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CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

World Heritage Committee
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Item 9 of the Provisional Agenda: Promotional Activities

It is recalled that the Committee, at its sixteenth session held in Santa Fe, USA, in December 1992, having examined the report on promotional activities linked to the celebration of the twentieth anniversary of the Convention, decided that its strategic orientations concerning promotion should be taken into account in the activities of the World Heritage Centre as of 1993. Strategic goal number five, as defined by the Committee (Santa Fe Report, Annex II, pp 3-4), underlines the need to "increase public awareness, involvement and support", further elaborated in the following objectives: "to provide support to site presentation; to implement a professionally designed marketing strategy; to attract donations and public support, including through demonstration of accountability in World Heritage Fund management; to reinforce the image of World Heritage site network by introducing standards in the design and content of site programmes and general information materials; to compile and regularly distribute reports highlighting the success stories of the Convention; to encourage appropriate co-operation with local populations in promoting and protecting World Heritage sites; and to provide support for circulation of exhibits on World Heritage sites among States Parties to the Convention."

Promotional activities carried out in 1993 thus focused on consolidating the headway made in this sphere during the celebration of the twentieth anniversary in 1992, and on preparing the ground for a more comprehensive information-promotion-education and marketing strategy to be implemented as of 1994. Part I of this report gives a review of the major actions undertaken in 1993. While by no means exhaustive, especially in view of actions that may have been carried out in the States Parties in the past twelve months, it points out the activities that have proven successful and which the Committee may wish to recommend also in the future.

Part II of this document presents the Centre's proposals for 1994 and 1995, subject to modifications which the Committee may wish to suggest. Keeping in mind the Committee's request concerning its strategic orientations, the proposals have been structured along the following main lines: (i) development of a top quality data-base on the Convention's structure and functioning; (ii) support to on site promotional activities; (iii) information for the media and the public in general; (iv) World Heritage awareness-building through schools, and (v) development of an overall World Heritage marketing strategy. Furthermore, particular attention will be given to encouraging promotional and educational efforts at the national and local levels by cooperating with a variety of governmental and nongovernmental networks.

I. REPORT ON THE ACTIVITIES CARRIED OUT IN 1993

1. As reported to the Bureau of the World Heritage Committee at its seventeenth session in June 1993, the first issue of The World Heritage Newsletter appeared in February of this year, 5000 copies in English and 4500 in French. The second issue appeared in June, and the third one is scheduled for December 1993. The Newsletter is dispatched to some 9.000 addresses, including Permanent Delegations and National Commissions for UNESCO, managers of the World Heritage sites, governmental, regional and local departments responsible for culture and environment, various associations and NGOs including UNESCO clubs, the mass media, etc. Judging by the numerous requests and comments received, the Newsletter is a success. The Centre is pleased to inform that the Norwegian Ministry of Environment recently generously donated a financial contribution to be used for the Newsletter. The Committee may wish to address a note of appreciation to the Norwegian authorities.

2. The UNESCO Press signed a co-publishing agreement with the Spanish publishers INCAFO and the Japanese publishing house Kodansha for the publication of a ten-volume encyclopedia on World Heritage sites. On the basis of this contract, a royalty will be paid to UNESCO, of which half will be reverted to the World Heritage Fund.

Parallel to this, the book series for adolescents continued to be published in English. Discussions were recently held with the Harper Macrae publishing comp. regarding the launching of the Masterworks of Man & Nature on the British market. It should likewise be noted that the 1994 UNESCO World Heritage Agenda and the updated (1993) folding poster of the WH sites, in English and French, were widely distributed. Copies of the Agenda and other WH information material will be given out by UNESCO at the World Summit of the most populated countries, convening in New Delhi, India, from 15 to 16 December 1993.

3. Independent Image, a British company specialised in cultural and documentary programmes, which was selected by UNESCO after due procedure, started preparing in cooperation with a Norwegian

co-producer, eight 52 minute television programmes on World Heritage for international distribution. Written and presented by the renowned author and historian, John Romer, the project will be available worldwide in 1996. This project is expected to contribute to the World Heritage Fund a facility fee of £ 100.000 (i.e. 170.000 US dollars) of which a maximum of 50% may be used by the WH Center for expenses involved with filming. Fifteen percent of the net proceeds from it will be paid into the Fund. The project was presented at the International TV market (MIPCOM) in Cannes, France, in October 1993.

A UNESCO feature To save our world heritage was broadcast during the CNN World Report on 27th June at peak viewing time in Europe and the Americas, thus reaching some 300 million viewers in 120 countries.

4. The Centre signed an agreement with an Italian production company, SHIVA S.A.R.L., for a co-production of sixty video programmes on various WH sites, to be carried out in 1994-1995. (See Part II of this report). The Centre also co-operated on "Project World Heritage", a non-commercial initiative of the Global Environmental Forum in Japan. Its aim is to produce video coverage of all WH properties up to year 2007.

5. An exhibition was organised with the Centre's assistance in Olinda (Brazil), which was subsequently presented in several other locations by UNESCO's Regional Office in Brasilia. Other exhibits were sent to: the University of Yazd (Iran); to the city of Bourges (France); Anvers (Belgium) and the Gandhi National Arts Centre in New Delhi (India). Likewise, under the auspices of Patrimony 2001 a photographic exhibition of four World Heritage sites, namely Antigua Guatemala, Lalibela, Saint-Petersbourg and Angkor, was organized by the CAIXA Foundation from Barcelona. Presented in Madrid in March 1993, this exhibit was later shown in twenty other towns of Spain. An interactive Photo CD KODAK programme (pictures, commentaries and music) of this exhibit was shown also at various events in France and Italy, and at the just held UNESCO General Conference (November 1993).

6. The Centre continued to develop a computerized information documentation system on the implementation of the Convention in the States Parties and, more specifically, on conservation efforts and problems of individual properties inscribed on the List. This data-base is not only for internal use; it is indispensable for future multimedia promotion work, monitoring of the state of conservation of sites and the implementation of the Convention by the States Parties, as well as for education/training programmes. (Further on this in Part II).

Work on the CD-ROM project, containing a data-base of 50 WH sites, aimed in the first place at adolescents, students and tourists, has continued in 1993. A prototype was completed, and the Centre started inquiries into the financial viability of a possible future distribution of the product.

7. The Centre gave support to a vast World Heritage information campaign in Denmark, launched by the Folkeligt Oplysnings Forbund (FOF), an organisation for cultural events, financed foremost by public funds. This event, notable for its size and impact, involved the publication of several articles on WH sites in the leading Danish daily, the "Berlingske tidende", reaching some 1 million readers. The articles were subsequently reprinted in the journal of the FOF, thus increasing their circulation by another several thousand copies. Parallel to this, some 300 events were organised in the course of 1993 alone, and an exhibition provided by the Centre was shown from 11 September to 28 November 1993 at the Koldinghus Museum, Copenhagen. The campaign envisaged also visits to several WH sites in different countries, and special fund-raising activities in support of the World Heritage Fund.

8. Another important national initiative to be noted is that of the Federation of UNESCO Clubs of Japan the aim of which is to produce, in collaboration with the Centre and the UNESCO Photo-library, an itinerant exhibit showing all WH sites. The Federation has furthermore organized a fund-raising campaign and the first cheque of US \$ 70,000 donated to the World Heritage Fund by Japanese travel agencies was given to the Director-General of UNESCO.

9. Regarding educational material, the Centre collaborated on three projects in the course of the past twelve months. The first concerns the production of a prototype World Heritage teaching kit for grades 6 to 8, prepared by US/ICOMOS and Arlington County (Virginia) Public Schools, with the support from the US Department of State. The prototype is being tested in several schools and the teaching material will subsequently be modified on the basis of the pupils' and teachers' feedback. The second project, still in its planning stage, consists of the production of explanatory materials on properties representing different cultures and eco-systems of the world, accompanied by a map indicating the location of the World Heritage properties and an explanatory note on the Convention. Intended for secondary level pupils, this material should be simple to reproduce and relatively easy to translate into other languages.

The third project, also in a planning phase, concerns the production of a comic strip/book explaining the WH Convention and the properties inscribed on the List. Inspired by the UNESCO/UNDP publication for environmental education, which has been very successful in Latin America, the creation of the WH comic book will take into account also a possible film version, envisaged for 1994.

Fourthly, the Norwegian National Commission for UNESCO, in cooperation with the Norwegian United Nations Association, began developing extra-curricula school material on the World Heritage. The material, consisting of a booklet and a teachers' guide, is to be used in ninth and tenth grade. It is expected to be ready for distribution through the UN Association network by April 1994.

10. The Centre began organizing in 1993, together with Quillet Diffusion (a subsidiary of the Hachette Publishing House) and the French National Commission for UNESCO, a school contest on World Heritage sites. This project involves some 8,000 classes in French schools, i.e. about 200,000 children 11 to 14 years old. The finals are scheduled for May 1994. (Further on this in Part II.)

11. In accordance with the Committee's instructions, the Centre contacted several marketing specialists from different countries as a first step to elaborating a marketing strategy in 1994. Further information on this is given in Part II.

12. As reported to the Bureau last June, the tourism study has made satisfactory progress in the past year. Based on some sixty replies received by the Centre from the managers of mixed and natural properties, an analysis was made, which is available for consultation upon request. This was followed by a complementary survey. Selected case studies were discussed at the expert seminar on tourism management in natural and mixed WH sites, jointly organized by UNEP, WTO and UNESCO, which took place from 22 to 26 November 1993 in Dakar, Senegal at the UNESCO Regional Office (BREDA). The purpose of this seminar was to establish guidelines to assist site managers in their tourism policy.

13. Assistance was provided by the Centre for the setting up of inscription plates in the Historic Centre of Morelia, Mexico (May 1993) and for the Cathedral in Bourges, France (June 1993). World Heritage certificates were given for the following sites: Angkor (Cambodia), Banc d'Arguin National Park (Mauritania), Plitvice Lakes National Park (Croatia), Phythagoreion and Heraion of Samos (Greece) and the Old City of Zamosc (Poland), as well as for 10 sites in Mexico, 3 sites in China, and 6 sites in Russia.

14. The French Ministry of P.T.T. issued in October 1993 two stamps on the theme of preserving the World Heritage. One of the stamps depicts Angkor (Cambodia) and the other the Tassili n'Ajjer (Algeria).

II. PROPOSALS FOR 1994 AND 1995

15. As stated in the introductory paragraphs to this document, the proposals for 1994 and 1995 aim at (i) consolidating the promotional actions taken in the past which have proven successful (notably the dissemination of The World Heritage Newsletter, the World Heritage folding poster; co-publication of books on World Heritage for different publics; collaboration on major audiovisual projects) and (ii) developing new methods of information and promotion, including the introduction of World Heritage into curricula and/or extra-curricular activities; production of top quality permanent and travelling expositions; enabling local, national, subregional and regional institutions to assume a leading role in World Heritage promotional activities. To achieve these objectives, it is indispensable to fully develop the Centre's data-base and documentation system and link it to major relevant external data banks.

A. The Centre's information and documentation system

16. The multimedia promotion activities envisaged as of 1994 require a reliable data-base with easily retrievable information not only regarding site specific information, but also regarding decisions taken by the World Heritage Committee, its Bureau and other decision-making bodies within UNESCO. Such a system should furthermore provide up-to-date information on the monitoring of the state of conservation of each of the sites, as well as overall information on the implementation of the Convention by the States Parties. Connected to other important data-banks within UNESCO and externally (ICROM, ICOMOS, IUCN, ICOM, various foundations, etc.) it should likewise provide rapidly accurate information on the history and present state of individual sites, increasingly requested by the media and particularly the producers of educational material. This important ground-work began in 1993 but needs to be vigorously pursued in 1994 and 1995.

17. A more ambitious information-promotion-education strategy requires a further development of UNESCO's own World Heritage photothèque and vidéothèque, to be done in cooperation with Patrimoine 2001, UNESCO/OPI and other partners.

B. Support to on-site promotional activities

18. In order to use more fully the WH sites as main vehicles for promotional, educational and, possibly, marketing activities, a survey will be carried out in 1994 in cooperation with the States Parties, ICOM, IUCN and ICOMOS of the existing human, technical and financial capabilities of the listed properties for a more comprehensive WH information-promotion-education and marketing strategy. Upon completing the survey, the Centre will propose a future strategy. It is estimated at first glance that by using optimally available networks (various professional associations, grass-root organizations, clubs, etc.) linked directly or

indirectly to the WH properties, hundreds of millions of persons could be reached.

19. In the coming months the Centre plans to produce and distribute, in cooperation with the State Parties and concerned international organizations, concise site specific technical information, in English and French, addressed to site managers for their own information as well as for visitors.

The Centre will likewise assist site managers in setting up appropriate WH inscription/recognition plates at the sites, and will continue to deliver the World Heritage certificates to the administrators of newly inscribed properties.

20. In collaboration with the newly founded Organization of the World Heritage Cities, the States Parties, ICOMOS, ICOM and UNESCO's Field Offices, the Centre will assist a number of municipal administrations responsible for historic centres inscribed on the List, in developing year-round (permanent) exhibits explaining their own site in a global context, as well as the WH Convention, the List, the Fund and the work done by UNESCO and its partners in this area. Some of these could eventually develop into regional or subregional World Heritage information-promotion centres.

21. Organize, in cooperation with OPI, CLT and Field Offices, at least one major gala event for fund-raising purposes on one of the World Heritage sites which is particularly in need (e.g. Angkor, Dubrovnik, Cairo).

B. Information for general public

22. In order to respond better to increasingly diverse information requests, the Centre plans to produce in cooperation with UNESCO's Office of Public Information and other partners an easily modifiable (modular) press kit in three languages (English, French and Spanish) with basic information on the WH Convention and the Fund, the inscribed sites, the Centre's programme and UNESCO's actions in World Heritage preservation. This information will be distributed, in cooperation with UNESCO/OPI, to national and international news agencies, editors of leading newspapers and magazines, journalists specialised in travel reports, etc.

23. The Centre intends to improve its present general purpose information kit, which should be modifiable to suit the interests of different users, e.g., policy-oriented information for parliamentary deputies or potential donors/sponsors; site presentations adapted for children of various age, etc. It will include, among other, the updated WH folding poster, which is (re)produced annually in French, English, Spanish, Arabic, Chinese and other languages, depending on extrabudgetary contributions and arrangements with interested State Parties.

24. As regards publications, the Centre will continue to cooperate, jointly with UNESCO's Publications Office and concerned international organizations, in the production of major publications on World Heritage sites, such as the INCAFO encyclopedia, now to be published also in Japanese by the Kodansha Publishing House, the "Masterworks of Man and Nature" published by Harper Macrae in 1992, the English-language series for adolescents, a possible comic-book for primary school children (similar to the UNESCO/UNDP publication on environment which proved most successful), and other.

The Committee may wish to consider also the possibility of having the Centre publish as of 1994 its own World Heritage working documents (or: discussion papers) series, consisting of regional monitoring reports, thematic studies (e.g. application of WH criteria; questions regarding authenticity, etc.) which could accentuate the role of intellectual cooperation in this area.

25. The World Heritage Newsletter, having proven its usefulness in the first year of its existence, will continue to appear three times per year in English and French. The newsletter will endeavour to bring more information from the sites and from the States Parties in general.

26. In the audio-visual field, the Centre will continue to cooperate in the afore-mentioned (Part I) projects such as the Independent Image series, the SHIVA S.A.R.L. video programmes, and the Japanese "World Heritage" initiative, but it will also undertake the following new projects: (i) the production, in cooperation with UNESCO/OPI, of at least two promotional 2-3 minute films, focusing on success stories in WH preservation, to be used by national television networks as well as international (e.g., CNN); (ii) production of a short cartoon film on WH to animate the interest of the general public; (iii) collaborate with Sergio Frau of "La Repubblica" (Italy) and Tele Monte-Carlo in the production of 25 weekly 90-minute talk-show programmes on WH preservation (the programme began in November 1993).

27. Instituting this year a new practice, the Centre will henceforth organise at UNESCO's Headquarters a public presentation (consisting of photos, explanatory texts, videos, information kits and a press cocktails) of the newly inscribed sites, immediately after each meeting of the World Heritage Committee. The first such exposition will take place on 20th December 1993, in the presence of the Director-General of UNESCO and other dignitaries.

The Centre also intends to produce, in cooperation with "Patrimony 2001" and other partners, a top-quality modular travelling exhibit of the World Heritage sites, with accompanying explanatory text, posters, badges, etc. This exhibit will be shown, among other, at the United Nations Headquarters in New York within the framework of the fiftieth anniversary of the UN and UNESCO in 1995.

28. Provided that sufficient financial means are found either through a sponsor or on a commercial basis, the improved trilingual version of the CD-ROM on World Heritage sites and the Convention will be reproduced in at least 3,000 copies and distributed through various networks.

29. Following the seminar on tourism management in natural and mixed World Heritage sites, held in 1993, the guidelines will be edited and distributed in cooperation with UNEP and the WTO (World Tourism Organization) to all site managers, national authorities responsible for tourism and professionals in tourism. In 1995 this type of activity will be extended to categories of cultural sites in cooperation with ICOMOS and the WTO.

C. World Heritage awareness-building through schools

30. In order to develop a successful educational component of the present World Heritage programme, the Centre will concentrate in 1994 and 1995 on three aspects: (i) consultations with educational, cultural and scientific authorities in the State Parties and with concerned international organizations on the best possible approach to integrating knowledge about World Heritage into existing school programmes in different parts of the world (using as much as possible UNESCO's Associated schools network and drawing upon national and international experience in integrating environmental education into school curricula); (ii) preparing, in cooperation with the State Parties and concerned professional organizations, basic teaching/learning material, adaptable to different languages, and various cultural and technical requirements; and (iii) organizing special events in order to draw the State Parties' attention to the needs and the possibilities of developing appropriate educational approaches to World Heritage preservation.

31. The Centre will thus continue to cooperate on the production of the teaching/learning materials, initiated in 1993, in three State Parties (France, Norway and the United States) in view of possible adaptation of these materials for other State Parties.

D. Exploration and development of an overall marketing strategy

32. This being a novelty, it is first necessary to undertake in 1994, under contract with a professional marketing specialist/agency, a thorough evaluation of the World Heritage programme's potential for marketing purposes, accompanied by possible strategy proposals. Upon consultation with other partners, the Centre will prepare a proposal to be submitted to the Committee at its eighteenth session in December 1994.