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WHC-94/CONF.001/INF.3

4 May 1994

Original: English

**UNITED NATIONS EDUCATIONAL,
CULTURAL AND SCIENTIFIC ORGANIZATION**

**CONVENTION CONCERNING THE PROTECTION
OF THE WORLD CULTURAL AND NATURAL HERITAGE**

BUREAU OF THE WORLD HERITAGE COMMITTEE

Eighteenth session

UNESCO Headquarters, Paris, Room X (Fontenoy)

4-9 July 1994

PROMOTIONAL ACTIVITIES

Report on the activities since December 1993

1. As outlined at the seventeenth session of the World Heritage Committee (Cartagena, December 1993) during the debate on promotional activities (Item 9 of the agenda, working document WHC-93/CONF-002/6) the actions planned for 1994 are aimed foremost at (i) consolidating the activities which have proven successful in the past few years; (ii) strengthening the Centre's data base and basic information; (iii) placing greater emphasis on the promotional and educational potential of the World Heritage sites themselves; (iv) developing new methods of promoting the Convention by mobilizing partners particularly at the regional, subregional and local levels, and by using as much as possible existing, but as yet relatively little used, networks such as the International Council of Museums (ICOM), the Organization of World Heritage Cities, UNESCO Clubs, the Associated Schools Project and other associations in the fields of culture and education, and (v) initiating a World Heritage marketing strategy.

2. What follows is a brief indication of the actions that have been carried out in the past six months, or are currently underway, as a response to the above objectives. More detailed information on each can be supplied upon request.

I. Consolidating the Centre's information potential

3. The World Heritage data base has been strengthened in terms of content and in the near future equipment will be purchased, partly with the financial contribution received from the National Federation of UNESCO Associations in Japan. Concise descriptions of all sites are now available in English and French, and will

be used particularly for the planned photo-exhibits, educational material and other promotional activities. A general presentation (text, graphics and slides to be used for conferences, workshops, etc.) of the Convention, its institutional set-up, and a selection of World Heritage sites illustrating various criteria, is also now available in English and French. This is accompanied by a general purpose, easily modifiable World Heritage information kit, which will be sent to all members of the World Heritage Committee in the course of this summer.

4. The 1994 updated World Heritage folding poster and map came out in April in English, French and Spanish (altogether 15,000 examples) and has been distributed widely. The material for the 1995 World Heritage Diary is already with the publisher, and a new INCAFO World Heritage Guide appeared recently (so far in Spanish only). The final Report of the seventeenth session of the World Heritage Committee became available in February, followed by the revised Operational Guidelines which were sent out in April. The fourth issue of The World Heritage Newsletter appeared in March, and the fifth is being distributed at the Bureau's session. The Newsletter's success finds additional confirmation in the request received from the Director of UNESCO's Publications Office to provide 1,000 copies of each of the last two issues, to be distributed within the framework of the newly created "UNESCO Readership Club".

5. Other general information activities include: the Centre's input (photos and written information) for Columbia University's School of International and Public Affairs courses in African civilization and the development of a teacher's guide which will make it possible for the course to be used throughout the United States; a comprehensive article on World Heritage published by OMNI magazine and reprinted by courtesy of the Office of International Affairs, National Park Service, United States; a comprehensive article in The Interdependent, Spring 1994, published by the UNA/USA (United Nations Association-USA); special features on EuroNews, on Radio France Internationale, TVE (Spanish TV), and the written press in Canada, Germany, France, Japan, the Netherlands, Oman, Portugal, Venezuela. As for book publications and co-publications, the Centre continued to cooperate on all of the projects begun in the past years, i.e., the INCAFO, KODANSHA, Harper-McRae and other publications. Thanks to the Regional Coordinator of the UNDP/UNESCO Regional Project for Cultural, Urban and Environmental Heritage in Lima, a report was published on the seminar and training workshop in reference to the state of conservation of Machu Picchu with proposals and guidelines for a possible operational Master Plan (copies of this document are available).

6. Activities in the audio-visual field focused primarily on our ongoing cooperation with the Independent Image (UK) production of a TV series, the SHIVA S.A.R.L. (Italy) video programmes and the Japanese "World Heritage" video series. The Japanese project, led by Mr F. Fudo of the Global Environment Forum, finished its first phase, i.e., videos of World Heritage sites in South America, and the first two volumes of these video-films will be

submitted to the World Heritage Committee by the end of July 1994. Furthermore, (i) Sergio Frau of "La Repubblica" (Italy) produced 10 TV programmes of 90 min. each which were shown in prime-time; (ii) according to information received from the UNDP/UNESCO Regional Project Coordinator for Latin America, the Peruvian TV had, at the beginning of this year, a three-hour programme on the National Park of Manu; (iii) further cooperation with UNDP's Azimuths TV magazine (working in over 150 countries) has been agreed upon; (iv) UNESCO co-produced with the French TV France 2 a one-hour film on Timbuktu (see section on "Special events" below); and (v) the Horst HERZ Filmproduktion (Germany) started making a film on Auschwitz. Finally, the Philips CD-I Hachette Multimedia Dictionary, having a part on World Heritage, is now available, while the further development with a commercial partner of a CD-ROM presenting all 411 sites is in progress.

II. Special events

7. As mentioned above, a film on Timbuktu (Mali) was produced with UNESCO assistance, and was shown in France and 15 other countries (through TV5) during Ramadan in a special two-hour TV programme, "La Caravane de nuit" animated by one of the most popular French TV stars, Frédéric Mitterrand. The Director-General of UNESCO participated personally in the programme and made a statement in favour of World Heritage preservation. Another event concerning World Heritage in Africa was the celebration of the 40th anniversary of Niokolo-Koba National Park (Senegal), which was assisted financially by the World Heritage Fund.

8. Other special events include an exhibit "Magic of Angkor" (photos, ancient sculptures and the "Patrimonio 2001" CD-photo on Angkor) organized in April, in Geneva, by Les Amis d'Angkor in cooperation with several other partners from the private sector (the Indosuez Bank, the Noga-Hilton Hotels) and the World Heritage Centre, and with the help of the Conseil d'Etat de la République et Canton de Genève. The event was endorsed by the Swiss National Commission for UNESCO, and placed under the auspices of the Director-General of UNESCO and H.M. the King of Cambodia. Another action concerning World Heritage in Asia is the exhibit on the cultural heritage of Hanoi and Hué, held in May and June at the United Nations Headquarters in New York. This was organized by the Division of Physical Heritage of UNESCO's Culture Sector, in cooperation with the World Heritage Centre and the Secretariat of the World Decade on Cultural Development.

9. UNESCO, represented by the World Heritage Centre, reached an agreement with Ford of Europe, Inc. on the basis of which the Organization will participate in the Ford European Conservation Awards programme. Run by the Conservation Foundation (UK) and sponsored by Ford of Europe, Inc. for the last twelve years, with an annual budget of approximately US\$ 500,000, the programme is known in 22 European countries. Last year the World Heritage site of Suzdal (Russian Federation) won the competition for the best conservation project and received US\$ 50,000. The 1994 entry

forms of the Award Programme (published in 8 languages and distributed throughout Europe in more than 3,000 copies) bear the UNESCO logo. UNESCO's contribution to the prize fund consists of training courses, scholarships, specialized advice and other forms of practical assistance. A trip to Suzdal, organized by Ford of Europe for the international press, provided the Centre with the opportunity to publicise the World Heritage Convention and related activities. Finally, Matsushita Electric Industrial Co. Ltd. (Japan), in collaboration with the World Heritage Centre, is currently producing the World Heritage Calendar 1995, featuring 12 natural World Heritage properties. UNESCO received from this project the sum of \$ 25,000 which has been transferred to the World Heritage Fund.

10. Recent special events include: (a) the photo exhibit of the sites inscribed in 1993, presented first for the press at UNESCO in December 1993, and more recently within the framework of the Ministerial Conference on European Stability; (b) a presentation at UNESCO of Portugal's World Heritage sites, organized in March by the Portuguese Institute for Architectural and Archeological Heritage (IPPAR); (c) an on-site photo exhibit, in April, to mark the 10th anniversary of the inscription of the Angra do Heroismo (Azores); (d) a presentation by the World Heritage Centre in Saint-Savin (France) to mark the 10th anniversary of the inscription of the Abbey on the World Heritage List; (e) a photo exhibit of Zabid (Yemen), organized in June by the Yemenite Cultural Centre in Paris, in cooperation with the World Heritage Centre; (f) an itinerant World Heritage exhibit organized in March by the National Federation of UNESCO Associations in Japan, and placed under the auspices of the Government of Japan; (g) the itinerant photo exhibit organized by the Director of the International Archeological Film Festival in Italy, which was shown in Milan, Rome, Venice and Florence; (h) UNESCO's presence at the gala presentation of the film "Race Against Time: the Future of the Past" in New York, at the beginning of May. This fund-raising event, sponsored by personalities such as the late Jacqueline Kennedy Onassis and financed by the American Express Company, gave us the opportunity to sensitize an important "target group" (according to the report received, UNESCO's presence was highly appreciated).

11. Encouraged by these results, the Centre is presently involved in preparing, together with other partners: (a) a photo exhibit of the "World Heritage Cities", organized jointly with the Organization of World Heritage Cities, to be shown in June 1995 in Bergen (Norway) during the 2nd General Assembly of the OWHC; (b) a major World Heritage exhibit to be shown in New York, Geneva and Paris in the framework of the 50th anniversary of the United Nations and UNESCO in 1995 (this exhibit should in principle serve also for our presentation in 1996 at the World Expo in Budapest); (c) possibly an exhibit of the World Heritage sites in the Arab States; (d) and possibly a major exhibit on St. Petersburg, to be presented in Paris. And (e), as in the case of the 1993 nominations, the sites which will be inscribed by the Committee in 1994, will be presented to the press immediately thereafter, i.e., in December at UNESCO Headquarters.

12. The Centre has also provided upon request certificates for the newly-inscribed World Heritage sites to the following States Parties: El Salvador, Germany, Greece, Ireland, Japan, Mexico, the Philippines, Slovakia, Russian Federation, Spain and Vietnam (altogether 23 certificates).

III. Seminars, workshops and educational activities

13. The World Heritage Centre has been actively involved in the preparation of an international symposium on "Protection and Management of UNESCO Cultural World Heritage in East-Central Europe", to be held from 14 to 18 September 1994, in Zamosc and Cracow, organized by the Polish National Commission for UNESCO and the Polish ICOMOS National Committee, in cooperation with other partners. Likewise, the Centre is assisting the Italian Federation of UNESCO Clubs and the World Federation of UNESCO Clubs which are convening an international meeting in Florence, in November 1994, on the contribution which the UNESCO Clubs and UNESCO Associated Libraries can make to World Heritage awareness-building.

14. The Centre is also preparing, jointly with UNESCO's Regional Office for Science and Technology in South-East Asia (Jakarta, Indonesia) and other partners, a workshop for participants from South-East Asia on World Heritage information-promotion and education strategies, focusing particularly on the natural sites, which will take place at the Ujung Kulon National Park, in October 1994. A similar workshop concerning cultural sites is being planned with the UNESCO Regional Office in Bangkok, to be followed by other workshops in 1995 in Africa and the Arab States.

15. In order to initiate World Heritage awareness-building through schools in different regions of the world, an interregional pilot project "Young People's Participation in World Heritage Preservation and Promotion" involving 16 countries, was initiated by the Centre in cooperation with the Education Sector, the Norwegian National Commission for UNESCO and the city of Bergen (see Annex). Its second phase, focusing on the Young People's World Heritage Forum, to be held in June 1995 in Bergen, in the framework of the 2nd General Assembly of the World Heritage Cities, has been chosen as one of the highlights to mark the 50th anniversary of the United Nations and UNESCO.

16. The Federation of International Youth Travel Organizations (FIYTO) and the International Student Travel Confederation, having recently signed an agreement of cooperation with UNESCO, wish to include information on World Heritage sites in their publications (particularly in their travel catalogue). The modalities of this cooperation are being discussed.