



United Nations
Educational, Scientific and
Cultural Organization

With the support of the UNESCO Office in Moscow
for Armenia, Azerbaijan, Belarus,
the Republic of Moldova and the Russian Federation



СООБЩЕСТВО НЕЗАВИСИМЫХ ГОСУДАРСТВ
COMMONWEALTH OF INDEPENDENT STATES



Policy Brief

Role of Museums in Promoting
the Principles of the UNESCO 1972
Convention Concerning
the Protection of the World Cultural
and Natural Heritage



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INTERNATIONAL COUNCIL OF MUSEUMS
CONSEIL INTERNATIONAL DES MUSEES
CONSEJO INTERNACIONAL DE MUSEOS



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the Principles of the UNESCO 1972
Convention Concerning
the Protection of the World Cultural
and Natural Heritage

The publication is prepared by the Russian Committee of the International Council of Museums in consultation with experts from the CIS countries in the framework of the joint UNESCO/ICOM project «Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Conventions 1970, 1972, 2003 and 2005» with the financial and consultative support of the UNESCO Moscow Office for Armenia, Azerbaijan, Belarus, the Republic of Moldova and the Russian Federation.

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Role of Museums in Promoting the Principles of the UNESCO 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage: Policy Brief.

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This publication contains a comprehensive analysis of strengthening the role of museums in the implementation of the Convention Concerning the Protection of the World Cultural and Natural Heritage (1972) in the CIS countries. Among the major issues are problems and challenges that museums are facing with while the implementation of the main provisions of the Convention, as well as future activities in the field of the protection and promotion of heritage with consideration of the social and educational potential of museums in the modern world.

The authors are responsible for the choice and the presentation of the facts contained in this publication and for the opinions expressed therein, which are not necessarily those of UNESCO and do not commit the Organization.

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Introduction

Since the adoption of the International UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage (1972), 191 States have signed this document and the World Heritage List has included 1007 objects, 779 of which belong to the category of cultural objects¹. In accordance with statistics approximately 15–20% of all objects are fully or partially managed by museums, in the CIS countries this percentage is higher — around 50 %². The role of museums in promoting and implementing the principles of the Convention concerning the Protection of the World Cultural and Natural Heritage in CIS countries becomes the determining factor, as well as the impact of the provisions of the Convention on museum activities.

This Policy brief analyzes the issues of strengthening the role of museums in the implementation of the 1972 Convention in the CIS countries, including prospective opportunities and challenges that museums face during the implementation of the main provisions of the Convention. Which problems museums are facing with in the area of heritage protection? What challenges do they have to answer? What are the potential opportunities they open after gaining the status of a World Heritage property? All these questions are the focus of this brief. In order to identify the prospects of strengthening the role of museums in the implementation of the Convention concerning the Protection of the World Cultural and Natural Heritage, the authors of the text primarily appeal to social and educational opportunities of museums in the modern world. It is essential to understand and analyze the social impact, which the Museum has today, and the key factors that can be used to implement the main provisions of the Convention.

¹ According to the Official UNESCO Web-site, World Heritage List (as of April 2015): <http://whc.unesco.org/en/list>.

² This data appeared as a result of the analysis held by authors.

Strengthening the Role of Museums in the Implementation of the UNESCO 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage : Context and Significance

In recent years museums have changed a lot, many of them are taking on more social responsibility and pretend to gaining important positions in public and cultural life, as well as in the structure of the economy of the region. The preservation of tangible and intangible cultural heritage is one of the main functions of museums and should not be lost. However, in modern museums tasks are much wider. Innovation expands the public accessibility of museums, develops knowledge about the heritage and strengthens museum's role in education. In recent years, museums are increasingly cooperating with educational institutions and become one of the most important areas for education throughout life, and especially for the education of the younger generation. Museums benefit society by promoting regional values in the era of globalization. The Museum strengthens cultural identity, support social cohesion and is a mediator in the field of intercultural interaction. All this allows the Museum to become one of the most effective institutions that facilitates the implementation of the Convention concerning the Protection of the World Cultural and Natural Heritage.

Convention concerning the Protection of the World Cultural and Natural Heritage (1972) and the Basis of its Implementation

Cultural and natural heritage belong to the priceless and irreplaceable heritage not only of each nation, but of the humanity as a whole. Therefore, the loss of any part reduces the heritage of all peoples of the world. At the same time, due to technological progress and globalization, heritage faces growing number of threats. This understanding has received its reflection in the preamble to the Convention: “the cultural and natural heritage are increasingly threatened by the destruction caused not only by the traditional causes of damage, but also with the evolution of social and economic life, which exacerbates them even more dangerous, harmful and destructive phenomena”³.

³ UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage
<http://whc.unesco.org/en/conventiontext>.



*Expert meeting participants.
Day 1. All-Russian museum of decorative, applied and folk arts. Moscow*

Recognizing the scale and seriousness of the dangers that threaten the heritage, in an effort to improve the situation and to ensure the proper identification, protection, conservation and use of objects that make up the irreplaceable heritage of mankind, the General Conference of the United Nations Educational, Scientific and Cultural Organization has adopted the Convention concerning the Protection of the World Cultural and Natural Heritage on its 17th session in 1972. The Convention recognizes that there are places that have “outstanding universal value”, and as such they should be part of the common heritage of mankind. 191 countries have joined to this document and have pledged to preserve the world’s heritage⁴. According to data as of 2014, the World Heritage List included 1007 objects in 161 countries. Today in the CIS countries, more than 50 natural and cultural sites are included in the World Heritage List.

Firstly, the Convention provides an exhaustive definition of the two concepts of cultural and natural heritage. The provisions that obligate each state ratifying the Convention to ensure the identification, protection, conservation, presentation and transmission of cultural and natural heritage sit-

⁴ State Parties to the UNESCO 1972 Convention, as of August 15, 2014: <http://whc.unesco.org/en/statesparties>.



uated on its territory, to future generations are very important. The document prescribes the steps that the government should take to protect, preserve and promote the cultural and natural heritage. The versatility of these measures (the development of a common policy in the sphere of preservation of cultural and natural heritage, the creation of services for the protection, preservation and promotion of cultural and natural heritage, etc) suggests that the following of prescribed measures has a positive effect not only on the objects included in the list, but on the field of heritage in general. The Convention envisages the creation of a “World Heritage Committee” and “World Heritage Fund”, which operate since 1976. The World Heritage Committee actually is the Executive body that ensures the functioning of the Convention on the international level.

Its expertise covers the basic functions:

- Identification of World Heritage objects and their inclusion to the “World Heritage List” (the List), according to the proposals of the States Parties to the Convention;
- Monitoring the state of conservation of the objects included in the List (together with the Members States);
- Identification and inclusion of objects in the “List of World Heritage in Danger” ;
- Definition of methods for the use of the World Heritage Fund to assist States Parties to the Convention. The Fund could be used only to benefit of the values of cultural or natural heritage of outstanding universal value.

In 1998, UNESCO World Heritage Centre has prepared Operational Guidelines for the Implementation of the Convention concerning the Protection of the World Cultural and Natural Heritage⁵, which is periodically reviewed according to the decisions of the Committee. The goal of this Guidelines is to inform States Parties of the Convention with principles of the Committee’s activities and to assist the effective implementation of the Convention. This document contains a description of the procedures for monitoring objects and other procedural questions.

Over the past forty years, the World Heritage Convention has become one of the most successful international instruments designed to identify the most remarkable monuments of natural and cultural heritage of the humankind. The Convention has helped to gain worldwide recognition for more than

⁵ The Operational Guidelines for the Implementation of the World Heritage Convention:
<http://whc.unesco.org/archive/oguide13-en.pdf>.



ten percent of all protected monuments and spaces on earth⁶. Now, in the context of globalization and rapidly changing world, the main challenge for the implementation of the Convention is the provision of the preservation of those valuable of the criteria and qualities for which objects were included in the List. The inclusion of the object in the List imposes on the State obligation to pass this heritage for future generations, respecting the highest standards of safety and security. This item is one of the main requirements of the Committee to the application for inclusion of an object in the List, as the applicant State must demonstrate a guarantee of the fulfilment of obligations (the presence of the relevant legislation, the provision of funding and control, development projects).

Inclusion in the World Heritage List is only the first step to preserve these sites for future generations. Management and conservation is a continuous process that involves the local community, parties responsible for the object, and state leaders. Inclusion in the List of World Heritage contributes to raising awareness about the preservation of heritage among government leaders and all citizens. Regular monitoring of objects of the World Heritage List and, if necessary, the provision of expert assistance to the UNESCO Member States allows to maintain the unique qualities of these objects.

⁶ World heritage list statistics — <http://whc.unesco.org/en/list/stat>.

Analysis of the Role of Museums in the Preservation of the World Cultural and Natural Heritage

In accordance with the text of the Convention, the World Heritage Committee may include representatives of the professional public organizations that have the right of deliberative vote: International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), the International Council of Monuments and Sites (ICOMOS) and the International Union for Conservation of Nature and Natural Resources (IUCN). The Committee works closely with these organizations, resorting to the services in the areas of their competence and respective capabilities. Especially significant assistance is provided by them to the Committee in the analytical issues, including providing recommendations for inclusion and exclusion from the Lists. These influential organizations undoubtedly are leaders in the field of cultural and natural heritage safeguarding, but they are not represented in all countries of the world. It is necessary to remember that many of cultural sites included in the World Heritage List are the museum objects or are under the operational control of museums (this is especially typical for the CIS countries). In this regard, it is important to draw professional museum organizations to the Committee's work.



Musealization⁷ of the object allows a Convention State Party to solve more effectively a number of tasks that should be resolved because of the provisions of the Convention — conservation of the object, the constant supervision of its status (monitoring), funding, execution of which is necessary for maintaining the object, and the promotion of the object. During the application for the inclusion of the object in the World Heritage List, it is necessary to ensure effective implementation of the system of protection and management of the object (p. 132 Operational Guidelines for the Implementation of the World Heritage Convention). In this regard, the musealization of the object, assuming the existence of complex measures carried out by the Museum in respect of conservation of the property, can serve as a powerful argument in favor of a positive decision.

The inclusion of the object that already became a museum in the List is also often regarded by the Museum as a possible solution of many problems on restoration, on relationships with the local authorities, approval and consolidation of protected areas, regulation of the construction requirements, and attracting investment from both the state government and by private investors and sponsors. The status of a World Heritage Site is a great stimulus for the development of cul-

⁷ The term "Musealization" means placement in a Museum, or (more generally) the transformation into a kind of Museum of the key moment of life that can be the key point of human activities and natural places.

tural tourism, and therefore for attraction of additional financial flows to the region; and not only museums, but also local authorities, local businesses, and local community are interested in this.

However, the inclusion in the World Heritage List contains a potential challenge, because obtaining the status of the World heritage Site, attracting additional attention to the monument not only raises investment, but also increases the anthropogenic load on the objects what in some cases may be dangerous for the object. In addition, it leads to a noticeable increase in the commitments for the staff, both in terms of continuous reporting, and in terms of the constraints imposed on the Museum's new status of the object. This often disables the local authorities and the local community (restrictions associated with construction, method of carrying out the restoration works and so on).

Any organization or institution that manages the World Heritage Site must provide periodic reporting on the state of conservation of the object, on object management, risk factors, monitoring process, and other measures prescribed in the Operational Guidelines for the Implementation of the World Heritage Convention. In case of emergency or realization of works that may affect the state of the object, there should be continuous monitoring; especially, monitoring should be carried out in respect of the threatened objects.

A substantial contribution to the effective implementation of the 1972 Convention on the territory of the CIS countries aims to assist the Russian Institute of Cultural and Natural Heritage named after D.S. Likhachev, which received the status of the basic organization for the conservation of the World Heritage on the territory of CIS in 2014.

Today there are 126 objects that are included in the Tentative List of the World Heritage on the territory of CIS countries. It should be noted that in the last four years the work over inclusion into the Tentative List and the preparation of the dossier for inclusion in the World Heritage List has increased, but often the initiative and efforts to work on the inscription of a site on the World Heritage List does not belong to the Central government, but for regional. This passive attitude of the Central government leads to the fact that the work on the inclusion of objects to the List of the World Heritage is held only in those regions in which has active managers. At the same time, objects that might be more or equally in need of conservation and protection, do not receive adequate attention.



Challenges and Prospects for Capacity Development of Museums in the Implementation of the 1972 Convention in the CIS Countries

The Expansion of Activities of International Organizations that Promote Museums



Since the adoption of the World Heritage Convention, the List of the UNESCO World Heritage constantly evolved and expanded. During this extension necessity for guidelines and regulations for the implementation of the Convention were felt very urgent. Various meetings as well as results of Periodic reporting have demonstrated the need for training and activities aimed at capacity development in those areas in which States Parties demanded the greatest support. This problem has been decreased to a great extent by the emergence of a series of Resource Manuals on the management of World Heritage Sites. The series is a joint project implemented by ICCROM, ICOMOS, IUCN and the World Heritage Centre of UNESCO⁸.

Resource Manuals provide recommendations regarding the implementation of the Convention to States Parties, representatives of Central and local authorities, involved in heritage conservation managers, facilities managers of heritage, local communities associated with objects and other participants in the process of identification and protection of heritage. This program has been implemented for several years, and aims to provide clarification on issues of protection and management of World Heritage Sites based on the principles of the 1972 Convention. It is essential to translate Manuals into the languages of the CIS countries, as well as to carry out similar projects in these countries with regard to their specificity. It is necessary to prepare a series of seminars and trainings for Museum workers using existing materials and deliverables, as well as translated guides and manuals. The same events should be conducted for employees in museums.

As already mentioned, the main organizations that provide counseling, expert supervision and guidance concerning to the preservation of natural and cultural heritage are: the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), the International Council of Monuments and Sites (ICOMOS) and the International Union for Conservation of Nature and Natural Resources (IUCN). However, activities of these organiza-

⁸ Resource Manuals on the management of World Heritage Sites:
<http://whc.unesco.org/en/resourcemanuals>.

tions are extremely limited on the territory of the member States of the CIS. Thus, only Azerbaijan, Armenia and the Russian Federation (since 01. 05. 2014) have National committees in ICCROM and only Kazakhstan has got National Committee in ICOMOS. This situation has a negative impact in several aspects: first of all, on the monitoring and the preparation of periodic reports, on the preparation and implementation of training programs and projects aimed at the preservation and promotion of World Heritage Sites. In this regard, one of first tasks can be considered as intensification of work of state bodies and the entire cultural community on the restoration of the membership of the Member States of the CIS in these organizations. This will allow the CIS countries to be more actively involved in these areas of work, and will provide these countries with a wide range of opportunities for participation in international and regional programs implemented by these organizations. In addition, these changes undoubtedly will have a positive impact on the level of preservation of heritage objects and the extent of the authorities' attention to these objects.

Another important direction of the improvement of the Convention implementation is the inclusion of the International Council of Museums (ICOM) in the number of organizations that have the right to give advice in connection with the assessment of whether an application meets the criteria elaborated by the World Heritage Committee. ICOM has got a vast experience and wide net of experts, as well ICOM has close connections with the Museum community, and, therefore, this organization can more effectively carry out activities aimed at raising the level of training, and to make a real assessment of the level of the application or reports on those objects that are managed by museums. In view of the fact that on the territory of the CIS member States, a large part of the objects included in the List of World Heritage are museolised, the question of connecting the ICOM to the process of implementation of the Convention in this region is of particular importance. Besides having a big net of experts and an extensive network of committees, ICOM could send specialists for consultation or direct work on those objects that are on stage of creation of the Museum in the framework of the existing heritage Object. In addition, there is an opportunity to increase the level of expertise within the work in the various committees of ICOM. All this will undoubtedly help to raise the level of training of museum personnel and the effectiveness of their work, which will positively affect the conservation of the World Heritage Site.



Training and Professional Development of Museum Staff



Today there are more than 50 World Heritage Sites that require a close attention from public authorities and society for the implementation of effective protection and optimal use that do not violate the basic characteristics of objects in the CIS countries. This task should be solved by professional approach and targeted policy, which is capable of only well-trained professionals who possess both theoretical knowledge and practical management skills. The training of qualified personnel, their interaction, the constant exchange of experience — these and other problems associated with the management and conservation of the World Heritage Sites, require immediate action within the CIS countries. It is extremely important to involve the international community to this process, involve competent foreign experts, arrange internships, trainings and study tours to learn best practices and exchange of experience. Unfortunately, specialists in this sphere and of such level are not prepared neither at the level of higher education, nor at the level of postgraduate education and training. Particularly such staffing problem is critical in museums located far away from capitals and big cities.

The inscription on the World Heritage List often becomes a challenge not only in consequence of an insufficient professional level of personnel and the need for training of employees in accordance with the new requirements, but also due to increased responsibilities of the staff. We have already mentioned duties related to the documentation and reporting, but we cannot forget about the burden associated with increasing stream of visitors, including foreign visitors. Growth in some cases may exceed 100 %. All this poses new challenges to the infrastructure of the Museum (this will be discussed below), and to the staff structure of the Museum (including a number of guides with sufficient training and knowledge of foreign languages, hospitality services, administrators, etc).

Ensuring availability of World Heritage Sites

The status of a World Heritage Site also requires the creation of conditions for the availability of this object, the process of creating conditions must not be in conflict with the requirements of the safety, and of course it should not damage the object. Of course, in many CIS States acquisition of the status of a World Heritage Site caused the increase of the State funding and strengthening of the control. It is a typical situation that after the inclusion of the object in the List of World Heritage, the Museum must obtain all permits and send all reports exclusively to the Central body of Executive power however, in practice such control is not always sufficient, and still public control is required.

Creating availability conditions implies a fairly wide range of work. We should repeat once again, that it is extremely important to create the infrastructure for visitors (this is not only a tourist infrastructure — hotels, canteens, kiosks and souvenir shops, but often the simplest things — enough entry zone and wardrobes, the availability of toilets, creation and maintenance of paths that lead to monuments and much more). Informational infrastructure implies the availability of qualified guides, providing navigation and explanations, creating conditions for remote access via Internet.

The accessibility of the heritage sites for all segments of the population should be recorded as a program supported by the government and possibly private philanthropy, and include a system of measures to create conditions of access to cultural sites for low-income population and individuals with disabilities, and individuals in need of remote access. This goal can be achieved through such practices as the organization of free entrance to the Museum once a month, as it is done in the Castle complex “Mir” in Belarus. Such practice also could be seen in the National legislation: as example — Federal law of the Russian Federation No. 115 dated June 23, 1999⁹, according to which once a month the free access to museums for persons under the age of 18 were provided, the law-enforcement practice under this provision was confirmed by the decree of the Minister of Culture of the Russian Federation on free access to Federal museums for visitors under the age



The Mir castle complex museum (Belarus) — World heritage object since 2000

⁹ Federal law from the 23.06.1999 N 115-FZ “On amendments and addenda to the law of the Russian Federation “Fundamentals of legislation of the Russian Federation on culture”



of 18. A remarkable example is demonstrated by the Rostov Kremlin, where the free access to the Museum is made for all residents of the local municipal district.

It is important to create conditions for individuals with disabilities in terms of technical conditions of accessibility (ramps, Braille, elevators), and the opportunities for persons with disabilities to get to the Museum this issue could be resolved by the signing of partnership agreements with organizations that help people with disabilities, and social services of the region. Museums should create special programs for individuals with disabilities: special excursions and events, such projects can be implemented with a help from charitable organizations.

An important aspect of work in spreading information about the World Heritage Site is a permanent participation of the Museum, preserving the Object, in international museum and tourist exhibitions and other events of this kind. Moreover, such activities should be encouraged and financed from public funds.

Improvement of Legislation in the Field of Heritage

There are real gaps in the legislation of the CIS Members States for the protection of historical and cultural heritage. There are no real mechanisms of interaction between experts. The task is to create a stable platform for continued cooperation within the expert community of these countries, which has common socio-economic and political conditions, where there is no language barrier, which is extremely important, and where connections at the global level already exist. The expansion of this cooperation not only within the CIS region, but also on the European and wider international levels is very important.

On the territory of the CIS countries it is extremely important and actual to resolve the problem of harmonization of the legislation and registration of the security documents. Many museums are facing this problem, and often paper work takes years, however, in the case of objects from the World Heritage List, such a delay is unacceptable. The solution to this problem may be found in changes of the national legislation that optimizes and quickens the procedure of all paper work and co-ordination for objects undergoing inclusion in the World Heritage List, or that are already inscribed on it.

A related problem that is also typical for the CIS countries is illegal construction on the site or areas adjacent to the object. Often this situation arises even before the museum and representatives of the Executive power have time to get the buffer zone, or sometimes developer use loopholes in the law that allows the construction. In the first case, the legal process for the recognition of this illegal construction take years, and besides, this construction already could destroy the integrity of the object. In this regard, it is important to revise the legislative procedures of the review and approval of documents related with the security of the World Heritage Sites.



Work with the Local Community



One of the major problems associated with the implementation of the Convention by museums is to work with the local community. This activity involves a range of tasks. One of the main is education, and this task involves not only the description of the object, its history and importance for the history and culture, but also the dissemination of information on the main provisions of the Convention, the requirements of security obligations, about the national and international legislation on the protection of cultural heritage. It is important that the local community has come to recognize what influences the status of the object: transfer of the object in the List of World Heritage in Danger or exclusion from the List. Not less important is to hold working meetings with the local community to explain what benefits can get the local community, local businesses and the region as a whole from the inclusion of the object in the World Heritage List. Museums should conduct regular events and meetings with local population to identify “points of tension” in the interaction between the Museum and the community, to clarify the possible ways to resolve disputes. Museum, which is managing a World Heritage Site, should constantly conduct training classes in schools, aimed, in particular, to disseminate information about the Convention and its provisions, as well as conducted excursions for schoolchildren and students. Work with the younger generation is crucial.

It is also important to work with local authorities, not only in registration of security documents, security zones and high-altitude regulations, but also in connection with the establishment and maintenance of necessary infrastructure (access roads, parking lots, signs, communication), compliance with the necessary requirements and restrictions, monitoring of the nearby territory and protection of the object itself (preventing vandalism, illegal construction and illegal business activity, ensuring the integrity of the surrounding areas). Local government has additional motivation (low rent rate for instance) for local businesses to develop public services that are provided with high quality and in compliance with relevant standards.

In general, the result of this consistent communication with the community should become effective conservation and promotion of the object, and this work requires the participation of all parties: the Museum and its staff, Ministry of Culture, the local authorities (not only the repre-

representatives of the authorities responsible for culture), and local community. Such work will be the most effective when the population will have a clear notion that the preservation of the heritage and compliance with standards and requirements for the preservation of the monument is also their task. Even more urgent is to convince the local community of the idea that proximity of the World Heritage Site is beneficial and helps to develop small and medium business in the region. This could be proved with a fact that according to statistics, the number of visitors after the inclusion of the object in the World Heritage List always starts to grow steadily, and, first, due to non-residents, which gives scope for the development of services.

Work with the local population and local authorities should start from the time of preparation of the dossier. Creating a kind of working group, including all stakeholders, will take into account all the criteria by which the object will be considered for inclusion and, therefore, be monitored during the process of further management. This method also will give local authorities and the local community a clear idea of the necessary works that should be carried out on the object and vice versa — what is unacceptable. All this will allow avoiding tension in the future.

Promotion of the World Heritage and the Dissemination of Knowledge about the Heritage

Musealization of the object allows more effective solving one of the most important tasks for any of the World Heritage Sites — popularization. Traditionally, one of the fundamental functions of the Museum is to popularize objects and collections, which it keeps. This is also emphasized by the official definition of the term “Museum”, which is given in the ICOM Statutes: “A museum is a non-profit, permanent institution in the service of society and its development, open to the public, which acquires, conserves, researches, communicates and exhibits the tangible and intangible heritage of humanity and its environment for the purposes of education, study and enjoyment”¹⁰.

Most of museums in the CIS countries interact with society, particularly with the youngest and the most motivated to obtain knowledge social groups — schoolchildren and students. The intensive museum’s work with the population is essential to spread knowledge about cultural heritage and norms of conservation and restoration, it is necessary to use all possible means of translating knowledge: exhibition projects, training programs for all age groups (including games and activities, case studies and tailored excursions and so on), films, computer programs, virtual exhibitions and interactive events.

The Museum is one of the expert organizations for the conservation of cultural heritage and often museum becomes unofficial center for the preservation of cultural and natural heritage. Considering the great experience and potential of the museums preserving World Heritage objects, they could become methodical centers in the field of conservation, restoration and preservation of heritage in their region. Visitors also could be involved to this activity — museums could prepare special courses on the fundamentals and techniques of conservation and restoration. Such project was implemented in Volgograd region by the Agency for cultural initiatives and the museum community of the Volgograd. In 2011 they have created a “School of public restoration”¹¹. Of course, this project includes not only specialized courses; students also receive knowledge on art history,

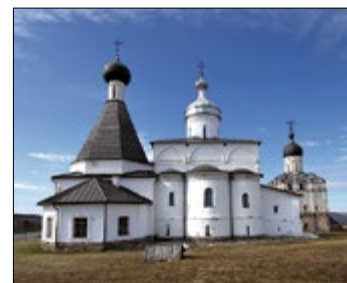
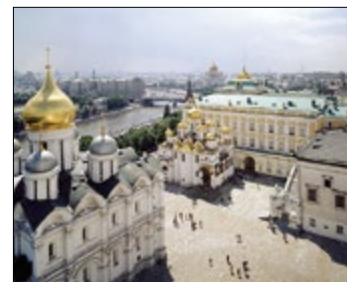
¹⁰ According to the Official ICOM website: <http://icom.museum/the-organisation/icom-statutes>.

¹¹ Official page of the School in social media: <http://vk.com/club37686407>.

which helps them to understand how valuable cultural objects are. It would be extremely important to extend this experience to other regions and countries. There is an interesting and important initiative — “Public restoration”¹², the main idea of this project is to accumulate funds from charitable contributions of citizens for the restoration of objects to which the State lacks funds. This project is being implemented in Russia, and exists in the UK¹³. Museums and public organizations of CIS countries should be actively involved in such processes; they should initiate the public fund raising and community participation in the implementation of projects for public oversight over monuments and their restoration.

Museums, preserving World Heritage Sites, should join into the network in order to conduct joint exhibitions, to implement joint educational and research programs and exchange of experience. Examples of such inter-museum cooperation and exchange of experience already exist. Thus, St. Basil Cathedral in Moscow, which is a division of the State Historical Museum, actively used the experience of similar monuments in carrying out various works, especially — restoration. In this regard, it is important to organize conferences and round table talks (on the basis of various museums dedicated to the preservation, promotion and operation of museums preserving the UNESCO World Heritage Sites. This partnership will allow promoting their object and other objects more effectively. That could be done through the exchange of exhibitions, via information about other objects, both on site and on the Internet.

It is necessary to initiate an international project on development of a common database with information on all World Heritage Sites. All this information could be placed on electronic interactive information access points on each object. This database must be constantly updated, should contain full information about objects, pictures and films about objects, all this could be combined with the Internet portal, which would allow gaining remote access to the database. The implementation of such project would promote the interest and stimulate the interaction between objects, between museums, among experts and government officials. In addition, the joint implementation of the “virtual” project would contribute to the creation of a stronger real relationships and the organization of joint cultural projects.



*Moscow Kremlin
and Ferapontov monastery ensemble.
Russian Federation*

¹² Official Web of the Non-commercial organization «Popular restoration» — <http://npr.ru>.

¹³ Official Web of the Association on preservation of the historical buildings — <http://www.spab.org.uk>.

Recommendations on Enhancing the Role of Museums in Promoting the Principles of the UNESCO Convention Concerning the Protection of the World Cultural and Natural Heritage

Recommendations are based on results of expert discussions during preparation and execution of the UNESCO/ICOM Regional expert meeting for the museum professionals “Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Conventions” held on 08–11 of November 2014, in Moscow and Rostov the Great (Russian Federation).



Recommendations were developed with participation of leading specialists on preservation of cultural and natural heritage as trainers and experts, and representatives of museums of Azerbaijan, Armenia, Belarus, Kazakhstan, the Republic of Moldova and the Russian Federation.

Recommendations were sent to the competent representatives of the Ministries of Culture and Tourism, the museum community and non-governmental organizations of the CIS countries.

The participants of the UNESCO/ICOM Regional expert meeting “Strengthening the Social and Educational Roles of Museums as Vectors for Intercultural Dialogue and Enhancing their Links with the UNESCO Conventions“

- *Sharing* the spirit and joining the provisions of the International UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage;
- *Emphasizing* the value and importance of the Convention for the conservation of cultural heritage in general and of the objects included in the World Heritage List, in particular;
- *Noting* the growing role of museums in society and their responsibility for the preservation of cultural and natural heritage and ensuring wide access to heritage objects;
- *Understanding* the importance of securing and development of a positive image and enhance the role of the Museum in the modern social environment;
- *Noting* the increasing value that museums play in preserving and promoting World Heritage Sites;

recommend:

- **To recognize** further development of international partnerships and cooperation between museums, including the CIS countries, and projects of ICOM and UNESCO as effective and necessary ones.
- **To promote** development of interdisciplinary contacts between museums with specialists from other fields, including the protection of cultural heritage, tourism and education, and involvement of representatives of public and private institutions from designated sectors.
- **To appeal** to the International World Heritage Committee of UNESCO, to ICCROM, to ICOMOS and to IUCN with the request to provide assistance in translating and disseminating among Museum professionals and representatives of Executive authorities of the CIS countries of the Guidelines developed by these organizations, on issues of implementation of the Convention and management of the World Heritage Sites.
- **To contact** the Ministries of Culture, Ministries of Foreign Affairs and the National Commissions for UNESCO with the proposal to strengthen the work of Governments in joining of the country to or renewal of the membership in such organizations as ICCROM and ICOMOS.
- **To recommend** Ministries of Culture to develop and implement a program of accessibility of museums, which preserve World Heritage Sites, to create comfortable conditions for all groups of citizens, especially for individuals with disabilities. Also refer to the Ministries of Labor and Social protection with a request to develop jointly with the Ministries of Culture programs that will ensure access for citizens with disabilities to cultural objects.
- **To submit** to Ministries of Culture of the CIS countries suggestions about the necessity to develop a system of complex interactions at the level of joint preparation and implementation of the museum's educational programs and training for the preservation and promotion of cultural heritage.
- **To offer** to the National committees of the International Council of Museums of the CIS countries to create a platform for continued cooperation within the expert community of these countries, to exchange experience and develop instructions for the preservation and promotion of World Heritage Sites that are operated by museums.
- **To offer** museum directors to learn the experience of the organization of summer schools and training for local people on the basics and the techniques of conservation and restoration, as well as lectures on art history (history of technology / geology).



*Archeological monument Zvartnots,
Armenia*



*Gobustan Rock Art Cultural Landscape
(Gobustan National Park). Azerbaijan*

- The World Heritage Committee **should create** a database and international educational Internet portal on World Heritage Sites with the possibility to data output on interactive information access points located within or in the immediate vicinity to the World Heritage Site and via remote access.
- **To draw** the attention of the Ministries of Culture and Education of the CIS countries, museum directors on the need for training and retraining of specialists engaged in the preservation and popularization of the World cultural and natural heritage, especially in regions and in the cities that are situated far away from the capital city or regional centre.

Useful links

- UNESCO Official Web-site — <http://en.unesco.org>
- ICOM\UNESCO project «Museum management — XXI century»
<http://www.unesco.org/new/ru/moscow/culture/the-unescoifescoco-project-running-a-museum-21st-century>
- World Heritage Committee Web-site — <http://whc.unesco.org/en/globalstrategy>
- World Heritage Committee library — <http://whc.unesco.org/en/resourcemanuals>
- ICCROM — <http://www.iccrom.org>
- ICOMOS — <http://www.icomos.org/en>
- International Union for Conservation of Nature — <http://www.iucn.org>
- ICOM — <http://icom.museum>
- UN program on environment preservation — <http://www.unep-wcmc.org>
- Organization of World Heritage Cities — <http://www.ovpm.org>

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Active member of ICOM. Member of the Union of Artists, Moscow. Jury member of a number of museum and arts competitions, including the Russian Union of Artists, the International museum festival INTERMUSEUM; Potanin foundation contests; «Art and Sport», Tretyakov prize for young artists, and others. Presented Russia on the world conferences, congresses and forums, held by UNESCO, UN, ICOM, ASEM and other international organizations. Dr. Andreeva has written and edited some thirty books, catalogues and albums, published more than one hundred articles and surveys, and curated more than 30 grand scale projects. Awarded by medal of the Order for the Merits to Motherland (Second class), order Star of Italy (cavalier), Golden Medal of the Russian Academy of Arts.

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