

# Tides of time

The Brazilian Atlantic Islands, a marine site inscribed on the World Heritage List in 2001, are the subject of a new short movie produced by the Swiss watchmaker Jaeger-LeCoultre

In addition to the beauty of the islands and their waters, the site features a large concentration of diverse marine life.



ZE MARTINUSO / GETTY IMAGES

United Nations Educational, Scientific and Cultural Organization

World Heritage Centre

Jaeger-LeCoultre

BRAZILIAN ATLANTIC ISLANDS | Fernando de Noronha and Atol das Rocas Reserves

## Proceeds from online watch auction go to help protect marine World Heritage in Brazil

The intelligence of dolphins is apparent to any scuba diver exploring the Brazilian Atlantic Islands marine World Heritage site, which includes the Fernando de Noronha and Atol das Rocas reserves, off the northern coast of Brazil.

The Baía dos Golfinhos, located on the site, has perhaps the largest population of resident Skinner dolphins in the world. These cerebral mammals may well be drawn by the beauty of the site's exceptional marine seascapes, as are human divers from every continent. The profusion of sea life includes tuna, sea turtles and sharks. The World Heritage Committee was struck by the exceptional qualities of this site and inscribed it on the World Heritage List in 2001.

The Swiss watchmaker Jaeger-LeCoultre has been equally enchanted. This year, it named the site as the beneficiary of an online auction, held in April, its fifth conducted for the benefit of World Heritage marine sites. The watch auctioned, Prototype No. 1 of the Jaeger-LeCoultre Deep Sea Chronograph Cermet, was

inspired by the Memovox Deep Sea of 1959. The manufacture subsequently made a donation of \$20,000, earmarked for the protection of Fernando de Noronha through the purchase of an inflatable boat. The acquisition will facilitate implementation of a regular surveillance program aimed at combating illegal fishing.

"Since 2008, Jaeger-LeCoultre has been a proud partner of Unesco and the World Heritage Marine Program, along with the International Herald Tribune," says Isabelle Gervais, the watchmaker's international public relations director. "Every year, Jaeger-LeCoultre contributes to the protection of one of the 46 marine sites appearing on the Unesco World Heritage List, providing direct financial help to a dedicated project, such as the purchase of a boat or radar.

"This year, we decided to go further and to create a movie dedicated to a protected marine area that is listed as World Heritage for its outstanding features. In close consultation with the World Heritage Centre, we selected Fernando de Noronha in Brazil, one of these

exceptional places that we want to preserve."

In May, Jaeger-LeCoultre invited guests to Fernando de Noronha for a special event and video shoot with the objective of raising awareness about conservation efforts to keep this spectacular site worthy of World Heritage status. Ricardo Araújo, chief of the Fernando de Noronha National Marine Park, and Rodrigo Leão de Moura, a scientist with Brazil's Marine Biology Institute, were on hand to answer questions about the site, and to dive into the crystal waters as part of the video about this spectacular underwater location.

"The purpose of this movie was really to highlight the uniqueness of this environment in order to raise awareness of the need to preserve natural sites such as Fernando de Noronha," says Gervais. The movie may be seen on Jaeger-LeCoultre's YouTube channel ([www.youtube.com/jaegerlecoultreclub](http://www.youtube.com/jaegerlecoultreclub)) as well as on that of Unesco ([www.youtube.com/unesco](http://www.youtube.com/unesco)).

The event and video highlight the conservation issues at stake of sites like Fernando de Noronha,

explains Fanny Douvère, coordinator of the World Heritage Marine Program. Both day-to-day and long-term strategies must be implemented, notes Douvère, and the presence of both a site manager and a scientist underscores the dual perspective needed for sustainable conservation of Fernando de Noronha.

Araújo says that the ecosystem of the reserve functions as a magnet for many fish species, and that vigilance is necessary to keep illegal fishing from depleting stocks of fish that dwell in the waters and those that pass through. Illegal fishing is largely under control, he adds, so the focus now is to widen protection a bit beyond the park boundaries themselves. The purchase of the boat will aid in these efforts.

Leão de Moura lists some of the special values to be found at Fernando de Noronha: its volcanic geomorphology, a large concentration of marine biodiversity, a major sea turtle nesting area, a home for many species that occur nowhere else on the planet — and those smart dolphins. ■



Isabelle Gervais of Jaeger-LeCoultre and Ricardo Araújo, chief of the Fernando de Noronha National Marine Park.

**Brazilian Atlantic Islands** is the 44th installment in the "Tides of Time" series about Unesco's World Heritage marine sites. It was produced by the IHT Creative Solutions department and did not involve the newspaper's reporting or editorial departments. "Tides of Time" is a partnership among Jaeger-LeCoultre, the Unesco World Heritage Centre and the International Herald Tribune. Text by CLAUDIA FLISI.

WORLD HERITAGE COMMITTEE | 37th session

## A powerful resource for the global conservation community

World Heritage is more than a list of protected areas, and the annual session of the World Heritage Committee overseeing the World Heritage Convention is more than an opportunity to name new sites. When a natural or cultural site is named to Unesco's World Heritage List for its unique or exceptional qualities, the impact is something like that of an actor winning an Oscar. The increased recognition and exposure increase the value of the site.

But there is a huge difference. An actor is acknowledged for a specific performance in a specific year; World Heritage is an ongoing process, and the sites inscribed as such have to earn their listing every day, year after year.

"Just because you are listed as World Heritage does not mean you stay there forever," points out Fanny Douvère, coordinator of the World Heritage Marine Program. "There are benefits to being listed and there are also obligations, both local and to the world community."

Philippe Pypaert, Unesco's hydrologist for Europe, emphasizes that social responsibility is an integral part of the World Heritage Convention. "Sustainability is more than urgent today," he says. "This is not a question of environmental education as usual. When Unesco is involved, the experience can't be only that. We are talking about sustainable development, social responsibility, culture — on a global scale."

Evaluating the performance of World Heritage sites and their management is one of the main tasks of the World Heritage Committee, which has been meeting annually since 1977. "World Heritage is the only global network of protected areas that is being monitored and evaluated on a continuous basis," says Douvère. "No other protected-area network can claim over 40 years of substantial, case-by-case, expert evaluations that form the basis for policy and decision making at such scale."

The 37th session of the committee was held in Phnom Penh, Cambodia, in June. There were no new marine sites among the additions to the World Heritage List, but decisions were made about 10 of the 46 existing marine sites.

Three of these marine sites — the Barrier Reef of Belize, East Rennell in the Solomon Islands and Everglades National Park in Florida — are currently listed as being "in danger." They join 41 other sites, both natural and cultural, where conditions exist that "threaten the very characteristics for which a property was inscribed on the World Heritage List." The danger listing is meant to encourage corrective action. It is not a punishment but a red flag.

"When a site is put on the list of World Heritage in danger, it raises public and political awareness of the critical needs of the site," explains Douvère. These needs must be addressed in timely fashion by proposals to the World Heritage Committee submitted

by the respective countries, to ensure that the site's universal values are not irrevocably damaged.

"The World Heritage Committee makes recommendations every year about specific actions a site needs to take to improve its conservation status," she says. "The guidelines could not be clearer."

She suggests that nongovernmental organizations and the private sector can benefit from World Heritage "to help conserve the values that made the site worthy in the first place." The recommendations are "a fantastic tool for third parties to get a rigorous, firsthand insight on what action is needed most urgently to ensure that future generations will continue to be able to enjoy these treasures," she says.

An example comes from Australia's Great Barrier Reef, the first marine site to be designated as World Heritage, in 1981. Richard Leck, Great Barrier Reef campaign director for the World Wide Fund for Nature in Australia, says: "The power of World Heritage status implies a responsibility on all Australians: we have an obligation to protect the reef that goes beyond our borders and extends to all of humanity. The concern that has been expressed by the World Heritage Committee in the last few years regarding the unprecedented boom in industrial development along the reef's coast has been instrumental in drawing attention to an issue that was beneath the radar previously. It has resulted in our regional and national governments' beginning to regard the impacts of this development much more seriously."

The Everglades are a more complex case. Listed as endangered at the specific request of the United States government, the Everglades have been listed as endangered to call attention to their problems, since the capital investment needed for permanent protection is enormous.

Dan B. Kimball, superintendent of the Everglades and the Dry Tortugas National Parks, says: "The fact that the park is the only U.S. World Heritage site on the World Heritage in danger list brings enhanced visibility regarding the significantly degraded ecosystems of the park and provides additional impetus and support for ecosystem-restoration planning that focuses on it."

"The World Heritage designation also encourages scientific activities to better understand resource conditions in the park and to more fully monitor progress in restoring its imperiled ecosystems. These scientific activities are critical in meeting the World Heritage requirement of periodically preparing a State of Conservation Report that comprehensively reports on resource conditions in the park, restoration progress against agreed-upon benchmarks, and also emerging issues — such as invasive non-native wildlife and vegetation, and climate change — that represent new challenges for this site." ■



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JAEGE-LECOULTRE

### A classic icon revisited by technology

Scuba diving has changed since its origins in the mid-20th century. Technological advances have improved apparel, air tanks and other equipment, and changes are likewise evident in the diving watches of Jaeger-LeCoultre.

This year, Jaeger-LeCoultre launched the Deep Sea Chronograph Cermet, tapping more than half a century of technological innovation. Janek Deleskiewicz, artistic director of Jaeger-LeCoultre, observes: "In 2013, the Jaeger-LeCoultre Deep Sea Chronograph Cermet restores the spirit of the iconic Memovox Deep Sea of 1959, the first automatic diver's watch equipped with an alarm, with the lightness and the resistance of the reinforced cermet material and a mechanism that incorporates the latest results of the research conducted by the manufacture."

Cermet is a composite of ceramic and metal with a range of technological advantages. It is more resistant to shocks and pressure than pure ceramic, an asset of great value to divers. The composite's insensitivity to extreme temperatures has fostered its use in aeronautics and Formula One racing-

car engines. Its ceramic protective layer is more resistant to scratching than steel. Finally, its light weight (it weighs 34 percent less than titanium) makes it ideal for underwater exploration.

On the Jaeger-LeCoultre Deep Sea Chronograph Cermet diver's watch, a chronograph operating indicator composed of two discs (one red, one white) enhances diving safety by enabling the wearer to check instantly whether the chronograph is running, stopped or reset.

This specific feature is inspired by a historical Jaeger-LeCoultre invention from the 1930s, the Chronoflight onboard chronograph. The device quickly earned its place aboard aircraft and later on sports-car dashboards. Its dials added up flight or driving times while deducting stopover durations.

The Jaeger-LeCoultre Deep Sea Chronograph Cermet may finally put to rest the longstanding quarrel between "ancients" and "moderns" among watch aficionados. Its cutting-edge technology is solidly rooted in the manufacture's history and longstanding expertise, and it meets all the criteria laid down for divers' watches in the ISO 6425 standard.



Scan the QR code to watch a film about Fernando de Noronha produced by Jaeger-LeCoultre