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UNITED NATIONS EDUCATIONAL  
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE  
Twentieth session

Merida, Yucatan, Mexico

2-7 December 1996

Item 15 of the Provisional Agenda: Promotional and Educational Activities, highlighting particularly the twenty-fifth anniversary events

**SUMMARY**

**I. ACTIVITIES CARRIED OUT IN 1996**

Section I of this document reports on the World Heritage Centre's documentation, information and education work in 1996, as approved by the World Heritage Committee at its nineteenth session, held in Berlin (December 1995), according to 5 main groups of activities:

- A. Documentation
- B. Information materials
- C. Internet and World Heritage Information Network (WHIN)
- D. World Heritage Education
- E. Co-productions with the media and publishers

**II. PROPOSED 1997 WORLD HERITAGE DOCUMENTATION, INFORMATION AND EDUCATION PROGRAMME FOR THE 25TH ANNIVERSARY**

Section II of this document outlines documentation, information and education activities proposed for 1997 and, as an indication, for 1998 according to the same 5 main groups of activities listed above and concludes by proposing two special initiatives for the 25th Anniversary of the Convention.

**Decision required:** The Committee is requested to adopt the proposed World Heritage Documentation, Information and Education Programme for the 25th Anniversary.

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## Introduction

The World Heritage Centre's documentation, information and education work in 1996, as approved by the World Heritage Committee at its nineteenth session, held in Berlin (December 1995), has concentrated on five main groups of activities:

- A. Documentation
- B. Information materials
- C. Internet and World Heritage Information Network (WHIN)
- D. World Heritage Education
- E. Co-production with the media and publishers

What follows is a report of the work accomplished in 1996 and an outline of the activities proposed for 1997 as part of a proposed **World Heritage, Documentation, Information and Education Programme for the 25th Anniversary** and, as an indication, for 1998.

### I. ACTIVITIES CARRIED OUT IN 1996

#### A. Documentation

The World Heritage Centre is the focal point for the dissemination of information and materials about World Heritage to different target groups (the general public, media, conservation experts, States Parties, World Heritage partners and the various sectors within UNESCO). Although nominations of inscribed cultural sites are housed at the UNESCO-ICOMOS Documentation Centre, copies of all of the natural and cultural nominations, whether inscribed or uninscribed, are kept for day-to-day use in the Documentation Unit of the World Heritage Centre, together with a large and growing collection of supporting materials.

The Documentation Unit also serves as the chief recipient of public opinions and reactions to World Heritage activities, and it responds daily to numerous requests for information, via the post, telephone, fax and electronic mail, and services visitors to the Centre.

In order for the World Heritage Centre to respond efficiently to both public and staff needs, the **Documentation Unit is being re-organised**, giving greater emphasis to the efficient retrieval of materials, where possible through machine-readable files and databases.

#### Hard Copy Documentation:

- \* Nomination Files of inscribed sites
- \* ICOMOS and IUCN evaluations
- \* World Heritage Committee and Bureau reports
- \* Files on deferred and referred sites
- \* Current pending nominations
- \* Consultant experts' reports
- \* Reports from experts' meetings
- \* Approximately 1000 publications

### **Electronic Databases:**

- \* Catalogue of literature held in the Documentation Unit
- \* All nominated sites (inscribed, referred, deferred, rejected), 1978-1996
- \* World Heritage States Parties
- \* World Heritage site managers, address and contact list

A grant from the Republic of Korea has made possible the acquisition of a flatbed digital scanner to convert documents to machine-readable format. An internal network, or **IntraNet**, has been set up, and by the end of 1996 is expected to give almost all staff desktop access to the databases and full-text records of the Documentation Unit, as well as e-mail and full Internet connections (see below, C.1).

### **B. Information materials**

#### **B.1 Information materials**

A **World Heritage Information Kit**, containing 8 pages of information on World Heritage assembled in a folder, was welcomed unanimously as a new, useful information product.

Print run: 5,000 copies (2,500 English and 2,500 French).

Distribution: participants of the IUCN Congress in Montreal, Permanent Delegations, Observer Missions and National Commissions for UNESCO of all States Parties to the Convention, UNESCO Regional Offices and Representatives, Advisory Bodies and authorities responsible for the management of World Heritage properties and upon request.

A **World Heritage Brochure**, also new for 1996, is brochure in full-colour with basic information on World Heritage.

Print run: 30,000 copies (English and French).

Distribution: International Tourism Exchange, World Heritage meetings and upon individual request.

The 1997 **World Heritage Diary** has been published in a new form with a hard cover, more photographs and larger dimensions. Beginning with the 1997 edition, the Diary will contain only those World Heritage sites inscribed the year before last (i.e., the 1997 Diary includes photographs of those sites inscribed at the Committee session in December 1995).

#### **The World Heritage Map:**

Print run: 15,000 copies (7,000 English, 5,000 French and 3,000 Spanish).

Distribution: World Heritage meetings and upon individual request.

#### **The World Heritage Map poster version:**

Print run: 3,000 copies (1,000 English, 1,000 French and 1,000 Spanish).

Distribution: Schools participating in the World Heritage Education Project.

The **Brief Descriptions** of all World Heritage sites have been revised and updated in English and French. An Internet version including photographs of each site is in development.

## B.2 Publications

The **World Heritage Review**, a new quarterly magazine in English, French and Spanish, published jointly by UNESCO and INCAFO, was launched in April 1996 in Paris in the presence of the UNESCO Director-General, a representative of the Mayor of Paris and other honoured guests. The aim of the Review is to inform the wide public, as well as World Heritage experts, on issues concerning the Convention and the preservation of World Heritage sites in an educational and informative way, with high quality texts and photographs (80 pages in total).

Print run: 15,000 copies (5,000 English, 5,000 French and 5,000 Spanish).

Distribution: Sold by subscription (3,300 subscribers as of October 1996) through UNESCO marketing channels for US \$29 per year.

Eleven editions of the **World Heritage Newsletter** have been published since 1992. With the possibility of now distributing the Newsletter via the Internet and the World Heritage Information Network (WHIN) the Newsletter has been redesigned as a new, 4-page periodical, beginning with an October 1996 issue. The new version of the Newsletter is being specifically targeted to the World Heritage conservation community (site managers, management authorities, and States Parties) to provide better communication between the Centre and the sites, and among the sites. The Newsletter features articles prepared by World Heritage site staff, as well as shorter news items of interest to the World Heritage community, calendar of events, etc. The Newsletter will be distributed both in conventional print form and by electronic mail.

**Special public information brochures** produced by the World Heritage Centre in 1996 :

***China's World Heritage***, prepared in cooperation with the China National Tourism Administration and financed by the American Express Foundation for distribution at the Asia-Pacific Economic Cooperation (APEC) Tourism Working Group meeting held in Beijing in May 1996.

Print run: 5,000 copies.

Distribution: all national tourism authorities of APEC member economies, Permanent Delegations and Observer Missions to UNESCO in Paris, Permanent Missions to the United Nations Headquarters in New York of these countries.

***Cities of Asia - Heritage for the Future***, financed by American Express Foundation for distribution at the World City Summit - Habitat II in Istanbul in June 1996.

Print run: 5,000 copies.

Distribution: participants of Habitat II, UNESCO Regional Office for Asia and the Pacific in Bangkok.

**World Heritage : Ours Forever ? - Treasures of Asia and the Pacific**, financed by the American Express Foundation for distribution at the 1994 Summit meeting of the APEC Forum. Print run: initially 5,000 copies, 1,000 additional copies printed in 1996.

Distribution: to APEC member economies.

### B.3 Exhibitions and special events

Highlighting the diversity and fragility of the African cultural heritage, the new exhibition **"Africa Revisited"** promotes the concept of the Global Strategy. The Centre is most grateful to a number of experts, who generously contributed with texts and photos, and to Finland, who seconded the architect who designed the exhibition. The Director-General of UNESCO inaugurated the exhibition on the occasion of the African World Heritage Youth Forum in Victoria Falls, Zimbabwe in September 1996. Before touring the African states, the exhibition is scheduled to be shown during the Executive Board at UNESCO Headquarters in October 1996, and at the Committee session in Merida, Mexico in December 1996. The exhibition is also available on the Internet and shows numerous photos, drawings, maps and engravings.

The photo exhibition **"Cities with World Heritage sites"**, updated to include sites inscribed in the World Heritage List in 1995, describes 119 cities and the World Heritage Convention in English, French and Spanish. After its presentation in Berlin at the 19th session of the World Heritage Committee, it was shown at the 3rd Northern European Skilled Trades Fair - Renova Antik in Hamburg, where a folding poster in German was produced to serve as a catalogue. ICOMOS Lebanon has translated all the texts into Arabic and prepared, as part of national "Heritage Days", a major event surrounding the exhibition. Unfortunately the activity had to be postponed due to civil unrest. The exhibition was shown at the Dubrovnik Summer Festival, and in Hallstatt and Linz, Austria.

A **World Heritage Exhibition** was produced for the Commemorative Ceremony and Reception to mark the occasion of the 50th Anniversary of the Adoption of the UNESCO Constitution in London in December 1995. This exhibition was also shown at the Barbican Library in London, which had an average of two thousand visitors a day, along with the exhibition "Cultural Heritage between War and Peace", prepared by the Culture Sector of UNESCO. The World Heritage Exhibition has also been used at other events, such as the Days of the Living Sea within the World Decade of Cultural Development in Suomenlinna, Finland.

An itinerant photo exhibition on the theme of **"Threats to World Heritage"** was prepared using as its basis a 5 part photo reportage which appeared in the French weekly magazine "Express" in July-August 1996. The exhibition will tour the FNAC galleries in France and Spain throughout 1997 after its inauguration in Paris in October 1996. This project, composed of the "Express" magazine photo reportage, the one year itinerant exhibition and round table discussion was initiated by the World Heritage Centre and co-produced by the magazine "Express", Cosmos Photo Agency and FNAC.

For the first time, UNESCO and the European Union were present with stands and joint seminars on cultural tourism at the **International Tourism Exchange** in Milan from 28 February to 3 March, 1996. UNESCO showed a photo exhibition on the Cliff of Bandiagara - Land of the Dogons produced within the Patrimoine 2001 project, and various publications were distributed.

"Le patrimoine, un tremplin pour l'avenir" was a successful cultural evening arranged as a joint initiative of the World Heritage Centre and the non-profit cultural Association Presence at Vézelay, in association with the French National Commission for UNESCO and the French Permanent Delegation to UNESCO. The event took place in the main assembly hall at UNESCO Headquarters and attracted nearly two thousand participants.

**Ceremonies to celebrate the inscription of a site on the World Heritage List** usually received a lot of media coverage and are therefore an important tool in raising public-awareness about World Heritage. In 1996 the Director-General of UNESCO participated in such events in Colombia, Lithuania and Uruguay, and the Chairperson of the World Heritage Committee at Messel Pit, Germany. The Director of the World Heritage Centre attended World Heritage ceremonies of three newly inscribed sites in the Republic of Korea and at the Caves of the Aggtelek Karst and Slovak Karst, which took place on both sides of the frontier between Hungary and the Slovak Republic.

A circular letter concerning the installation of plaques to commemorate the World Heritage status of sites was sent to all States Parties. A set of guidelines for the production and installation of plaques, with photographs of examples, is available through Internet and upon request from the World Heritage Centre.

The **Japanese version of the 12 volume World Heritage Encyclopedia** (mentioned in section E.2 below) was launched on the occasion of the 90th anniversary of the publishing house Kodansha, linked to a symposium on World Heritage which was dedicated to the 50th anniversary of UNESCO. The Director of the World Heritage Centre represented the Director-General at the symposium, which was attended by more than 1,000 people and widely covered by the Japanese media.

## **C. Internet and the World Heritage Information Network (WHIN)**

### **C.1 The Internet**

Utilizing new scanning and computer equipment, a donation from the Government of the Republic of Korea, the World Heritage Centre's own web server has been upgraded, improving both its design and content.

The information provided by the World Heritage Centre web site is organized around five headings:

- 1) About the World Heritage
- 2) How does it Work?

- 3) All about the List
- 4) Youth Project
- 5) Information Desk

In addition, new publications are highlighted by special thumbnail images of their covers linked to their full-text contents. A major emphasis has been to provide core documents concerning the Convention's implementation. The electronic **Document Collection** now includes all of the Committee reports since 1977, most of the Bureau reports, and many of the Reports of Experts' Meetings. A quick electronic search is now possible, using key words, phrases, and site names, contributing significantly to the Centre's institutional memory. International assistance request forms are now also available on the web server. The full list of official documents made available to the public via the Centre's web server as of 10 October 1996 is attached to this document as **Annex I**.

From September 1995 through July 1996, the web server has received almost 45,000 requests for information. In September 1996, approximately 12,000 requests were registered, pointing to a strong increase in information demands. Of all the UNESCO units maintaining web pages, the Centre's web page, in August 1996 representing 22 percent of the public UNESCO web requests, handled the largest number of requests. Since this represents the distribution of far more information than the Centre could feasibly distribute by conventional means, at substantially less cost, this venture clearly represents an important improvement in the Centre's ability to respond to a growing demand for information about World Heritage.

Although to date most of the web pages have been developed in English, equivalent French pages will be provided in 1997.

**Public queries via e-mail.** An e-mail address for public inquiries, **wh-info@unesco.org**, was established in 1995. Messages sent to this address are answered daily by the Documentation Unit and, where appropriate, forwarded to the staff or other personnel directly responsible for the issue raised by the query. This mail, steadily increasing, is now substantial in volume.

The same Internet technology is also allowing the Centre to manage information internally much more effectively. Every networked computer in the Centre now has available to it the same set of forms, collection of reports, model responses, and other tools necessary for the staff to do their work. Via an **internal web server**, or **Intranet**, many of the Centre's address and site databases can now be consulted, together with a growing collection of both internal and public documents. The Intranet is expected to streamline many of the day-to-day operations of the World Heritage Centre.

## C.2 World Heritage Information Network (WHIN)

As a follow up to the WHIN meeting in September 1995 the Centre is coordinating World Heritage information activities on the Internet. In collaboration with the World Conservation

Monitoring Centre (WCMC), an Internet search tool has been established, permitting rapid access to World Heritage information and sites across the Internet. The first phase of this project, which was demonstrated at the Bureau meeting in June 1996, utilizes the Internet resources of the Centre, WCMC, ICOMOS, and ICCROM. As the project is expanded in the coming months, all partners in the WHIN will be involved, linking the World Wide Web servers of World Heritage site managers, States Parties, universities, and other heritage organizations. The WHIN partnership and search tools will be fully operational in 1997.

Many States Parties or National Commissions for UNESCO have developed their own web sites on the Internet. Of these, the following States Parties have made World Heritage information available through their own Web Servers:

Australia	Georgia	New Zealand
Benin	Germany	Niger
Brazil	Luxembourg	United States of America
Canada	Netherlands	

**The World Heritage Committee may wish to encourage States Parties who are planning World Heritage web pages to inform the Centre so that they may be included in the World Heritage Information Network (WHIN).**

Although the precise number is not known, at least half of the sites on the World Heritage List are already represented on the World Wide Web. These web sites have been established in some cases by the State Party itself (as in Australia, Canada, and the United States of America). Several (such as that for the Air and Ténéré Natural Reserve in Niger) have been established through close cooperation with a university. Many World Heritage cities (including Ouro Preto, Lunenburg, Avignon, Bamberg, Rome, Siena, Kyoto, Zacatecas, Edinburgh among many others) have established their own substantial presence on the World Wide Web. The Centre is attempting to identify as many of these web sites as possible and, where appropriate, to include them within the WHIN.

#### **D. World Heritage Education**

The six-year special project, ***Young People's Participation in World Heritage Preservation and Promotion*** has now been launched in two regions of the world with financial support from the Rhône-Poulenc Foundation and the Norwegian Agency for Development Cooperation (NORAD). World Heritage Education was introduced into secondary schools (through UNESCO's Associated Schools Project Network, ASP) in 42 countries in Europe and English-speaking Africa in line with the overall project objective to integrate it gradually into secondary school curricula.

##### **D.1 World Heritage Youth Fora**

Following the success of the **First World Heritage Youth Forum**, which took place in Bergen, Norway, June 1995, similar meetings were organized at a regional (subregional) level with the aim of bringing students, teachers, conservation specialists,

educators and decision-makers together to develop World Heritage Education.

The **First European World Heritage Youth Forum** took place from 26 to 31 May 1996, in Dubrovnik, Croatia with 100 participants from 22 countries. The Forum was hosted by the Croatian National Commission and received support from UNESCO, the Austrian National Commission, the Nordic World Heritage Office and received significant sponsorship from the Rhône-Poulenc Foundation. The report of the Dubrovnik Forum is available as information document **WHC-96/CONF.201/INF.21**.

The **First African World Heritage Youth Forum** took place at Victoria Falls, Zimbabwe from 18 to 24 September 1996 with students and teachers from 17 English speaking African countries. The African students' appeal to the World Heritage Committee and decision-makers is attached (**Annex II**). The UNESCO Regional Office in Harare and the Zimbabwe National Commission for UNESCO organized the Forum with support from UNESCO, the Norwegian National Commission for UNESCO, the Nordic World Heritage Office, NORAD and the Rhône-Poulenc Foundation.

#### D.2 World Heritage Education Kit

Both of the Youth Fora held in 1996 provided an essential opportunity for teachers to participate in working groups for the development of UNESCO's World Heritage Education Kit, endorsed by the UNESCO General Conference at its twenty-eighth session and by the World Heritage Committee at its nineteenth session in 1995. Their input has been indispensable in conceiving a pedagogic tool that is thoroughly adaptable to the teaching conditions that exist in different regions of the world and within different societies. Following the European Forum, a draft of the Kit was devised. Chapters will include reference to World Heritage and tourism, environment, peace, cultural identity and development and chapters on teaching guidelines and classroom and extra-curricular activities. The Kit will include a total of 165 pages.

The draft of the Kit, developed on the basis of the Dubrovnik Forum, was tested and further developed by students and teachers at the African World Heritage Youth Forum. Further input, from other regions (French-speaking Africa, Asia and the Pacific, the Arab States, Latin America and the Caribbean), is expected in 1997 whereupon the Kit will be ready for worldwide distribution.

Based on the experience of the first two years, a World Heritage Youth Forum can be successfully organized only if, (i) it is co-organized with a strong National Commission and/or strong UNESCO Field Office; and (ii) if the host country can provide complementary funds (40% of the costs as a minimum). This will determine the sequence and choice of host countries of the fora to be held in 1997 and 1998.

#### D.3 World Heritage Education Project Brochure

In order to respond to the great interest in World Heritage Education and the many inquiries received, a **Project Brochure** has

been printed in English and French. It will be used not only as a general information document for the Project, but also to attract further sponsorship for the Project. The Brochure is being distributed through National Commissions for UNESCO, UNESCO Field Offices, UNESCO Clubs and Donors' Networks.

## **E. Co-productions with the media and publishers**

### **E.1 Introduction**

Public awareness building is fundamental to the transmission of the values and knowledge, and sense of individual responsibility for cultural and natural heritage protection. The World Heritage Centre has been working to generate wider support for World Heritage conservation by developing collaborative agreements and contracts with mass media companies and publishers. The Centre is pleased to report that in 1996 its co-productions with the media and publishers have generated sufficient income to ensure technical backstopping and quality control of the media products and publications.

### **E.2 Media and publishing activities**

#### **1. Film Consortium Sudwestfund for ARD and ZDF**

Under a co-production arrangement between the World Heritage Centre and the Film Consortium Sudwestfunk for ARD and ZDF, 79 films have been produced in 1996. These documentary films are shown on 3SAT in Germany and will be distributed to other parts of the world in the future.

#### **2. Verlagshaus Stuttgart and Plaza y Janes**

The January 1997 issue of the **World Heritage Encyclopedia** has gone to print. The World Heritage Centre has editing control of the series of 12 volumes, which each has approximately 300 pages. In Germany the Encyclopedia will be largely distributed by Verlagshaus Stuttgart and in Spain, as in past years, by Plaza y Janes.

#### **3. Kodansha**

A Japanese version of the **World Heritage Encyclopedia**, derived from the Verlagshaus Stuttgart Encyclopedia mentioned above, is under production.

#### **4. National Federation of UNESCO Associations of Japan (NFUAJ)-Tokyo Broadcast System (TBS)-Sony Corporation**

A series of 35 films on World Heritage are under production by the Tokyo Broadcast System (TBS). Since April, one World Heritage film per week is shown at prime time on Japanese TV by TBS, with an audience of 7 million viewers.

#### **5. Panasonic World Heritage calendars**

A World Heritage calendar showing photographs of natural sites was produced, featuring a message by the UNESCO Director-General and a map and list of World Heritage sites.

**6. InterGovernmental Philatelic Corporation (IGPC)  
Philatelic project**

The IGPC, New York, U.S.A. produced a series of stamps on World Heritage sites in 21 countries in 1996.

**7. Harper MacRae, Australia**

The World Heritage Centre signed an agreement with the Australian (and U.S.A.) publisher Harper MacRae for collaboration in the preparation of philatelic products, information kits and 9 books (the latter in association with IUCN):

- \* Paradise on Earth
- \* North America's World Heritage
- \* Cultural Treasures of our World Heritage
- \* Sacred Places of our World Heritage
- \* Australia's World Heritage
- \* North American Series
- \* Children's World Heritage
- \* Visions of World Heritage
- \* Masterworks of Man & Nature

**8. Beijing TV**

As a result of a co-production contract and with financial support from the World Heritage Fund, the first World Heritage films produced by Beijing TV are now ready for distribution.

**9. WALK project**

The WALK Corporation on behalf of NHK (Nippon Hoso Kyoku, the Japanese national TV station), agreed to co-produce 50 World Heritage films with the World Heritage Centre.

**10. Netizens "1000 Cameras" Project**

The Swedish based company Netizens Dialogue AB has been established, working closely with the UN University, the Institute of Advanced Studies in Japan, Cyberlab in San Francisco, the Nobel Foundation and the Royal Academy of Sciences in Sweden. A Memorandum of Understanding was signed between Netizens and the World Heritage Centre to explore a project whereby hundreds of cameras, connected live on the Internet, would be installed at selected World Heritage sites. This would create the first global network of this type, securing a flow of information and images about World Heritage.

### E.3 CD-ROM "World Heritage Cities"

The **CD-ROM "World Heritage Cities"**, produced in cooperation with French and Spanish media partners, was put on sale in bookstores in its French version. It contains more than 1,500 photographs of 104 cities with World Heritage sites, explanatory texts, over 2 hours of music and commentaries. This CD-ROM, in its preparatory version, has been shown, as part of the UNESCO 50th anniversary exhibit, in Japan and in Jamaica, as well as at the launching of the World Heritage Review.

## II. PROPOSED 1997 WORLD HERITAGE DOCUMENTATION, INFORMATION AND EDUCATION PROGRAMME FOR THE 25TH ANNIVERSARY

### Introduction

The 25th Anniversary of the World Heritage Convention is a welcome opportunity for stock-taking, celebration and looking into the future. The Anniversary is also an opportunity to instil new vigour into World Heritage documentation, information and education activities. To perform these tasks a **World Heritage Documentation, Information and Education programme for the 25th Anniversary** is suggested. The overall aim will be to further build public awareness, support and action for World Heritage conservation.

There are five major components of the proposed programme:

- A. Documentation
- B. Information materials
- C. Internet and World Heritage Information Network (WHIN)
- D. World Heritage Education
- E. Co-productions with the media and publishers

Special initiatives for the 25th Anniversary of the Convention are proposed under item F:

- F. Concluding Remarks-25th Anniversary of the World Heritage Convention

### A. Documentation

The demand for high quality information about World Heritage and the Convention is constantly increasing. In order to **respond better to these increasing demands** the Centre will undertake the following:

- A.1 Scan (US\$0.50 per page), digitise and index nomination files for electronic archiving and limited use via CD-ROM;  
*Partners: DIT/AM, ICOMOS, IUCN*  
*Budget: WHF 1997: US\$22,000*  
*WHF 1998: US\$15,000*
- A.2 Duplicate and transfer public World Heritage documents to UNESCO Archives or Library as appropriate;  
*Partners: UNESCO Archives and Library*  
*Budget: WHF 1997: US\$4,000*  
*WHF 1998: US\$2,000*
- A.3 Develop electronic database of Tentative Lists;  
*Budget: WHF 1997: US\$4,000*  
*WHF 1998: US\$1,000*

- A.4      Revise all World Heritage Centre mailing lists and convert to modern retrievable electronic database format;  
             Partners: UNESCO/GES, DIT  
             Budget:    WHF 1997: US\$4,000  
                          WHF 1998: US\$1,000
- A.5      Update existing databases (English and French versions).  
             Budget:    WHF 1997: US\$8,000  
                          WHF 1998: US\$4,000
- A.6      In order to perform the above mentioned tasks, **additional storage capacity** will be required in the World Heritage Centre's Documentation Unit:
- Expand existing physical storage capacity (shelving and filing cabinets) to accommodate documentation related to newly inscribed sites  
             Budget:    RP (WHC): US\$4,500  
                          WHF 1997: US\$6,000  
                          WHF 1998: US\$3,000
- A.7      Additional **equipment** will also be required:
- Manual scanner  
             Cost:        US\$200
  - Automatic document feeder for flatbed scanner  
             Cost:        US\$500
  - CD-ROM recorder for preparation of Documents Collection on CD-ROM  
             Cost:        US\$900
  - Computer terminal for use by visitors consulting databases in the Documentation Unit  
             Cost:        US\$2,000
  - Printer for use by visitors consulting databases in the Documentation Unit  
             Cost:        US\$1,200
- Total Cost A.7: US\$4,800**
- A.8      Audio-visual equipment to preview video tapes and slides, submitted with nominations or in other ways made available to the World Heritage Centre:
- Monitor (75cm)  
             Cost:        US\$1,600
  - Video (multi-standard player/recorder)  
             Cost:        US\$800
  - Overhead projector (computer capable)  
             Cost:        US\$1,500

- Screen  
Cost: US\$200
- Slide Projector  
Cost: US\$1,100

Total Cost A.8: US\$5,200

TOTAL BUDGET A: RP (WHC) 1997:	US\$ 7,500
WHF 1997:	US\$ 55,000
WHF 1998:	US\$ 34,000

## B. Information materials

### B.1 World Heritage Information Package

The 25th Anniversary is an opportunity to upgrade World Heritage information materials and ensure that this information is made available at World Heritage sites.

In 1997, and in future years, it will be essential to develop quality information materials on World Heritage that can be adapted for different uses and audiences. It is proposed that this be done by creating **core information** that can be **adapted locally for use at World Heritage sites** as well as at the national, regional and international levels. This core information can be used in many different formats (education and training kits, brochures, posters, exhibitions, publications, slide presentations etc.) and by many different recipients (site managers, schools, tourism and heritage authorities, the Advisory Bodies etc).

It is suggested that the following material could be prepared and sent to each World Heritage site. Most importantly, in the future this material must be sent to World Heritage sites immediately upon their inscription on the World Heritage List to maximise opportunities for awareness raising in the local community.

The material to be prepared could be used separately, as individual items, or together as a **World Heritage Information Package**, a core material package which site managers could customize for use at their site, and that others could use for presentations, including:

- B.1.1 A **World Heritage Folding Map** and a **Brochure**, in new design, printed in English, French and Spanish;  
Budget: WHF 1997: US\$30,000  
WHF 1998: US\$30,000
- B.1.2 The English and French version of the **World Heritage Information Kit**, updated with the addition of new sheets, translated and printed also in Spanish;

Budget: WHF 1997: US\$12,000  
WHF 1998: US\$12,000

- B.1.3 **Basic information documents and forms** (Including the Brief Descriptions, Convention, Nomination Form, International Assistance forms etc.), updated and reproduced;

Budget: WHF 1997: US\$5,000  
WHF 1998: US\$5,000

- B.1.4 A first outline of a **Manual on the World Heritage Convention** has been prepared to present and explain the World Heritage conservation process in a clear, logical and informative way reflecting each step in the conservation process (see document WHC-96/CONF.201/12). It is proposed that a prototype of the Manual now be prepared;

Partners: Advisory Bodies

Budget: WHF 1997: US\$10,000  
WHF 1998: US\$30,000

- B.1.5 Proposed new series of **Posters** on World Heritage, (focusing on the association between local communities and World Heritage sites and on sites on the List of World Heritage in Danger with a short text describing why the site is threatened and how one can contribute to the World Heritage Fund);

Budget: WHF 1997: US\$9,000  
WHF 1998: US\$9,000

**Sub-total B.1.1 to B.1.5: WHF 1997: US\$66,000  
WHF 1998: US\$86,000**

## B.2 Exhibitions and special events

B.2.1 A **World Heritage Slide and Exhibition Pack**, consisting of photo and text slides which could be adapted for use for presentations and enlarged for exhibitions at individual World Heritage sites, libraries, schools, city halls and other public places, fairs and congresses, etc. This basic pack could be expanded locally with additions of other slides and texts to meet the particular focus of the presentation, exhibition or site. The slides could be used by World Heritage site managers, National Commissions, the Advisory Bodies, teachers and others as a useful tool for lectures on World Heritage.

Budget: RP (WHC): US\$2,500  
WHF 1997: US\$8,000  
WHF 1998: US\$5,000

B.2.2 A travelling **25th Anniversary Exhibition** on World Heritage and the World Heritage conservation process, easily transportable, preferably using large fabric banners as the chief mode of display and perhaps complemented by 3-dimensional models of World Heritage sites, explaining each step in the World Heritage conservation process from national identification,

preparation of tentative list and nomination to conservation and management.

Partners: To be identified  
Budget: RP (WHC) 1997: US\$2,500  
WHF 1997: US\$12,000  
WHF 1998: US\$5,000  
Additional sponsors required

B.2.3 It is also suggested that an **Exhibition on cities** linked to the World Heritage Centre publication "Cities of Asia: Heritage for the Future" be prepared, addressing ongoing cities projects, issues of modernity, development and conservation as a follow up to Habitat II. The exhibition could include text and photo modules as well as scale models prepared by an architect. Extra budgetary funding is being sought to complement the requested World Heritage Fund seed money input, to enable the production of this exhibition in time for the planned meeting of the Mayors of Historic Cities in China to be held in September 1997.

Partners: To be identified  
Budget: WHF 1997: US\$2,000 (seed money)  
Additional sponsors required

The **exisiting exhibitions** will continue to travel in 1997: "Cities with World Heritage sites" is scheduled for a tour in Colombia, Venezuela and Canada, and to the 3rd General Assembly of the Organization of World Heritage Cities in Evora, Portugal. "Africa Revisited" will be shown in Africa.

B.2.4 **EXPO 2000** will be held in Hanover, Germany. In order to prepare for this event, the World Heritage Centre has been asked to assist in the preparation of a symposium on World Cultural Heritage in Hildesheim, 24 February - 1 March 1997.

Partners: City of Hildesheim  
Budget: WHF 1997: US\$4,000 (seed money)  
WHF 1998: US\$4,000 (seed money)  
Additional sponsors required

B.2.5 The **3rd General Assembly of the Organization of World Heritage Cities** will be held in Evora, Portugal in 1997. Special support for the participation of mayors of World Heritage cities in developing countries is requested.

Partners: Organization of World Heritage Cities, ICOMOS, ICCROM  
Budget: RP (WHC) 1997: US\$15,000

Sub-total B.2.1 to B.2.5:	RP (WHC) 1997:	US\$20,000
	WHF 1997:	US\$26,000
	WHF 1998:	US\$14,000

### B.3 Publications

B.3.1 In 1997 the **World Heritage Review** must reach the target of 10,000 subscribers in order to secure the economic viability of the magazine. Promotional efforts carried out by UNESCO Publishing (UPO) must be maintained and new target audiences, advertisers and sponsors mobilized.

The World Heritage Centre will continue to provide editorial guidance to the Review, and the organization of a photographic competition with World Heritage as a theme is currently being discussed.

Partners: INCAFO, OPI, UNESCO Publishing  
Budget: WHF 1997: US\$5,000  
WHF 1998: US\$5,000

B.3.2 The **World Heritage Newsletter**, relaunched in October 1996 and targeted for managers of World Heritage sites, will provide a forum for discussions on World Heritage issues and offer advice on how to take better advantage of the WHIN and new communication technologies. It will continue to be distributed in print form, on the Internet and through the electronic mailing list "WHNEWS@unesco.org".

Partners: Individual contributors, WHIN partners  
Budget: WHF 1997: US\$20,000  
WHF 1998: US\$20,000

B.3.3 With the three **special regional publications** on Asia produced in 1996 as a model, and regional networks as partners, the Centre hopes to receive extrabudgetary funding to continue to publish brochures and booklets on the implementation of the World Heritage Convention in other regions.

Partners: To be identified  
Budget: WHF 1997: US\$5,000 (seed money)  
WHF 1998: US\$5,000 (seed money)  
Additional sponsors required

B.3.4 The new hardcover version of the **World Heritage Desk Diary** will be prepared for 1998 and will feature sites included on the World Heritage List in 1996.

Partners: INCAFO  
Budget: WHF 1997: US\$10,000  
WHF 1998: US\$10,000

B.3.5 The preparation of an **Annual Report on the State of the World Heritage** is a proposed new initiative, which would provide a comprehensive yearly report of the state of the World Heritage and an update on progress towards implementation of the Convention. It is proposed that the first edition of the Annual Report be prepared to celebrate 25 years of the implementation of the Convention (40 pages, full colour, English and French).

Partners: Advisory Bodies  
Budget: WHF 1997: US\$35,000  
WHF 1998: US\$35,000

Sub-Total B.3.1 to B.3.5:	WHF 1997:	US\$75,000
	WHF 1998:	US\$75,000

TOTAL BUDGET B:	RP (WHC) 1997:	US\$20,000
	WHF 1997:	US\$167,000
	WHF 1998:	US\$175,000

C. **Internet and the World Heritage Information Network (WHIN)**

World Heritage information available via the Internet

The large number of information requests received from the public by the World Heritage Centre's Internet web server during 1996 has demonstrated the importance of continuing this critical information distribution role in 1997 and in future years. The work of providing this information on the web server will be extended in 1997 by the following:

- C.1 Completion of the web pages by including the full record of the official World Heritage statutory meetings in English and French (translation, editing and graphics);  
Budget: WHF 1997: US\$20,000  
WHF 1998: US\$10,000
- C.2 Installation of **informative maps** for click-on information retrieval;  
Partners: A map publisher to be determined  
Budget: WHF 1997: US\$6,000  
WHF 1998: US\$3,000
- C.3 Co-ordination and inclusion of the forthcoming World Heritage Centre/ICOMOS/WCMC shared database on the web server;  
Partners: ICOMOS, WCMC  
Budget: WHF 1997: US\$2,000  
WHF 1998: US\$2,000
- C.4 Development of **descriptive pages on World Heritage in Danger sites** and their state of conservation;  
Budget: WHF 1997: US\$4,000  
WHF 1998: US\$1,000
- C.5 Addition of **list of national agencies responsible for World Heritage conservation** for each State Party;  
Budget: WHF 1997: US\$2,000  
WHF 1998: US\$1,000
- C.6 Addition of a **list of properties for which international assistance has been granted** in accordance with Article 12.5 of the Convention: "The Committee shall draw up, keep up to date and publicize a list of properties for which international assistance has been granted."  
Budget: WHF 1997: US\$2,000  
WHF 1998: US\$2,000

The World Heritage Information Network (WHIN)

In 1997 the World Heritage Information Network (WHIN), as recommended by the meeting of WHIN experts in September 1995 and accepted by the Committee at its nineteenth session in Berlin in 1995, will be further developed by the following:

- C.7 Complete **identification of web sites displaying World Heritage information**, bringing them within the WHIN where appropriate, and establish collaboration with other networks

and regularly update the index of Internet World Heritage sites for the WHIN search engine.

Partners: ICOMOS, IUCN, WCMC and other WHIN partners

Budget: WHF 1997: US\$8,000

WHF 1998: US\$8,000

TOTAL BUDGET C: WHF 1997: US\$44,000

WHF 1998: US\$27,000

## D. World Heritage Education

### D.1 The World Heritage Education Kit

It is proposed that the main focus in 1997 will be to finalize the draft of the World Heritage Education Kit and take on the substantial task of producing, translating and distributing it to schools worldwide. Creating an educational product adaptable to all regions has demanded a significant investment of both time and financial resources. It is hoped that Rhône-Poulenc and additional sponsors will provide the complementary funds required to produce a good pedagogic tool.

- Produce, translate and distribute the World Heritage Education Kit.

Partners: UNESCO Education Sector, Rhône-Poulenc, Advisory Bodies

Budget: RP (ED) 1997: --

WHF 1997: US\$10,000

WHF 1998: US\$10,000

Rhône-Poulenc 1997: US\$50,000 (indicative)

Additional sponsors required

### D.2 Consolidation of the World Heritage Education Project

1997 will be a year of consolidation in the countries and regions (Europe and English-speaking Africa) where the Project has already been launched. Many requests for assistance to implement the Project on a State Party level have been received by the World Heritage Centre. To facilitate the dissemination of the Project to more schools, teacher-training seminars, student camps and activities need to be funded and equipment provided for schools to encourage the initiation or continuation of a network between teachers, students, the Advisory Bodies and experts on World Heritage Education.

- Project implementation on a State Party level in 1997 and in future years (teacher-training seminars, student camps, equipment for schools to encourage development of network between schools and World Heritage experts).

Partners: UNESCO Education Sector, National Commissions, Advisory Bodies

Budget: RP (WHC) 1997: US\$5,000

RP (ED) 1997: --

WHF 1997: US\$10,000

WHF 1998: US\$20,000

Rhône-Poulenc 1997: negotiation in December 1996

### D.3 Development of the World Heritage Education Project in new regional contexts

Starting in 1997, and continuing in 1998, the Project will be introduced into the following regions: **French-speaking Africa, Latin America and the Caribbean and the Arab States**. Via the National Commissions for UNESCO, States Parties will be invited to select schools within UNESCO's Associated Schools Project (ASP) Network to become active in World Heritage Education.

After two years of project experience it is evident that it is important to lay a very solid foundation of World Heritage Education before each Forum takes place. For the regions mentioned above, 1997 will be a year of concrete activity, for teachers to be trained in World Heritage Education and for students to commence work in class. This will be financed through Regular Programme funds earmarked for the special project "Young People's Participation in World Heritage Preservation and Promotion" under the World Heritage Centre's programme in 28C/5. World Heritage Education will be reinforced in these regions also through World Heritage Fora, to be held mostly in 1998 and 1999 and through follow-up activities on a State Party level.

- Launch World Heritage Education (teacher-training, school activities and resource material) in the following regions: French-speaking Africa, Latin America and the Caribbean and the Arab States.

*Partners: States Parties, Advisory Bodies, UNESCO Education, Science and Culture Sectors, OPI, Rhône-Poulenc*

*Budget: RP (WHC) 1997: US\$30,000 (Decentralized to Field Office)*

*RP (ED) 1997: --*

*WHF 1997: --*

*WHF 1998: US\$20,000*

*Rhône-Poulenc 1997: US\$20,000 (indicative)*

### D.4 World Heritage Youth Fora

It is proposed that a World Heritage Youth Forum will be held in the Asia and Pacific region in 1997 since many countries in this region are already actively involved in World Heritage education. The World Heritage Youth Forum for Asia and the Pacific is foreseen for September 1997, allowing those countries not yet involved in the World Heritage Education Project to become active and be at a stage where they are ready to share Project ideas and experience by the time of the Forum.

- Organize a regional World Heritage Youth Forum for students, teachers, conservation specialists and decision-makers in Asia and the Pacific in 1997.

*Partners: States Parties, Advisory Bodies, UNESCO Education, Science and Culture Sectors, OPI, Rhône-Poulenc*

*Budget: RP (WHC) 1997: US\$30,000 (Decentralized to Field Office)*

RP (ED) 1997:	--
WHF 1997:	US\$10,000
WHF 1998:	US\$20,000
Rhône-Poulenc 1997:	US\$30,000 (indicative)
Additional sponsors required	

The Project's sponsor Rhône-Poulenc has indicated its wish to continue its sponsorship of the Project in the future.

TOTAL BUDGET D:	RP (WHC) 1997:	US\$65,000 (US\$60,000 DECENTRALIZED TO FIELD OFFICES)
	RP (ED) 1997: --	
	WHF 1997:	US\$30,000
	WHF 1998:	US\$70,000
	RHÔNE-POULENC 1997:	US\$100,000 (INDICATIVE, TO BE NEGOTIATED IN DECEMBER 1996)

#### **E. Co-productions with the media and publishers**

The opportunity to acknowledge the ideals and work of the Convention is increasingly attractive to media and publishing interests. The occasion of the 25th Anniversary has awakened a strong and renewed interest in promoting the Convention's principles through proposed new media productions and publications. These proposed productions and publications have the potential to significantly enhance public awareness about World Heritage conservation by reaching large and diverse audiences around the world.

In maximising the media production opportunities, and particularly those provided by the 25th Anniversary, the Centre is working to extend successful professional relationships with our media partners.

#### Media and publishing

##### **1. Film Consortium Sudwestfund for ARD and ZDF**

The Film Consortium Sudwestfund for ARD and ZDF has expressed interest in extending its cooperation with UNESCO and the World Heritage Centre. It is proposed that additional films will be produced with considerably enhanced editorial input from the World Heritage Centre.

The feasibility of establishing a **World Heritage Film and Photo Archive** in 1997 is currently being discussed. This significant enterprise will be established with the full technological and financial backing of the German public television channel Sudwestfunk. This Archive will considerably enhance the World Heritage documentation management and distribution system in a partnership with the World Heritage Centre.

**2. Verlagshaus Stuttgart**

The World Heritage Centre is currently discussing a new underwater cultural and natural heritage book project with Verlagshaus Stuttgart in Germany.

**3. Kodansha**

The World Heritage Centre is currently discussing new book project series with Kodansha, Japan.

**4. National Federation of UNESCO Associations of Japan (NFUAJ)-Tokyo Broadcast System (TBS)-Sony Corporation**

Tokyo Broadcast System will renew the existing contract with the World Heritage Centre for 50 films with a campaign to raise funds for the World Heritage Fund.

**5. Panasonic World Heritage calendars**

Kobi Graphics will issue a new corporate calendar and a youth calendar with photographs of a selection of World Heritage sites for Panasonic/Matsushita, Japan.

**6. IGPC Philatelic project**

The InterGovernmental Philatelic Corporation (IGPC), New York, U.S.A. are interested in producing a new jubilee series of philatelic products on World Heritage in 1997.

**7. Harper MacRae, Australia**

Harper MacRae, Sydney, Australia have expressed interest in producing CD-ROMs on Australian World Heritage sites, other CD-ROM projects, and in producing other products concerning World Heritage derived from their existing contract.

**8. Beijing TV**

Beijing TV, which will by next year become China's largest television company with satellite channels covering 53 countries with a massive audience, is interested in close cooperation with the World Heritage Centre in the production of an extended World Heritage television film series and a special television event to celebrate the 25th Anniversary of the Convention.

**9. WALK project**

The WALK Corporation for NHK (Nippon Hoso Kyoku), the Japanese national television station, is currently discussing the extension of their existing contract for the co-production of an additional 50 films of 10 minutes duration, with the World Heritage Centre.

## 10. Netizens "1000 Cameras" Project

Following the signing of a Memorandum of Understanding in 1996, it is expected that an official contract for the establishment of a network of 1000 cameras at World Heritage sites will be prepared between Netizens and the World Heritage Centre. The cameras and supporting communications equipment will provide direct and permanent communications between the sites (with the prior negotiated agreement of the States Parties concerned) and the rest of the world through the Internet. All cameras and equipment will be furnished by Netizens.

### E.1 Meeting of media partners and media networking

As indicated above, and in the report on 1996 co-productions with the media, the principle and priority of developing existing partnerships and contracts with the media partners has been adopted by the World Heritage Centre.

A meeting with media partners is envisaged in order to establish an informal network of, and collaboration between, companies working on World Heritage media activities. Such a **meeting of media partners and media networking** is required for a number of reasons:

- to consolidate and expand on existing, positive, professional relationships between media partners and the World Heritage Centre and to work towards the development of an informal network or association between the partners and the Centre;
  - to ensure that the principles and intentions of the World Heritage Convention, and the values of World Heritage sites, will progressively become more prominent in all of the media activities through the heightened editorial involvement of the World Heritage Centre;
  - to internationalize to the extent possible, the contracts established up until now with media partners which are limited geographically and to selected media;
  - to further develop existing media products, through the production of CD-ROMs in particular;
- and,
- to explore various language versions of these products and expand their distribution for communication to mass audiences around the world.

Only a small budgetary allocation from the World Heritage Fund is being requested for this initiative towards the development of a network or association between media partners and the Centre.

Partners: Media partners  
 Budget: RP (WHC) 1997: US\$2,500  
           WHF 1997: US\$2,000  
           WHF 1998: US\$2,000

TOTAL BUDGET E: RP (WHC) 1997: US\$2,500  
                   WHF 1997: US\$2,000  
                   WHF 1998: US\$2,000

**F. Concluding Remarks - 25th Anniversary of the World Heritage Convention**

The proposed **World Heritage Documentation, Information and Education Programme for the 25th Anniversary** highlights the significant financial investment in 1997, and for the next 2 to 3 years, necessary to build up the information database of the Centre's Documentation Unit. Without these resources, and particularly the investment envisaged for electronic media, the World Heritage Centre will find it difficult to continue to manage the ever increasing number of requests for quality information about World Heritage.

Timely investment in the Documentation Unit, public information material, the WHIN, Internet and the World Heritage Centre's Intranet, World Heritage Education and co-production with mass media and publishers is requested. Each component of the proposed **World Heritage Documentation, Information and Education Programme for the 25th Anniversary** will complement and mutually reinforce each other, and ensure that the importance of, and ability to participate in World Heritage conservation, reaches all corners of the world.

The overall strengthening of all World Heritage Documentation, Information and Education activities as proposed above will in itself be a significant contribution to the 25th Anniversary of the World Heritage Convention. Furthermore, enhanced resourcing and coordination of these activities, for the Secretariat and States Parties, will be a vital basis for celebrating the Convention's silver jubilee. Finally, two additional initiatives are proposed to ensure that appropriate recognition is given to the launch and dissemination of news about the 25th Anniversary of the Convention (16 November 1997) and to provide financial and technical support to developing countries for 25th Anniversary activities.

The objectives of these initiatives are to raise awareness of the goals and principles of the Convention and to mobilise action towards World Heritage conservation and provide enhanced servicing of States Parties' needs with regard to World Heritage documentation, information and education.

**F.1 Special activities for the 25th Anniversary.** Promoting the 25th Anniversary from Headquarters (articles, press/media information, launch event at Headquarters).

Budget: WHF 1997: US\$20,000

F.2      **Servicing of States Parties.** Financial and technical support for 25th Anniversary activities (documentation, information materials, Internet and WHIN, World Heritage Education) in developing countries. Maximum support limited to US\$4,000 per request.

*Partners: States Parties and Advisory Bodies*

*Budget: WHF 1997: US\$80,000*

**TOTAL BUDGET F: WHF 1997: US\$100,000**

F.3      Summary of replies to the 25th Anniversary Circular Letter received as of 23 October 1996

A Circular Letter (WHC Circular Letter No. 6-96, dated 26 August 1996) entitled **The twenty-fifth anniversary of the World Heritage Convention** has been sent to all Permanent Delegations and Observer Missions of all States Parties to the Convention, to all national Commissions for UNESCO of States Parties to the Convention, to all UNESCO Regional Offices and UNESCO Representatives, Advisory Bodies to the World Heritage Committee and authorities responsible for the management of World Heritage properties.

To date a total of 29 replies to the Circular Letter have been received. Responses to the Circular Letter may be categorised according to the two sections of the letter - "Implementation of the Convention in light of twenty-five years practice" and "Promotional and educational activities, highlighting particularly the twenty-fifth anniversary events". This document includes a summary of the replies to the Circular Letter which refer to "Promotional and educational activities, highlighting particularly the twenty-fifth anniversary events". The content of the replies to the Circular Letter which refer to the "Implementation of the Convention in light of twenty-five years practice" are summarised in Document WHC-96/CONF.201/15.

The 29 replies were received from:

- **8 States Parties to the Convention** (Republic of Benin, Republic of Indonesia, Lebanon, Niger, Norway, Pakistan, Poland and San Marino);
- **5 national authorities with responsibilities for World Heritage site conservation** (the Ministry of Culture, Republic of Cuba; Department of Antiquities, Ministry of Communications and Works, Republic of Cyprus; Archaeological Survey of India; the Department of Archaeology and Museums, Pakistan; the National Heritage Conservation Commission, Zambia);
- **11 World Heritage site managers** (Ouro Preto, Brazil; Mountain District, Department of Canadian Heritage, Alberta, Canada on behalf of the Canadian Rockies World Heritage site; Zhoukoudian Peking Man Site, China; Telc,

Czech Republic; Chambord, France; Church of Saint-Savin sur Gartempe, France; Royal Saltworks of Arc-et-Senans, France; Banska Stiavnica, Slovak Republic; Altamira, Spain; Bern, Switzerland; and Fountains Abbey, United Kingdom);

- Büro für Internationale Kulturprojekte, Vienna, Austria; Escola Estadual, Belo Horizonte, Brazil; and The City of Montauban, France; and,
- **IUCN** (with additional comments from **ICCROM** and **ICOMOS**, presented as part of the report of the Meeting of the Advisory Bodies and the World Heritage Centre held at IUCN Headquarters in Gland, Switzerland on 27 September).

In summary the replies highlight activities, products and events that have been, or could be, organised to mark the 25th Anniversary of the Convention as indicated below:

- specific and general activities (including plaque ceremonies, twinning of World Heritage sites, organisation of regional networks, exhibitions) to be held at specific World Heritage sites, in specific countries or regions;
- the production and translation of World Heritage information materials;
- the production of stamps, CD-ROM's, books, brochures, television and video documentaries;
- special editions of technical journals;
- educational activities (production of teaching materials, World Heritage education activities for young people and teacher training); and
- a media-oriented fund-raising event to generate financial resources for the World Heritage Fund.

In responding to these replies to the Circular Letter, the World Heritage Centre will assist and collaborate with these States Parties, national authorities and site managers to ensure that the 25th Anniversary is widely acknowledged around the world.

During the twentieth session of the World Heritage Committee, the Director of the World Heritage Centre will give an oral report of any additional replies received to the Circular Letter since 23 October 1996.

# SUMMARY BUDGET

TOTAL BUDGET A: DOCUMENTATION	RP (WHC) 1997:	US\$ 7,500
	WHF 1997:	US\$ 55,000
	WHF 1998:	US\$ 34,000
TOTAL BUDGET B: INFORMATION MATERIAL	RP (WHC) 1997:	US\$ 20,000
	WHF 1997:	US\$ 167,000
	WHF 1998:	US\$ 175,000
TOTAL BUDGET C: INTERNET AND WHIN	WHF 1997:	US\$ 44,000
	WHF 1998:	US\$ 27,000
TOTAL BUDGET D: EDUCATION	RP (WHC) 1997:	US\$ 65,000 (US\$ 60,000 DECENTRALIZED TO FIELD OFFICES)
	RP (ED) 1997:	--
	WHF 1997:	US\$ 30,000
	WHF 1998:	US\$ 70,000
	RHÔNE-POULENC 1997:	US\$ 100,000 (INDICATIVE, TO BE NEGOTIATED IN DECEMBER 1996)
TOTAL BUDGET E: MEDIA CO-PRODUCTION	RP (WHC) 1997:	US\$ 2,500
	WHF 1997:	US\$ 2,000
	WHF 1998:	US\$ 2,000
TOTAL BUDGET F: 25TH ANNIVERSARY	WHF 1997:	US\$ 100,000
GRAND TOTAL	RP (WHC) 1997:	US\$ 95,000 (US\$ 60,000 DECENTRALIZED TO FIELD OFFICES)
	WHF 1997:	US\$ 398,000
	WHF 1998:	US\$ 308,000

**Decision required:** The Committee is requested to adopt the proposed "World Heritage Documentation, Information and Education Programme for the 25th Anniversary".



## World Heritage Documents

**The UNESCO World Heritage Centre** is developing an electronic information system which permits the retrieval of information contained in the reports of World Heritage statutory meetings. To the extent feasible, this searchable online collection reflects the history of the Convention and the deliberations of the Committee and Bureau.

The printed records of these meetings are deposited in the **UNESCO Archives**, which has kept the records of documents, legal instruments and publications of the organization since its creation in 1946. For more information about the UNESCO Archives, please contact Mr. Jens Boel, Chief Archivist, at [j.boel@unesco.org](mailto:j.boel@unesco.org)

Notes on Presentation of the Documentation.

<a href="#">1972</a>	<a href="#">1977</a>	<a href="#">1978</a>	<a href="#">1979</a>						
<a href="#">1980</a>	<a href="#">1981</a>	<a href="#">1982</a>	<a href="#">1983</a>	<a href="#">1984</a>	<a href="#">1985</a>	<a href="#">1986</a>	<a href="#">1987</a>	<a href="#">1988</a>	<a href="#">1989</a>
<a href="#">1990</a>	<a href="#">1991</a>	<a href="#">1992</a>	<a href="#">1993</a>	<a href="#">1994</a>	<a href="#">1995</a>	<a href="#">1996</a>			

### 1996

World Heritage List / la Liste du patrimoine mondial 1996 WHC-96/WS-1

List of the World Heritage in Danger, January 1996 / La Liste du patrimoine en péril, janvier 1996

Operational Guidelines, February 1996, WHC/2/Rev. [ WP 5.1 version ]

Orientations devant guider la mise en oeuvre, février 1996, WHC/2/Revisé [ WP 5.1 ]

Report of the Expert Meeting on *Evaluation of general principles and criteria for nominations of natural World Heritage sites* (Parc national de la Vanoise, France, 22-24 March 1996) WHC-96/CONF.202/INF.9

Report on the Expert Meeting on *European Cultural Landscapes of Outstanding Universal Value* (Vienna, Austria, 21 April 1996) WHC-96/CONF.202/INF.10

Report of the World Heritage Managers Workshop (Ravenshoe, Australia, 11-15 April 1996) WHC-96/CONF.202/INF.11

### 1995

Bureau of the World Heritage Committee / Bureau du Comité du Patrimoine Mondial (Paris, 3-8 July 1995) WHC-95/CONF.201/12

Bureau of the World Heritage Committee, 4 and 9 December 1995 WHC-95/CONF.203./4

World Heritage Committee, SESSION XIX, Berlin, Germany, 4-9 December 1995, WHC-95/CONF.203/16 [ WP5.1 ]

Report of the Xth General Assembly of States Parties, Paris, 2-3 November 1995

World Heritage List / la Liste du patrimoine mondial, 1995

List of the World Heritage in Danger, January 1995 / La List du patrimoine en péril, janvier 1995

Operational Guidelines, February 1995 WHC/2/Rev.

Orientations devant guider la mise en oeuvre, février 1995, WHC/2/Revisé

Asian Rice Culture and its Terraced Landscapes (March 1995) WHC-95/CONF.203/INF.8

Asia-Pacific Workshop on Cultural Landscapes (April 1995) WHC-95/CONF.203/INF.9

World Heritage Information Management, Report of the Meeting of Experts (27-28 September 1995) WHC-95/CONF.203/INF.10

## 1994

Bureau of the World Heritage Committee, Paris, 4-9 July 1994  
Bureau of the World Heritage Committee, Phuket, 9-10 December 1994  
World Heritage Committee, SESSION XVIII, Phuket, Thailand, 12-17 December 1994  
WHC-94/CONF.003/16

World Heritage List / la Liste du patrimoine mondial, 1994  
List of the World Heritage in Danger, January 1994 / La List du patrimoine en péril, Janvier 1994  
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**Annex II African World Heritage Youth Forum, Victoria Falls,  
Zimbabwe, 18-24 September 1996 Young People's Appeal**

**African World Heritage Youth Forum  
Victoria Falls, Zimbabwe  
18-24 September 1996**

**Young People's Appeal**

We, the youth of Africa, have met at the UNESCO World Heritage Youth Forum for Africa in Zimbabwe (18 - 24 September 1996). During this week, we have discovered just how important it is to conserve and preserve our heritage.

Our appeal to you is to help us carry this heritage into the future.

These are our main concerns :

- to involve and educate our community of the importance of our heritage;
- to introduce in our education at an early stage an awareness of World Heritage; we would like help in organising traditional cultural oriented events, workshops and seminars;
- that authorities may be able to control the numbers of tourists visiting heritage sites, and encourage a respect for their value;
- to restore chiefs' powers.

We "**patrimonitos**" are defenders of World Heritage and the leaders of the future. We want to spread the great pride we have in our African heritage to all members of our generation. Though we are many, we need your support. We believe that together we can preserve and promote the legacy of our natural and cultural heritage.