonehenge site

**United States**

Hall Segur, 4-12 August  
Photographic exhibition on the World Heritage sites in the United States

**Syria**

Room I Foyer, 4-8 August  
Photographic exhibition on Syrian World Heritage sites

**Norway**

Room I Foyer, 10-14 August  
Photographic exhibition on Norwegian World Heritage sites

**Sri Lanka**

Hall Segur, 19-22 August

Paintings - reproductions of details from the Srilankan siets Sigirya, Dambulla and Kandi

**Brazil**

Hall Segur, 24-26 August

Photographic exhibition on the Old Town of Olinda

**Argentina**

Hall Segur, 27-29 August

Los Glaciares National park - photographs and paintings

**Algeria**

Hall Segur, Hall Miro, 31 August - 5 September

Photographic exhibition on Algerian World Heritage sites, a model of the Casbah of Alger, a Targuie tent

**Tunisia**

Room I Foyer, 31 August - 5 September

Photographic exhibition on Tunisian World Heritage sites

**Thailand**

Hall Segur, 7-12 September

Photographic exhibition on the World Heritage sites in Thailand, display of various models and objects

**Australia**

Foyer 7th floor, 7-12 September

Photographic exhibition on Australian World Heritage sites

**Jordan**

Room I Foyer, 9-12 September

Photographic exhibition on the ancient town of Petra, display of models

**Turkey**

Room I Foyer, 14-19 September

Aspects of Turkish civil architecture: exhibition of photographs and models of old Turkish houses

**Italy**

Hall Segur, 14-19 September

Photographic exhibition on Italian World Heritage sites

**Colombia**

Hall Miro, 14-19 September

Photographic exhibition on Carthagena

**The Holy See**

Room I Foyer, 21-24 September

Photographic exhibition of the restauration of the Sixtine Chapel, facsimiles of valuable codexes from the Apostolic Library

**Libya**

Hall Segur, 23-25 September

Photographic exhibition on Libyan World Heritage sites

**Croatia**

Room I Foyer, 25 September - 8 October  
Photographic exhibition on Split, Plitvice and Dubrovnik

**Pakistan**

Foyer 7th floor, 21-25 September  
Photographic exhibition on Pakistani sites

**India**

Foyer 7th floor, 28 September - 3 October  
Indian World Heritage sites: photographs and maquettes

**Germany**

Hall Segur, 5-8 October  
Exhibition on German World Heritage sites: photographs, models and originals

**Hungary**

Hall Segur, 5-8 October  
Photographic exhibition on Budapest and Holloko

**Bulgaria**

Hall Miro, 5-8 October  
Photographs of Bulgarian World Heritage sites

**African countries**

Hall Miro, 4-8 October  
Photographic exhibition on World Heritage sites in Senegal, Niger, Mali, Benin, Tanzania and Madagascar; four patchwork creations by the african artist C.Dakitche

Conferences/film projections (23 conferences or documentary films, 9 fictional films)

**China, 10 July**

Conference on the protection of Chinese World Heritage sites

**Greece**

20 July

Round Table "Cinema and Preservation of our Memory"

16, 17, 18 and 21 July

7 fictional films and 2 documentaries

**France, 22 July**

11 conferences on different aspects of the protection of French World Heritage sites

**Romania, 24 July**

Debate: "The Danube Delta"

**Oman, 30 July**

Conference on "History of Omani-French Relations"

**Syria, 6 August**

Conference and film on syrian archeological sites

**Sri Lanka, 20 August**

Conference "The Splendour that was Sri Lanka"

**Argentina, 27 August**

Conference on the Los Glaciares National park

**Algeria, 2 September**

Conference on Algerian World Heritage sites

**Tunisia, 3 September**

Conference on protection and valorisation of Tunisian World Heritage sites

**Turkey, 14-19 September**

Multivision programme "Anatolia and World Heritage"

**Colombie, 15 September**

Film "The Balconies of Carthagena"

**Switzerland, 18 September**

Conference on the old town of Bern

**Holy See, 22 September**

2 conferences: " Restauration works in the Sixtine Chapel" and "Extra-territorila proprietes of the Holy See on the World Heritage List"

**Peru, 23 September**

Conference "Urban developement of Lima from 1535-1992"

**Cyprus, 1 October**  
Conference on Cyprus' World Heritage sites  
Film on the Asinou church

**India, 2 October**  
Films on Indian World Heritage sites

**Lebanon, 5 October**  
Conference "Tyr discovering the New World"

**Hungary**  
6 October  
Conference on the urban development of Budapest  
Fictional film "Stories from Budapest"  
7 October  
Conference on the preservation of traditions in Hollokö  
Fictional film "Eldorado"

### Concerts (14)

Opening Gala, 8 July  
Ensemble orchestral de Paris, conductor: Gilbert Varga  
Artists: Alexis Weissenberg, Stefan Milenkovic, Feruccio  
Furlanetto, Alexandre Lagoya, Ivry Gitlis, duo d'enfants:  
Jonathan Gilad et Ilija Marinkovic, Mariana Nicolesco

Romania, 10 July  
The Madrigal Choir

Colombia, 28 July  
The Des Andes University Choir

Sri Lanka, 21 August  
Drums and dances of Kandi and Galle

Algeria, 2 September  
Algerian songs and dances

Thailand, 10 September  
Multivision presentation accompanied by dances performed by the  
Thai National Dance Conservatory

Russia, 22 September  
"New Names": 10 young russian musicians accompanied by the  
Chamber Music Orchestra of the Moscow Conservatory, conductor:  
Jouri Bashmete

Peru, 23 September  
Julia Freundt, singer

Brazil, 30 September  
Darius Milhaud and Brezil - piano concert

Cyprus, 1 October  
Cypriot Folk Dances

Germany, 2 October  
The Choir of the Aachen Cathedral

Hungary, 5 October  
Hungarian Folk Dances

India, 6 October  
Bharatnatyam, Classical Indian dances

Closing Gala, 8 October  
Zoltan Koczis and the Amadinda Group - piano and drums concert  
(organized by the Hungarian national delegation)

**Models lent (22)**

China - 2 statues of warriors of the Emperor Qin Shi Huangdi  
Colombia - Carthagena (2 models)  
Cyprus - Original mosaic "Leda and the Swan" from Palaepaphos  
France - The Chartres cathedral  
Germany - Aachen Cathedral  
Greece - Acropolis  
Greece - Caryatide  
Hungary - Pest and Buda - the beautiful  
Hungary - The Hollokö House  
India - Konarak Wheel  
India - Model of a detail from the Ajanta Cave  
India - Sanchi Stupa  
Mexico - Chichen-Itza  
Mexico - Pelenque  
Mexico - Teotihuacan  
Senegal - The Goree House  
Tanzania - Skulls of Homo Habilis from the Olduvai site  
United Kingdom - Statue of the Bishop of Durham