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CONVENTION CONCERNING THE PROTECTION OF
THE WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Thirty-first Session

Christchurch, New Zealand

23 June – 2 July 2007

**Item 15 of the Provisional Agenda: Evaluation of the World Heritage
Partnerships Initiative (PACT)**

Internal Evaluation of the World Heritage PACT

SUMMARY

By Decisions **26 COM 17.3**, **7 EXT.COM 12**, and **29 COM 13**, the World Heritage Committee welcomed the World Heritage Partnerships Initiative, also known as the World Heritage PACT, as a means to achieve, on an experimental basis, a new systematic approach to partnerships. The Committee invited the Director-General to develop a regulatory framework for partnerships and provide progress reports as well as submit an evaluation of the initiative to the Committee in 2007. The following report aims to describe the partnership strategy and work undertaken to implement it since 2002 and present an internal results based analysis of the initiative. It should be read in conjunction with the results of the management audit of the World Heritage Centre conducted by Deloitte (Document *WHC-07/31COM/19A*).

An update of existing partnerships for World Heritage is contained in Annex 1 to this document. Annex 2 includes a summary of the Performance indicators established for this initiative.

Draft Decision: 31 COM 15, see Point IV

I. A Context for the Establishment of World Heritage Partnerships

1. International cooperation is the base on which World Heritage conservation can be built and maintained. In working towards accomplishing its duty to the World Heritage Committee, the World Heritage Centre has always been actively engaged in developing and managing relationships with specialized bodies. In the early nineties, new models of cooperation between the World Heritage Centre and civil society were successfully tested and subsequently renewed thus creating a specialized network of World Heritage experts, universities, non-governmental organizations and media entities working together to support the World Heritage mission.
2. Following the adoption of the UN Millennium Development Goals, working in partnership to achieve more concrete results faster was acknowledged by the international community as a necessity. Engaging civil society and the private sector gave new hope in identifying solutions to world priorities such as poverty eradication, education, health, gender equity and environmental protection.
3. In 2002, as the *World Heritage Convention* celebrated its first 30 years of implementation, a proposal to create the World Heritage PACT (Partnerships for Conservation) was proposed and approved by the World Heritage Committee on an experimental basis. This was largely triggered by the need to test new solutions to face the growing needs of World Heritage caused by increasing pressures placed on sites, a fast growing World Heritage List and limited funding to address all issues at national and local levels. Later that year, conservationists and policy makers from all over the world met during the conference "World Heritage 2002: Shared Legacy, Common Responsibility" held in Venice, to mobilize support and identify future opportunities for World Heritage.
4. PACT was designed to help mold and structure the Centre's existing partnership development efforts and give partners adequate credit and visibility. In addition to its coordination role, the mission of PACT was two-fold: to promote the *World Heritage Convention* and the activities undertaken to implement it; and to mobilize new financial, human and technical resources for World Heritage conservation.
5. A small unit within the Communications, Education and Partnerships section of the World Heritage Centre was established to oversee all partnership development efforts and provide guidance to States Parties and colleagues as necessary. In addition to its core functions, PACT serves as the World Heritage Centre's focal point for all matters relating to the use of the UNESCO and World Heritage logos.

II. 2002-2007: A Partnership Experiment

1. Once launched, PACT was responsible for developing its own regulatory and operational processes¹ to guarantee effective and transparent partner selection, orient the choice of contractual modalities and manage compliance and quality control of activities implemented. Crafted in 2004 on the basis of UN guidelines, Global Compact principles and UNESCO's own regulations, the World Heritage Centre spearheaded the first programme-specific partnership tool developed within UNESCO. It sets standards and also helps to determine the scope of activities undertaken and projects developed.
2. In addition to the four strategic objectives (4Cs) of the World Heritage Committee, identified in the Budapest Declaration² of 2002, priority is given to sites in need, notably those included on the List of World Heritage in Danger, and projects elaborated as part

¹Decision **29 COM 13**

² Report of the World Heritage Committee Budapest, June 2002
Internal Evaluation of the World Heritage PACT

of the official World Heritage programmes.

3. While PACT was initially set up to work equally on raising awareness and funds for World Heritage, within the first year of operation it became apparent that there was a greater need to give visibility to World Heritage, and create tools to manage the partnership development process. Efforts were therefore placed on sensitizing the public at large and potential donors to the World Heritage cause and the implementation of projects that would provide more exposure, which in turn would generate more interest from partners and donors. This strategy led the World Heritage Centre to develop activities with Hewlett-Packard, National Geographic Maps, Pressgroup, NHK, and many more partners that have contributed significantly to promoting the World Heritage message.
4. Between July 2006 and March 2007 six new partnerships between the World Heritage Centre and the private sector were signed and six more are expected to be signed before the Committee is in session. Achievements in developing agreements with new partners and maintaining existing partnerships have exceeded expectations. Key examples of partnerships developed between 2002 and 2007 are provided below and a complete inventory of all partnerships developed within this timeframe is annexed to this report.

Credibility of the List

5. The World Heritage Centre worked closely with African States Parties to develop the **African World Heritage Fund**³. Established as a result of the Africa Periodic Reporting exercise and several expert meetings with States Parties, the Fund is to assist African countries in identifying and protecting sites in Africa with a view to addressing the issue of under-representation of sites on the World Heritage List. In particular, the Fund is designed to help to finance **preparatory assistance** requests, **conservation and management measures** and **rehabilitation** of heritage on the African continent. This Fund could be the precursor for the development of similar regional institutions for World Heritage, mobilizing governments, bi-and multilateral donors, non-governmental organizations and the corporate sector to address region specific challenges faced by countries in identifying, protecting and managing World Heritage properties.
6. The World Heritage Centre is also working towards an agreement with the **Trust for African Rock Art** (TARA) based in Kenya to create a platform through which information and expertise can be exchanged about appropriate conservation measures, needed and readily available, for rock art sites in Africa.

Conservation of sites

7. Earmarked funding (Euros 200,000) from private sector donors for site specific **conservation projects in Africa and Asia** was identified during the course of PACT's experimental phase. While this shows a concrete result and meets the pre-established requirements of the performance indicators, it does not adequately reflect the extent of work achieved. PACT was instrumental in generating non-earmarked funding (see table p5) for World Heritage thereby reinforcing many other activities performed by the Secretariat, notably in the field of communication and education.
8. In 2004, a special three week event was held in UNESCO in support of a ten year project entitled "Biodiversity Conservation in regions of armed conflict: protecting World Heritage in the Democratic Republic of Congo". Organized with the support of the UN Foundation, the Governments of Belgium, Italy and Japan, "**Congo: Heritage in Danger**" renewed the attention of the international community to the threats faced by the five endangered sites of the DRC. The event was segmented into three different but

³ WHC-07/31.COM/5C

related activities: a donors' conference, a workshop for the private sector and a scientific exhibition about nature and culture in the DRC which was developed and showcased at the Royal Museum for Central Africa (Belgium) for two years before traveling to the DRC.

Capacity building efforts

9. To address the tremendous training needs, the first World Heritage **Fellowships programme** was launched in 2006. The programme aims to provide master level interdisciplinary university training for up to two years to students and professionals interested in pursuing a career in World Heritage site management. The Agreement governing this programme was concluded between UNESCO and a French Association 'Vocations Patrimoine'. It distributes responsibility for identifying new sources of funding between the Association and UNESCO thus multiplying efforts and increasing chances of being successful. Funding for the fellowships is currently being provided by two French multinationals, Axa Insurance and Mazars, who have so far provided 600,000 Euros for 10 fellowships (5 in 2006 and 5 new ones in 2007).

Communication and Education

10. In July 2006, Evergreen Digital Contents (Japan) signed its fourth agreement with the World Heritage Centre. Its purpose is to promote World Heritage Education through the use of new technologies. The project involves the production of new entertainment and educational material for classrooms throughout Japan and calls on the expertise of NTT DoCoMo, the largest telecom company in Japan, **to encourage young students to access information about World Heritage** by using their mobile phones. An initial development budget of USD 1,660,000 was allocated by NTT DoCoMo to implement this World Heritage Education project with the cooperation of Evergreen Digital Contents and Dentsu, one of Japan's largest communication agencies. In addition, a direct contribution of USD 100,000 was made by Evergreen to the World Heritage Fund to cover the Centre's involvement in the project and to support promotional activities.
11. Another initiative was recently launched with **the American Museum of Natural History** (USA) to introduce World Heritage issues to the Museum's constituency through direct mailing with over 100 brochures produced by AMNH each year, and to the visitors of the Museum, today's fourth largest attraction in the USA. This partnership will strengthen World Heritage outreach capacity significantly, notably in the USA and could lead to interesting fund-raising opportunities in the future. Following the first and second years of project implementation of the new World Heritage map, developed in cooperation with **Hewlett-Packard** and **National Geographic Maps**, a new agreement was signed with the National Geographic Society through which the World Heritage Centre is **to provide data to National Geographic** for incorporation into a 3D Globe Viewer providing geographical data to the general public through a new online tool.
12. In 2006, Panasonic decided to extend its financial support (USD 1,000,000) to a new World Heritage project developed by a publishing and media specialist, Geoff Steven, (New Zealand), to create the **first official World Heritage photographic databank**. The photos will serve as a solid artistic base for promoting World Heritage sites through a large-scale publishing project planned to be issued between 2008 and 2012. The books will ultimately generate visibility and royalties for the World Heritage Fund.
13. In addition to results generated directly through partnerships, a yearly Partnership session, **Partners' Day**, is organized for existing and potential partners to meet and present their respective projects and share perspectives. This session has traditionally been held as a part of the World Heritage Committee, although in 2007 the meeting is scheduled to take place in Paris in May.

Supporting the World Heritage Tourism Programme

14. Working with the tourism industry to build awareness and train local guides working at World Heritage sites was the main focus of the partnership developed with Jet tours, a French tour operator. In addition to raising funds for World Heritage projects at sites, Jet tours has co-organized a series of workshops for guides and employees to sensitize them to World Heritage conservation issues. This process is part of a strategy to mobilize the tourism industry in recognizing the value of the sites they market and the need to act in favour of better tourism practice. The guides are also used as World Heritage messengers to generate a higher level of respect and understanding from tourists for sites they visit.
15. New models of cooperation were created to facilitate the provision of funding to World Heritage programmes. For example, the World Heritage Centre is working closely with the UN Foundation to establish modalities of cooperation through increased support from the online travel company Expedia Inc. The collaboration has served to establish a **Friends of World Heritage Fund** that will finance sustainable tourism projects in the field. Income to the Fund is generated thanks to direct contributions from Expedia Inc. that are matched by the UN Foundation. In addition, the Friends of World Heritage Fund has an online donation capacity through the UN Foundation's website which is visible from Expedia's highly visited website. The contributions to the Fund will be managed jointly by UNF, Expedia and the World Heritage Centre.

Fund Raising

16. In 2005 and 2006, capitalizing on work accomplished to promote World Heritage partnerships, new fund-raising approaches were tested. The most innovative and challenging is the **online donation function** of the World Heritage website. Accessible through the Partnership section of the website, it will soon also be visible from the home page. This function allows individuals to contribute directly to the World Heritage Fund via credit card payment. This is the first online donation scheme proposed on UNESCO's website. Funding generated through this function will not be earmarked for specific projects until the World Heritage Centre is able to demonstrate the fund-raising capacity of this tool. The project was developed in close cooperation with the External Relations and Cooperation Sector and with the Bureau of the Comptroller in the hope that the model could be applied to other programmes in the future.
17. Another more traditional fund-raising model was launched, for a trial period of one year, with the recruitment of a professional fund raiser who will operate principally in the USA. This contract, which works on the basis of no advance funding, has generated interesting discussions, notably as concerns tax deductibility for non governmental donors, coordination mechanisms within UNESCO and consultation processes with the national bodies.
18. The indicators established by the Committee call for the mobilization of new financial resources, equivalent to the budget of the World Heritage Fund (approx USD 4 M per annum). The table below aims to show the amounts and types of extra-budgetary funding levied for World Heritage between 2002 and March 2007.

Fund in Trusts⁴	Earmarked WH Fund⁵	Non Earmarked WH Fund⁶	Additional Funds mobilized through WH partnerships⁷	UNF project related funding
USD 28.9 M	USD 3.1 M	USD 1 M	USD 3.5 M	USD 30.7 M

⁴ Excluding funding from UN Foundation

⁵ Contributions generated through partnerships (eg: royalty income) and other ad hoc donations

⁶ Contributions made by partners without specific project allocations

⁷ Budget allocations made by partners to WH projects that are not managed by UNESCO. This excludes funding allocated for film productions that exceed USD 30 M.

III. The Future of PACT

1. The results of World Heritage partnerships are largely due to the active involvement of States Parties that have developed outreach strategies involving fund-raising, information campaigns and on site signage projects. World Heritage is fast becoming, if it has not already become, an internationally recognized label or brand. While the World Heritage PACT is certainly not at the origin of this general mobilization, work undertaken to give the *World Heritage Convention* additional visibility over the last 5 to 6 years has contributed to this movement.

Lessons learnt and challenges

2. The capacity of PACT to reinforce the World Heritage Centre's outreach capacity needs to be built upon as in previous years, through strategic associations with large information distribution networks. This work is being initiated thanks to cooperation with Internet search engines, renowned media groups and tourism boards.
3. Many of the partnerships have generated high quality in-kind results. Provided that adequate resources are available in the future (USD 51,000 from UNESCO RP in 2006-2007), a more proactive partnership development approach could enable PACT to raise more funds. For example, an inventory of projects is currently being elaborated with countries concerned, for presentation to potential partners in months to come.
4. The lack of benchmarks and standardized approaches, especially as concerns the development of partnerships with the corporate sector, can create difficulties in evaluating partnership potential. Additional tools and comparison models are needed to minimize difficulties and ensure better management of time and resources.

Orientations

5. To provide the necessary reinforcement to the Committee's strategic priorities, it may be appropriate to study new modalities of generating additional income based on licensing. The Centre could develop a range of official quality products ranging from stamps, coins, posters, postcards and the like, that would generate new streams of income.
6. In recent years, World Heritage has been the focus of much attention and many new associations, groups, individuals have been making use of the term World Heritage, sometimes with commercial interests in mind. While many of these initiatives are well founded and cause no prejudice to the *World Heritage Convention*, others are detrimental and can damage the World Heritage image. An initial investment (USD 50,000) could be made to attempt to register the term "World Heritage" progressively, starting with territories where problems have already been encountered for instance. This would obviously greatly reduce confusion and encourage interested parties to work through UNESCO's World Heritage Centre in developing new initiatives, thus ensuring quality in all products and projects using this term.

IV. Draft Decision

Draft Decision: 31 COM 15

The World Heritage Committee,

1. *Having examined* Document WHC-07/31.COM/15,
2. *Recalling* Decision **29 COM 13**, adopted at its 29th session (Durban, 2005),

3. *Expresses its appreciation for the results achieved and encourages the Secretariat to continue work developed under the World Heritage Partnerships Initiative (World Heritage PACT),*
4. *Requests the Secretariat to submit a proposed revision of the relevant sections of the Operational Guidelines to the 32nd session of the World Heritage Committee in 2008 to include principles and guidelines for developing partnerships for World Heritage,*
5. *Emphasizes the need to trademark World Heritage, and invites the Director-General to identify extra-budgetary funding to initiate this process,*
6. *Encourages the Director-General to continue the development of new tools in support of the partnership development strategy.*

Annex 1.

**INVENTORIES OF WORLD HERITAGE PARTNERSHIP AGREEMENTS
PACT PROGRESS REPORT 2007**

(Last update April 2007)

This annex is presented in three sections as follows:

I. A table of Agreements between UNESCO and States Parties in support of World Heritage
Pages 9 - 16

This table provides information about the Funds-in-Trust and Bi-Lateral agreements in support of World Heritage that a number of States Parties to the *Convention* have established with UNESCO.

II. A table of Agreements between UNESCO and national or international organizations or programmes in support of World Heritage
Pages 17 - 19

This table demonstrates the wide range of governmental agencies (space agencies, to development banks and UN programmes) working to provide resources for World Heritage conservation.

III. A table of agreements between UNESCO and NGOs, the private sector or foundations, in support of World Heritage
Pages 20 - 29

This table provides information about the agreements established between the World Heritage Centre and NGOs as well as corporations within the framework of the World Heritage Partnerships for Conservation (PACT). It includes information on active partnerships developed since the launch of PACT in 2002 and information about ongoing partnerships predating PACT.

1. INVENTORY OF AGREEMENTS BETWEEN UNESCO AND STATES PARTIES IN SUPPORT OF WORLD HERITAGE

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
AUSTRALIA - Ministry of Environment and Heritage	Memorandum of Understanding	2002-2007	<p>Technical and financial support for the implementation of the Convention in the Asia-Pacific Region.</p> <p>To enhance effectiveness in the safeguarding and sustainable use of cultural and natural heritage by promoting the Global Strategy for a balanced and representative WH List and by improving the management of properties on the List.</p> <p>Focus will be on: promotion of best practice in management of WH properties; facilitating requests for International Assistance for properties on the List for submission to cooperation agencies; sharing of information and experience; development of networks on management issues.</p>	<p>Annual consultations with WHC on activities, including on WH related elements of Australian Government.</p> <p>\$AUS 50,000 pledged by the Minister for the Environment and Heritage in May 2006 in the context of the MoU signed in 2002.</p> <p>Financial support provided for the participation of Pacific Island representatives in the Pacific Regional workshop organized in the context of the Pacific 2009 Action Plan, in Tongariro, New Zealand (February 2007).</p> <p>US\$ 30,000 pledged by the Department of the Environment and Heritage to allow participants from the Pacific to attend the WH Committee meeting in New Zealand, June 2007.</p>
BELGIUM	Flemish Funds-in-Trust	Completed	<p>Project for the "Development of a World Heritage information management capacity in the European and Arab States regions".</p> <p>An electronic on-line tool was developed in the context of the European and Arab States Periodic Reporting Exercise. The tool is adaptable to all regions of the world. It made possible the collection of information, data storage and re-use of data compiled. An in-depth evaluation report of the tool was also prepared.</p>	US\$ 572,263

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
BELGIUM - Belgian Development and Cooperation DGCD	Cooperation Agreement - FiT	2000-annual review	The WH focus of UNESCO relations with the Government of Belgium is negotiated on an annual basis and/or on a project-by-project basis. For the period 2004-2007 the priority was on biodiversity conservation in Central Africa. Funds are disbursed through a Funds-in-Trust managed by UNESCO	2000-2004: Democratic Republic of the Congo (DRC): €300,000 provided over 4 years for community support activities around the 5 WH sites; 2004-2005: US\$352,000 over 2 years for a joint project with UNESCO Science sector on strengthening monitoring capacities of the 5 WH sites; 2004: Sponsoring of the exhibition "Congo– Nature and Culture in the Democratic Republic of the Congo" (US\$ 500,000) organized with the Royal Museum for Central Africa (Tervuren) during the event "Congo – Heritage in Danger" 2004-2007: €1,1million over 3 years for the second phase of the programme to conserve the 5 WH sites. 2002-2006: Financial support for a P-4 expert post for 4 years. 2005-2008: Belgium is also funding an Associate Expert position for natural heritage for 3 years.
BELGIUM - Belgian Federal Science Policy Office	Agreement	2002-2006	Safeguard and sustain development of cultural and natural resources; Promote the Global Strategy for a more representative WH List; Strengthen central services of the WHC to enhance its capacity to assist States Parties in preventing and mitigating risks affecting WH.	Average of €125,000 per year to be mobilised by the State Party for specific projects. Project implementation by Belgian universities directly subcontracted by the Ministry. The current project (2002-2006) focuses on mapping the 5 WH sites in DRC and establishing an information management system at ICCN.

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
BELGIUM - Belgian Federal Science Policy Office	Agreement	2007-2011	Renewal of previous agreement	Average of €225,000 per year to be mobilized by the State Party for specific projects. Project implementation by Belgian universities directly subcontracted by the Ministry. €55,000 for project follow up by WHC and scientific meetings. The current project focuses on monitoring at WH sites in DRC and mapping archeological heritage in Calakmul (Mexico).
Fonds Français pour l'Environnement Mondial (FFEM)	Project Agreement	2007-2010	Support for the Central Africa World Heritage Forest Initiative, an initiative launched together with UNF and conservation NGO (WWF, CI, WCS) to improve the management of 3 key ecological forest landscapes in the Congo Basin, including trans-boundary protected area clusters that could be proposed as World Heritage sites.	€2.500.000

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
FRANCE	Cooperation Agreement - FiT	1997-annual review	<p>The France-UNESCO Convention was designed to create better synergies between French bilateral aid to World Heritage sites and develop cooperation between France and UNESCO and strengthen UNESCO's capacity in the development of cooperation programmes through: Conservation, Management of heritage, Protection and management of landscapes, Preparatory assistance for Inscription, Pilot action and projects, Missions and congresses.</p> <p>The framework allows UNESCO to benefit from technical support of experts from the French government, French institutions, and local authorities and associations and initiate the development of cooperation agreements and projects financed by multilateral or bilateral funds (MFA-PSF, FDA, European Union, World Bank, Inter-American Development Bank, Asian Development Bank, African Development Bank, etc.). Since 1999, the France-UNESCO Agreement has implemented more than 117 projects in fifty different countries and helped mobilize funds (see resources column).</p> <p>Once elaborated the programme of activities is submitted to the ministries and partners who select activities they wish to support and fund. The activities are implemented by the UNESCO sectors in partnership with the CFU secretariat and in liaison with the French ministries.</p> <p>Several city-to-city partnerships have been supported as a result.</p>	<p>Twin secretariat provided (one person for France and one person for UNESCO); One person from Ministry of Culture appointed full-time to work in Ministry of Culture and three full-time to work under contract with UNESCO (P3, P1, P1). In addition, one person is seconded by the Ministry of Public Works on a half time basis. Resources of pool of French experts seconded by their institutions for technical missions. Exchange/provision of expertise.</p> <p>Total Budget 1999-2006: € 1,500,500</p> <p>Additional resources (€ 150,000) provided by Croisi Europe, a French tourism company, to UNESCO (ADG/AFR) were instrumental in obtaining EU funding (€2.3 M) for a major project designed to support local development through the valorisation of cultural resources of the Fleuve Niger (Mali).</p>

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
ITALY - Ministry of Foreign Affairs	Cooperation Agreement - FiT	2001-annual review	Italy - UNESCO Joint Declaration on Cooperation Concerning Cultural and Natural Heritage Protection aims to improve implementation of the World Heritage Convention through: Missions of technical experts to prepare nomination files for future inscription of sites on the World Heritage List, or advise on conservation issues; Regional Technical Assistance and Capacity building programmes to assist local authorities in the conservation and management of properties already inscribed on the WH List and to enhance the outreach and promotion of the Convention with a special focus on capacity building in under-represented regions; Other WH activities, such as the 30th anniversary of the WH Convention and a report on the state of conservation of sites entitled 'World Heritage: Challenges for the Millennium'.	US\$ 3,288,000 between 2002-2005
JAPAN - Ministry of Foreign Affairs	Cooperation Agreement - FiT	1989-annual review	To provide technical, scientific and material assistance for the restoration and conservation of outstanding historic sites across the world. Main objectives: to support Member States in formulating and implementing operational projects and capacity-building through on-site training and promotional activities. The Fund finances activities that comply with this objective, such as restoration and preservation work, and the preliminary or general studies and surveys (including limited archaeological excavations) necessary for this purpose. The services of international experts as well as equipment may be provided according to need. As the training of national specialists constitutes a major part of such co-operation, each project includes training activities. The Ministry of Education, Culture, Sports, Science and Technology has been a constant partner in promoting thematic aspects of World Heritage, especially for the management and understanding of cultural properties in Asian context.	Over US\$54 million (from 1989-present) US\$334,800 for WH monitoring in Asia 2001–2004 Financial support was provided for two Associate Experts at WHC (Europe & North America and Asia & Pacific sections) in April 2003 and September 2003 respectively

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
NETHERLANDS - Ministry of Culture, Education and Science	Cooperation Agreement - FiT	2001-2008	A Funds-in-Trust agreement was established to strengthen implementation of the <i>Convention</i> through the implementation of the Global Strategy, technical cooperation, education, and periodic reporting. In November 2004 the Dutch Funds-in-Trust Agreement was extended for the period 2005-2008. During this period funds will be allocated to the World Heritage Centre to finance World Heritage activities within the scope of the 4 Strategic Objectives (4 C's) as adopted by the World Heritage Committee in 2002 (Budapest).	€1,8 million 2001-2004 €1,65 million 2005-2008
NEW ZEALAND	Cooperation Agreement	2003-2008	To enhance the implementation of the World Heritage Convention in the Asia-Pacific region, with particular emphasis on the Pacific sub-region.	Financial and logistical support to the Pacific Island participants in the Tongariro workshop organized in the context of the Pacific 2009 Action Plan in New Zealand (February 2007). Support to the organization of a Pacific side event during the WH Committee meeting in Christchurch, New Zealand in 2007.
NORWAY - Ministry of Foreign Affairs, Department of Press, Culture and Information	Cooperation Agreement - FiT	2003-2004	Financial support was provided for UNESCO's Special Project "Young People's Participation in World Heritage Preservation and Promotion" with the purpose of integrating World Heritage education into the national curricula; disseminating and testing the World Heritage Education Kit in classroom teaching; organizing WH Youth Forum, seminars and workshops to introduce the WHE Kit to teachers and teacher trainers.	US\$ 418,100 (2003) US\$ 135,000 (2004)
NORWAY - Riksantikvaren (Directorate for Cultural Heritage)	Cooperation Agreement	2006-2007	To support the implementation of conservation activities requested by the WH Committee concerning the Royal Palaces of Abomey (Benin)	US\$ 25,000 (2006) US\$ 24,970 (2007)

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
PORTUGAL - Ministry of Cooperation	Cooperation Agreement - FiT	2004-2006	To provide municipal staff training to manage WH sites in the framework of management plan preparation for the Island of Mozambique. To establish a national inventory of cultural and natural tangible heritage of Angola and support from Instituto Português de Ajuda et Desenvolvimento (IPAD) in providing heritage conservation expertise for the rehabilitation of San Sebastian Fortress in Ilha de Mozambique (Mozambique).	US\$ 24,512 (2004) US\$ 44,239 US\$ 102,900
PORTUGAL - União das Cidades Capitais de Língua Portuguesa / Union of major Portuguese speaking cities world wide(UCCLA)	Cooperation Agreement	2004-2008	To implement activities for the rehabilitation of the San Sebastian Fortress in Ilha de Mozambique (Mozambique): carry out architectural studies and produce all technical documents for the contractors bidding and for the on-site technical supervision; recruit a UNESCO Chief Technical Advisor; carry out prevention from further deterioration works.	US\$ 614,842
SPAIN - Ministry of Culture	Cooperation Agreement - FiT	2002- annual review	Enhancement of the implementation of the World Heritage Convention in Latin America and Caribbean Region, Africa, Arab States and Pacific Region by providing expertise, knowledge and research methodologies to the World Heritage sites for management, protection and preparatory assistance support: - Development of thematic studies: Indigenous communities and World Heritage List, Rock Art, Heritage and values; - Implementation of candidature process of the Qhapaq Ñan (Main Andean Road) as well as the implementation of the related Action Plan; - Identification of categories of under-represented cultural and natural properties, mainly in Latin America and the Caribbean; - Provision of technical assistance to reinforce national legal instruments and the preparation of management plans that guarantee heritage sustainability; - Reinforcement of the management of sites with a particular emphasis on the definition of the limits of the World Heritage protected zones; - The development of project proposals; - Provision of additional support to core activities at WHC, notably through the improvement of databases.	€300,510 (2003) €300,510 (2004) €600,000 (2005) €600,000 (2006) €600,000 (2007) This includes funding for a programme specialist at WHC (Latin America & Caribbean section).

STATE PARTY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
UNITED KINGDOM - Department for Culture, Media and Sport (DCMS)	Cooperation Agreement	2003 - annual review	To enhance the implementation of the World Heritage Convention. After funding activities in the Caribbean for the first two years, sub-Saharan Africa was supported with DCMS contributing to a Regional Workshop on Biodiversity Conservation in World Heritage sites in Eastern Africa and West Indian Ocean Islands for Leaders of Major Youth Groups, scheduled for 2006. Funding was also contributed for the Climate Change meeting (March 2006) at UNESCO Headquarters. In 2007, an additional GBP 25,000 was earmarked for a regional stakeholders meeting on the African WH Fund.	GBP 50,000 (2003-2004) GBP 25,000 (2005) GBP 25,000 (2006) GBP 25,000 (2007)
UNITED KINGDOM - Permanent Delegation of the United Kingdom to UNESCO	Project Agreements	2005-2006	To enhance cooperation between the World Heritage Convention and the Convention on Biological Diversity by increasing information exchange, awareness raising and programmatic activities, specifically focusing on the WH Forest Programme. Second project intends to enhance coordination between the two Conventions and several major nature conservation NGOs through implementation of a WH site management effectiveness pilot project focusing on sub-saharan Africa.	Salary support for a consultant to manage projects and funds to support cost of logistics in organizing regional and global meetings.

2. INVENTORY OF AGREEMENTS BETWEEN UNESCO AND NATIONAL OR INTERNATIONAL ORGANIZATIONS IN SUPPORT OF WORLD HERITAGE

ORGANIZATION	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
Canadian Space Agency (CSA) agreement managed by Ecological Sciences in Natural Sciences Sector of UNESCO since 2005.	Exchange of letters and modalities of cooperation	2003-2006	CSA joined the Open Initiative on the Use of Space Technology in Support of the World Heritage Convention which UNESCO and European Space Agency (ESA) launched in October 2001. CSA provides RADARSAT images for all WH sites in Central Africa. Feasibility study is on-going.	
Chinese Academy of Sciences agreement managed by Ecological Sciences in Natural Sciences Sector of UNESCO since 2005.	Cooperation Agreement	2005-2007	To join the Open Initiative on the Use of Space Technology in Support of the World Heritage Convention which UNESCO and European Space Agency (ESA) launched in October 2001.	
Comision Nacional Argentina del Espacio (CONAE) - agreement managed by Ecological Sciences in Natural Sciences Sector of UNESCO since 2005.	Exchange of letters and modalities of cooperation	2003-2006	CONAE provides expertise and facilities to process satellite images, trainers for international capacity building workshops. A workshop for WH sites managers in Latin America was held in April 2004.	

ORGANIZATION	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
European Space Agency - agreement managed by Ecological Sciences in Natural Sciences Sector of UNESCO since 2005.	Exchange of letters and modalities of cooperation	2001- annual review	Cooperation for the purpose of promoting the "Open Initiative on Space Technologies to support the World Heritage Convention". This is a call to all space agencies to assist the World Heritage Convention. Agreements with the Lebanese Remote Sensing Center and the Royal Center for Remote Sensing of Morocco concerning the Open Initiative are currently being finalised. Pilot project partnership ESA-UNESCO to derive maps and to indicate changes in land cover during the last 10 years in order for site managers to better define conservation plans for the gorilla species.	Financial Contribution. Provision of expertise from NGOs working in the field and from ESA.
ICCROM - CRATerre – ENSAG Ecole du Patrimoine - Africain Centre for Heritage Development in Africa (CHDA)	Cooperation Agreement	2006-2009	The partners will provide technical expertise and staff a 6 member steering committee, undertaken activities in the framework of the programme, fund-raise for the activities and promote Africa 2009.	Staff support from each partner for participation in the steering Committee.
JBIC (Japan Bank for International Cooperation)	Memorandum of Understanding	2004-annual review	To create better synergies between the activities of the World Heritage Centre and Japanese ODA (Official Development Assistance) loan assistance in the field of conservation and presentation of the World Cultural and Natural Heritage. A combination of financial resources from JBIC, one of the world's leading bilateral donors, and the know-how/expertise of the World Heritage Centre is expected to create new dynamism in the implementation of the World Heritage Convention.	Cooperation is engaged based on project specific requirements. Financial contributions have not been pre-determined. JBIC provided WHC with a professional staff secondment (Asia and Pacific section) starting October 2004 until September 2006.
NASA (The United States National Aeronautics and Space Administration) - agreement managed by Ecological Sciences in Natural Sciences Sector of UNESCO since 2005.	Cooperation Agreement	2005-2008	Cooperation on Monitoring of Man and the Biosphere Reserves, including World Heritage sites and Natural Hazards and Earth Science Education Capacity-Building, and outreach activities.	Staff support from Natural Science Sector. Three years renewable from March 2005.

ORGANIZATION	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES
Nordic World Heritage Foundation	Cooperation Agreement - The Nordic WHF was recognized as an official Regional centre under the auspices of UNESCO by 32nd UNESCO General Conference in 2003	2004-2008	To contribute to medium term strategies of UNESCO, notably in the field of culture through standard setting instruments, and shall focus on promoting the WH Convention in Nordic countries, supporting the WH Global Strategy as adopted in 1994 and mobilizing funds and facilitating assistance for conservation efforts in developing countries. Activities include: Regional workshop on potential themes for serial and trans-boundary cultural nominations in the Pacific, missions and workshop on the implementation of the Convention in Irak, participation of experts in meetings (travel expenses), regional meeting for Capacity-Building for Natural World Heritage Sites in Africa (Nairobi in March 2006).	2002-2006: US\$ 2,414,000 mobilized for World Heritage
UNDP / Global Environment Facility Small Grants Programme and the Secretariat of the Convention on Biological Diversity	Cooperation Agreement	2004- annual review	Contribute to the achievements of the Convention on Biological Diversity which aims to reduce the current rate of biodiversity loss by 2010. Collaborative activities are underway and new projects currently under discussion.	Exchange of expertise and information, produce joint publications and undertake other joint initiatives in the context of the Agreement.
UNWTO / UNEP	Letter of Agreement	1999-2001	The Tour Operator's Initiative (TOI), supported by UNEP, UNWTO and UNESCO explores ways to improve the environmental quality of the tourism industry. the project is housed at UNWTO and Member companies include LTU, Accor and the TUI group. A new agreement with UNWTO may be developed in the future for the TOI.	Exchange of expertise on initiatives of mutual interest.

**3. INVENTORY OF AGREEMENTS BETWEEN UNESCO AND NGOs,
THE PRIVATE SECTOR, OR FOUNDATIONS IN SUPPORT OF WORLD HERITAGE**

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
ALL NIPPON AIRWAYS, Japan	Project Agreement	2004-2005	Publication of extracts from four World Heritage Review articles in ANA's in-flight magazine WINGSPAN. In addition to helping to raise awareness of World Heritage, ANA provided funds to support World Heritage publications.	US\$ 10,763 (2004) US\$ 32,833 (2005)	Approved in association with World Heritage review articles published in Wingspan and in cases where ANA presents the partnership internally in a non commercial format.
AMERICAN MUSEUM OF NATURAL HISTORY, USA	Agreement	2007-2009 - possible renewal	AMNH and the Centre commit to collaborate in designing, developing and implementing a partnership strategy and series of activities aimed at promoting and maintaining the outstanding universal value of WH sites. The partnership will also serve to support AMNH's mission to sensitize its constituents to the natural world by increasing the quality of visits of Museum travelers to WH sites each year.	AMNH will provide in kind support to UNESCO in promoting WH. UNESCO will provide educational content and knowledge about WH conservation. Events and other activities will be jointly organized on the basis of resources to be identified.	Upon written approval by UNESCO in the context of the partnership.
ASSOCIATION VOCATIONS PATRIMOINE – HERITAGE DU FUTUR, France	Cooperation Agreement - FiT	2006-2009	Set up to establish a programme of co-sponsored Fellowships to enhance the management capacities of professionals currently working, or intending to work in the future, at World Heritage Sites. A minimum of five fellowships for graduate studies leading to a Master of Arts or of Science degree or equivalent, in fields related to the management of cultural and natural heritage sites will be awarded annually. The programme receives financial support from the private sector. Currently, support comes from the French based multinational companies AXA and MAZARS. The first 5 awards were given at a ceremony at UNESCO on 16 March. A new cycle was initiated for 5 additional scholarships in 2007.	2006: € 266,589 2007: € 322,239 both contributions include a € 30,000 contribution to WHC to cover costs involved in developing and managing the programme and a standard 13% overheads charge.	Approved for communications relating to the programme. Each use to be requested and authorized in writing.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
BELLAGIO FORUM, Germany	Letter of Agreement	2006-2007	The Bellagio Forum for Sustainable Development is working with the World Heritage Centre to implement a joint project focusing on "Conserving Natural World Heritage and Cultural Landscapes in South-Eastern Europe". The project follows up on results of the European Periodic Reporting exercise and aims to enhance site management capacities in this post conflict region.	2006: €22,240 2007: €7,080	Upon written approval by UNESCO in the context of the partnership.
CALYON Investment Bank, France	Project Agreement	2004-2005	To generate additional visibility of World Heritage information through Calyon's website. World Heritage sites located in countries where Calyon has regional offices were showcased by using photos from UNESCO's photobank and State Party approved brief descriptions.	NA	Approved for use on the Calyon website developed under this agreement as a means of linking to the World Heritage website.
DELFT UNIVERSITY OF TECHNOLOGY, Faculty of Architecture, Research Center for Modification, Intervention and Transformation of the Built Environment, The Netherlands	Memorandum of Understanding	2006-2010	To define a four year strategy and action plan concerning cultural World Heritage. The strategy is to be defined within the first year after the signature of the present MoU. The two parties will cooperate in research projects, involving planning, management, exchange of postgraduate students, grant programmes, summer universities, work camps, academic staff exchanges and development programmes between universities, promotional events, organization of meetings.	NA	Authorized in writing on a case by case basis in association with communication materials related to the programme.
DEUTSCHE GESELLSCHAFT FUR TECHNISCHE ZUSAMMENARBEIT (GTZ)	Grant	2004-2005	Funded part of WHC's participation in the ITB Berlin tourism fair in 2004 to promote sustainable tourism efforts and showcase local tourism initiatives around WH sites.	US\$ 17,483	GTZ was promoted as supporting partner during the tourism fair on the WH stand

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
EARTHWATCH INSTITUTE, Europe (United Kingdom)	Memorandum of Understanding	2004 - annual review	To establish a World Heritage - Earthwatch programme through which joint projects could be implemented. The programme is designed with particular emphasis on research, education and private sector partnerships. Capacity building in tourism management was undertaken through Earthwatch's professional training programme at Tubbataha (Philippines), Ujung Kulon, and Komodo (Indonesia). Other sites that might benefit from this cooperation include the Barrier Reef Reserve system of Belize. Earthwatch will also fund raise in favour of projects identified for this programme.	GBP 50,000 from Rio Tinto to Earthwatch in the context of this partnership	Approved in principle for materials relating to projects developed under this Agreement.
ECOTOURISM AUSTRALIA, Australia	Memorandum of Cooperation	2003-annual review	To develop innovative mechanisms to finance projects and activities to aid conservation and protection at natural and mixed WH properties and to mentor WH site staff in tourism management, notably in Ujung Kulon and Komodo (Indonesia). In addition, Ecotourism Australia will coordinate in kind contributions from tour operators in Australia, before repackaging specialised tours and marketing them. Any income generated by the sale of the tours will be used for WH conservation in less developed countries.	none	Approved in principle for materials relating to projects developed under this Agreement.
EVERGREEN DIGITAL CONTENTS, Japan	1. Co-production Agreement 2. Co-production Agreement 3. Agreement Protocol 4. Project Agreement	2003-annual review 2005-annual review 2006-annual review 2006-2007	50 documentary films on World Heritage produced in VHS/DVD format commercialized around the world through license agreements. (first agreement with Evergreen was signed in 1996). 50 new films on natural WH sites produced and commercialised throughout the world through license agreements. Extension to 1996 agreement to give rights to Evergreen for worldwide commercialization of the first 50 films produced. 4th agreement with Evergreen aims to promote WH Education in Japan through a classroom package and the creation of an i-mode project funded by NTT DoCoMo, Japan's leading Telecom company.	2003-2007: US\$ 150,000 + € 50,000 advance royalties 2007: contribution in the context of the Education project: US\$ 100,000	Permitted on the films produced under the Agreements and in promotional materials associated to the films or education project.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
FLORA AND FAUNA INTERNATIONAL, United Kingdom	Contract	2005-2006	To cooperate in implementing the Rapid Response Facility for World Heritage Biodiversity sites under threat project partly funded by the United Nations Foundation (USA).	US\$ 500,000 allocated by UNF US\$ 1M to be identified through joint fund-raising efforts of WHC and FFI	Not authorized unless requested in writing
GSP Our Place, New Zealand	Memorandum of Understanding	2006-2007	To develop a photographic project called "Our Place" through which WH sites from all regions will be captured and included subsequently in a wide variety of publications and media productions. A project Agreement to decide on the user rights of the photos taken and archived is currently under negotiation with the project leader, Geoff Steven.	TBD	Authorized to promote the World Heritage photographic project
HEWLETT-PACKARD, Europe, Switzerland	Project Agreements	2004-2005 2005-2008	A first project agreement entitled "World Heritage Image and Documentation Management" was developed with the aim to strengthen the Information Management System of WHC by providing solutions to the management of data related to the World Heritage Convention in order to provide easy access to information for the World Heritage community and the general public. the second partnership with Hewlett Packard also involved the National Geographic Society. It has enabled the redesign of the World Heritage map. Signed in 2005 for an initial period of three years, it combines National Geographic's cartography with Hewlett Packard's quality print technology. The map is available in English, French, and Spanish and can be downloaded directly from the WHC website.	US\$ 130,000 (in technical equipment) 2006 – US\$130,000 to cover initial development costs of NGS. 2007 – US\$55,000 + in-kind contribution in digital printing and distribution 2008 - US\$55,000 + in-kind contribution in digital printing and distribution	Logos of HP and NG appear on the WH map.
JET TOURS, France	Partnership Agreement	2005-2008	To promote sustainable tourism by communicating about the need to conserve WH and the role of tourism in heritage preservation through the creation of WH tours, the training of guides and the funding of local projects focusing on capacity building, on-site conservation work and local development initiatives. Projects in Cambodia and Mali have thus far been approved under this partnership.	€ 150,000	Upon written approval by UNESCO in the context of the partnership.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
KOBI GRAPHIS, Japan	Project Agreements	1995-2010 (original agreement several times renewed)	Agreement for the production of Panasonic's corporate World Heritage calendars.	Annual contribution of US\$ 50,000 plus royalties Total income exceeding US\$ 500,000	on calendars together with message form the UNESCO DG.
MAC ARTHUR FOUNDATION, USA	Grant	2005-2008	To implement the project entitled "Building Capacity for designation and conservation of marine World Heritage sites in the Insular Caribbean".	US\$ 250,000 anticipated in the biennium US\$ 50,000 has been received and allocated to a regional training workshop on marine World Heritage for the Caribbean region in 2006. US\$ 200,000 to support Southern Cuban Reefs WH nomination is pending a license from US legal authorities.	No
NATIONAL GEOGRAPHIC SOCIETY, USA	License Agreement	2006-2008 - possible renewal	The World Heritage Centre is to provide its data to National Geographic for incorporation into a 3D Globe Viewer. National Geographic's Globe Viewer provides the general public with geographic information pertaining to the world. Specific information about World Heritage sites will be featured through this new tool in 2007 at: www.nationalgeographic.com .	NA	Upon written approval by UNESCO in the context of the partnership.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
NIPPON HOSO KYOKAI (NHK), Japan	1. Memorandum of Understanding 2. Partnership Agreement 3. Project Agreement 4. Project Agreement 5. Project Agreement	2003-2009 2004-2009 2004-2009 2005-2009 2005-2009	To create a database of digital, hi-definition moving images of heritage, both tangible and intangible. To cooperate on the development the Heritage Images Archives Initiative (On-line database of Hi-vision format images of tangible and intangible heritage). To co-produce a series of 100 Digital High Definition television documentaries about tangible and intangible heritage. Donation of audiovisual resource material produced about Bam (Iran) by NHK to the Iranian Cultural Heritage and Tourism Organization in order to contribute to the comprehensive recovery process of Bam after the earthquake and for research purposes. Donation of audiovisual material about the Bamiyan Valley (Afghanistan) to assist UNESCO in enhancing awareness about the cultural values of Bamiyan. This material was provided to the Afghan Ministry of Information and Culture.	NA	Authorized in association with films made under the Agreements
WORLD HERITAGE CITIES ORGANIZATION, Canada	Cooperation Agreement	2002- annual review	To develop joint activities aimed at promoting communication and exchange between WH cities; tourism planning and development in conformity with conservation standards of WH sites; active and sustainable conservation and management practices in WH cities.	NA	Upon written approval by UNESCO
PHILANTHROPY SQUARED, USA	Fundraising Agreement	2006-2007	To carry out fund-raising activities or projects in favour of the Programme directed to individuals and commercial corporations or other institutions in close association with WHC	The Fund-raiser is remunerated on the basis of a percentage of funds raised	Upon written approval by UNESCO in the context of the agreement

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
POLYTECHNIC UNIVERSITY OF VALENCIA (UVP), Spain	1. Cooperation Agreement 2. Protocol Agreement	1995-annual review 2005	The project entitled "Forum UNESCO – University and Heritage" aims to mobilize universities to share programmes and knowledge, academic staff and students, and to promote dialogue and cooperation among universities worldwide. 6 new MoUs with the following universities and institutes were signed between 2006-2007 to become associated to the network: Delft University of Technology (NL), Deakin University (Australia), Agricultural Engineering Institute, University of Milan (Italy), Simmons College (USA), Université de Versailles St Quentin en Yvelines (France), Institut International Fleuve et Patrimoine (France). The protocol sets out the practical modalities of the Forum UNESCO network.	3 Academics (part- time) and 5 service staff (full time), space and equipment are provided by UPV. A website was also created and is maintained by UPV and a monthly electronic newsletter is also issued by UVP.	No
PRESS GROUP, Spain	Co-Publishing Agreement	2006-2009 - possible renewal	The World Heritage Centre works with Press Group to publish the new version of the WH Review. This magazine is published quarterly. While the editorial responsibility remains that of the Centre, Press group is active as a part of the Editorial board and is responsible for the production and distribution of the Review. Initiatives to encourage new subscriptions to the Review are now also underway.	Shared financial responsibilities and royalty based income. Press Group has thus far made an initial investment of € 300,000 in this project.	Upon written approval by UNESCO in the context of the agreement
SHELL FOUNDATION, United Kingdom	Letter of Understanding	2004-2006	A grant was made by the Foundation to promote the protection and conservation of natural World Heritage sites and their associated biological diversity, notably to implement the pilot project "Enhancing our Heritage – Skills sharing". In addition to the grant, Shell has committed to respect the WH Convention and not to extract resources from World Heritage sites.	US\$ 199,140	Used on film on biodiversity developed with Shell and IUCN for the IUCN world congress (Thailand, Nov 2004) and to implement the Business Skills Sharing pilot project in the Seychelles (with Seychelles Island Foundation), in Uganda at the Bwindi Impenetrable Forest WH site and at the Tubbataha Reef WH site.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
UNITWIN - International network for the promotion of culture, tourism and development, France	Agreement	2002-2006 - possible renewal	The principal objective of the cooperation with UNITWIN, an international cooperation programme of the Université Paris I (Panthéon- Sorbonne), is to facilitate research, training and information sharing about culture, tourism and development. The network will provide expert advice to Member States in establishing University level courses and creating research centres in particular as relates to the implementation of UNESCO's normative instruments about heritage protection - 1954, 1970 and 1972 Conventions.	Exchange of expertise and seed financial resources tbd.	Upon written approval by UNESCO
SUDWESTRUNDFUNK (SWR), Germany	Project Agreements	1995-1998 1998-2007 2007-2010	To produce a series of films on World Heritage made in 35mm format entitled "Treasures of the World – Heritage of Mankind" and broadcast weekly on 3 Sat. The film series are distributed to all regions of the world on behalf of SWR by Telepool (Germany) and are shown on television and sold on DVD. For further information: www.schaetze-der-welt.de	Agreement predating Euro foresaw contributions to the Fund per film produced (DM 3,000: approx US\$ 2,000). 357 films will have been produced before the end of 2007. Total income generated through the first 2 agreements exceeds US\$ 700,000. Contribution received in 2006: US\$37,686. Starting in 2007 an annual contribution of US\$ 50,000 is foreseen to help cover costs of WH promotional activities.	Authorized for the films. For use in ancillary products, authorization to be sought from UNESCO in writing.
THE NATURE CONSERVANCY (TNC), USA	Memorandum of Understanding	2004-2009	To develop and implement projects at selected sites for capacity building and improvement of management with special emphasis on the involvement of local people.	Expected funding: US\$ 1 M	Upon written approval by UNESCO in the context of the partnership.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
TOKYO BROADCASTING SYSTEM (TBS), Japan	Project Agreements	1996-2005 2006-annual review	Production of a series of 30-minute films on World Heritage entitled "The World Heritage" broadcast weekly by TBS. A celebration to commemorate the 500th episode took place in June 2006. The first Agreement was signed between the National Federation of UNESCO Associations in Japan and WHC. Acknowledging that TBS and WHC had wished to establish direct cooperation for "The World Heritage" film project, a new Agreement was concluded directly with TBS to include increased access and use of the footage produced by TBS.	A yearly contribution of US\$ 60,000 (of which US\$ 30,000 was earmarked annually for projects in Asia) was foreseen under previous agreement. New Agreement since 2006: US\$ 40,000 per year + exceptional grant for 2005 US\$ 40,000 (year during which no agreement was in place with NFUAJ or TBS).	Authorized on the films and non-commercial promotional materials produced under this Agreement.
UNITED NATIONS FOUNDATION, USA	<p>Framework Agreement (with UNFIP) Project Agreements Memorandum of Understanding</p> <p>All projects under this Framework are conducted through agreements with major conservation NGOs: Conservation International, Fauna and Flora International, RARE, Wildlife Conservation Society, World Wildlife Fund and The Nature Conservancy.</p>	1998-annual review	<p>Project development and funding for WH activities: Brazilian WH biodiversity; Biodiversity conservation in regions of armed conflict: protecting WH in DRC; Control and eradication of invasive species in the Galapagos; Conservation of the Sumatran natural heritage; Enhancing our Heritage: monitoring and management; Central African WH Forest Initiative; Promoting WH in Madagascar; Esperitu Santo, Mexico; Yucantan Coastal Environment conservation action; Promoting Marine Conservation through WH in the Eastern Tropical Pacific; Piloting a Rapid Response Facility (with FFI); Support to Indian WH conservation; WH biodiversity: filling critical gaps and promoting multi-site approaches to nominations; Linking conservation and sustainable tourism at WH sites (with RARE); Activities for the development of the project in support of sustainable local tourism development; Promoting conservation through sustainable local tourism development at WH sites (with TNC); Support to WH Climate Change Initiative; Results based management at WHC; Raising awareness and mobilizing support in favour of WH sites (Friends of WH Fund); Providing support to WH programme and staff.</p>	2002-2007: US\$ 30,7 M	Authorized in the context of the partnership and various project agreements but requires the prior written consent of UNESCO based on specific proposals.

NGO / COMPANY	AGREEMENT	PERIOD	OBJECTIVES	RESOURCES	LOGO USE
UNIVERSITY OF MINNESOTA, College of Architecture and Landscape Architecture, USA	Memorandum of Understanding	2004-2008	A 4-year plan of cooperation and activities in the field of cultural World Heritage was established for cooperation in the following areas: collaborative research project, exchange for postgraduate student, academic staff exchanges and development programmes between universities, including study visits at UNESCO; promotional events.	NA	No

Annex 2.

Expected Results

While the long term objective of PACT had ambitiously been set to address World Heritage conservation needs, more realistic short term results and performance indicators⁸ were identified and approved⁹ in 2004. Since then, new indicators have been established and are reflected below.

Result expected (2006-2007 workplan): Mobilization of resources for World Heritage priorities and increase in the level of awareness about the World Heritage Convention.

Indicators:

- World Heritage projects implemented through in kind or financial contributions from partners
- An increase in the level of engagement from the private sector
- An increase in the level of awareness of potential partners and civil society about World Heritage
- New funds mobilized

Process indicators adopted by the Committee:

- Presentation of the partnership initiative to major international fora;
- Increase in outreach, meetings and media coverage
- World Heritage is featured in important public statements

Achievement indicators (per biennium):

- Develop at least 1 major awareness raising partnership;
- Develop at least 1 new major capacity building partnership;
- Generate increase in the involvement of non-governmental partners at World Heritage meetings;
- Mobilize new resources equivalent to the World Heritage Fund (USD 7M / biennium)

⁸ 32 C/5 and WHC-03/27.COM/20C

⁹ Decision 7 EXT.COM 12