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**UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION**

**CONVENTION CONCERNING THE PROTECTION OF
THE WORLD CULTURAL AND NATURAL HERITAGE**

WORLD HERITAGE COMMITTEE

Forty-first session

**Krakow, Poland
2 – 12 July 2017**

Item 14 of the Provisional Agenda: Report on the execution of the budget for the biennium 2016-2017 and preparation of the budget for the biennium 2018-2019

INF. 14.I: Outcomes of the online consultation survey on a voluntary annual fee by the World Heritage properties

SUMMARY

This document reports on the Outcomes of the online consultation survey on a voluntary annual fee by the World Heritage properties, undertaken by the World Heritage Centre pursuant to Decision 40 COM 15.

Further to the brief analysis of the outcomes of the survey, the document includes in annex a copy of the survey and the accompanying letter by the World Heritage Centre, as well as the list of replies of States Parties to the question concerning the possibility of World Heritage properties to pay or not an annual voluntary fee, further to a consultation with the respective local administrations.

All replies to the survey are available at <http://whc.unesco.org/en/world-heritage-fund/>.

This information Document should be read in conjunction with Documents WHC/17/41.COM/14 and WHC/17/41.COM/12A.

I. BACKGROUND INFORMATION

1. Further to the growing concerns and on-going discussions on the sustainability of the World Heritage Fund, by Decision **40 COM 15** (Istanbul/UNESCO, 2016), the World Heritage Committee decided “to initiate a consultation process on annual fee for World Heritage listed properties on a voluntary basis by requesting the Secretariat to send out a survey to States Parties, in order to verify from their local administrations in charge of management of inscribed sites of the possibility of paying an annual fee to the [World Heritage] Fund, depending on their financial autonomy and capacity to pay and report back to the Committee”.
2. The Committee took this decision further to the recommendation of the Ad hoc working group, which was included in its report to the Committee (Document WHC/16/40.COM/13 A), the rationale being the fact that many properties have benefited from their World Heritage status and thus might be willing to show solidarity and contribute to the World Heritage Fund every year on a voluntary basis in order to provide support to other properties which are in a less favourable situation.
3. The survey thus provided the possibility for States Parties to explore with their local administrations in charge of World Heritage properties whether and to what extent they might be able and willing to contribute towards reinforcing the implementation of the World Heritage Convention on an international level and on a purely voluntary basis.

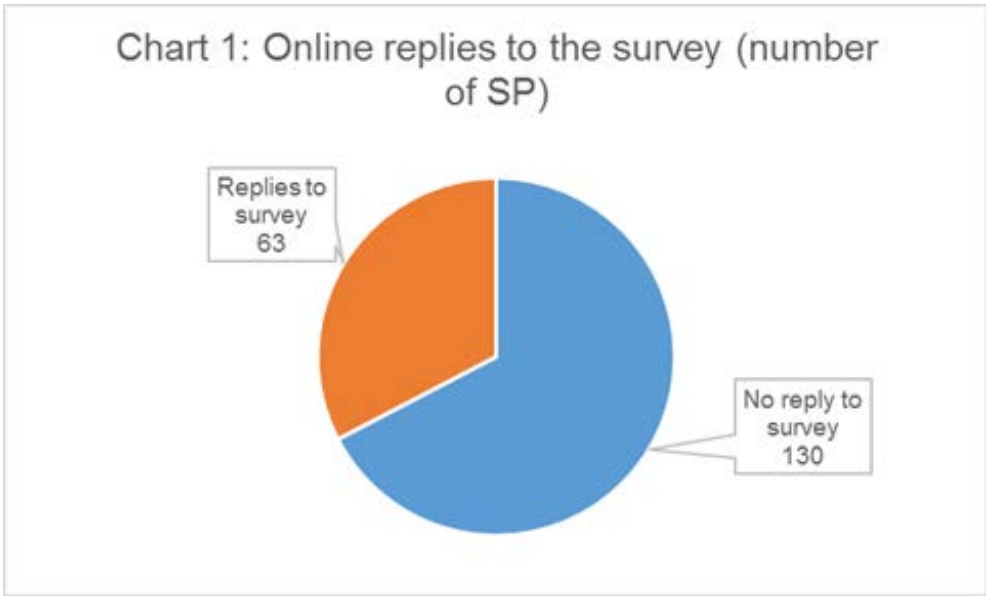
II. METHODOLOGY

4. To reduce the overall costs and to increase efficiency and in view of ensuring maximum responses, the World Heritage Centre opted for an user-friendly online format (the PDF version of the survey is attached in Annex I). The survey was developed in-house by the World Heritage Centre.
5. The survey was addressed to the States Parties, who were requested to undertake consultations with the local administrations in charge of the management of World Heritage properties and to report back to the Secretariat.
6. The consultation was launched online on the World Heritage Centre’s website in both English and French (<http://whc.unesco.org/en/world-heritage-fund/>), on 31 January 2017, with the deadline for reply set initially to 31 March 2017 to allow for a 2-month period of consultation with the government authorities.
7. Further to the circular letter of the World Heritage Centre of 31 January 2017 and the subsequent reminder, the Centre received communications from some States Parties that the time for consultations and completing the survey was not sufficient. Given the importance of this matter for the World Heritage Committee in terms of the sustainability of the Fund, and further to consultations with the Chairperson of the World Heritage Committee, the deadline was then extended to 29 May 2017 to provide more time for consultations. Thus, the period for consultations lasted 4 months.

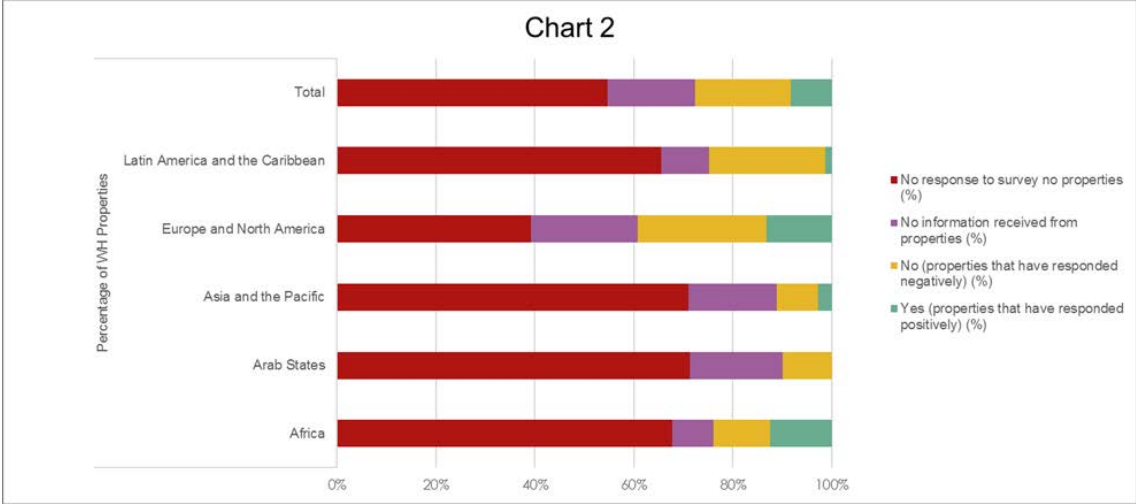
8. As for the methodology of the survey, it was suggested to States Parties to choose the most suitable form of consultations with their local administrations in charge of site management for their respective World Heritage properties, with written consultations, individual meetings, email communication and meetings with all site managers proposed as possible options (please see part III, paragraph 30).
9. States Parties were provided with the options “Yes but amount not determined at this stage”, “No” and “No information received [from the local administrations]” (please see part III, paragraph 17). An option with a range of approximate values of a possible annual fee was also proposed, for States Parties to select their preference, for each of the World Heritage properties which had provided positive feedback and details as to the possible amount of annual fee.
10. While it was understood that some World Heritage properties might not be in a position to respond positively, all States Parties were encouraged to conduct consultations with the administrations in charge of their World Heritage properties and complete the online survey in order to allow the Secretariat to provide a thorough picture of the possibilities for strengthening the World Heritage Fund and subsequently to report back to the Committee.

III. OUTCOMES OF THE ONLINE CONSULTATION SURVEY ON A VOLUNTARY ANNUAL FEE BY THE WORLD HERITAGE PROPERTIES

11. Out of 193 States Parties to the *Convention*, 63 States Parties have responded online to all questions of the online survey, i.e. 32.7% of all States Parties. The number of the World Heritage properties on the territory of the responding States Parties is 505, representing 45.4% of all World Heritage properties. The regional breakdown of the replies to the survey is shown in the chart 2 according to the distribution between the 5 regions: Africa (12 replies out of 46 States Parties, i.e. 21.2%), Arab States (4 out of 19 States Parties, i.e. 20.9%), Asia-Pacific (9 out of 44 States Parties, i.e. 23.5%), Europe and North America (29 out of 51 States Parties, i.e. 56.9%) and Latin America and the Caribbean (6 out of 33 States Parties, i.e. 18.%).
12. It should be noted that 3 more States Parties sent written communications informing the World Heritage Centre about their specific circumstances, and provided explanations concerning the reasons for not filling in the online survey. These circumstances are related to the insufficient time for consultations, for one State Party, to the difficulty of completing the survey due mainly to the distribution of competences, for another State Party, while another State Party explained that it considers that the responsibility for ensuring the sustainability of the Fund lies with the States Parties, through the full and punctual payment of annual contributions to the World Heritage Fund, rather than with the World Heritage properties themselves.



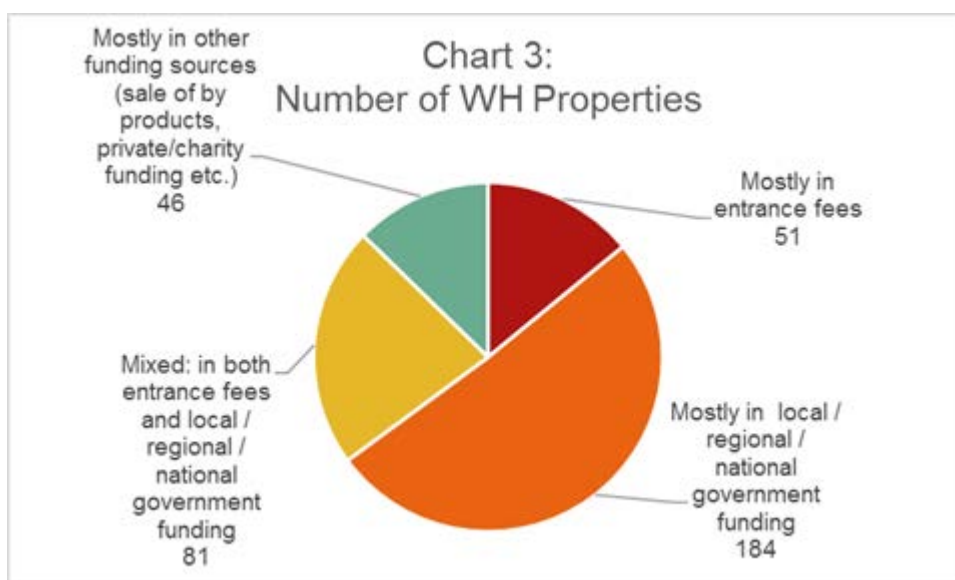
13. The questionnaire was not completed by a large majority of the States Parties (130 States Parties, i.e. 67.4%).



14. The online consultation survey was divided into 6 questions. Responses were required to the first 3 questions of the survey and responses to the following 3 questions were optional. For ease of reference, the results are presented following the same pattern.

Question 1: For how many properties in your country have you noticed an increase in income/funding following their designation as “World Heritage”? Please indicate the forms of such increase.

15. Overall, the responding States Parties have reported that out of the 505 World Heritage properties, covered by the replies, 362 properties (i.e. 71.7%) have noticed an increase in income/funding following their designation as “World Heritage”.



16. The large majority of responses demonstrated that the increase in income or funding following the designation as “World Heritage properties” comes from two sources: entrance fees and/or local/national/regional funding. Some States Parties selected more than one form of increase in income/funding according to the responses provided by World Heritage properties in their country. The chart 3 shows the result of responses to this question.

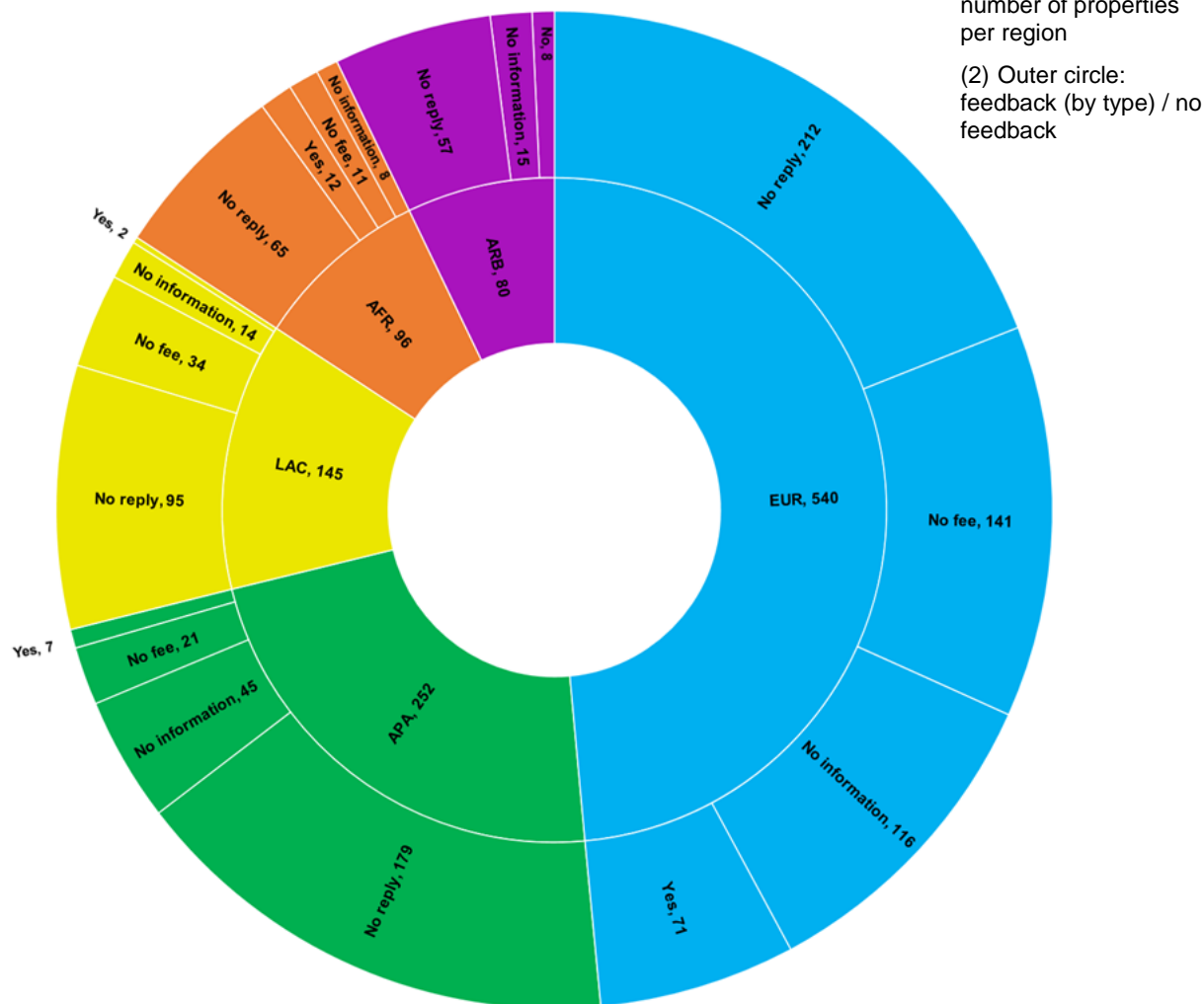
Question 2: For each of the World Heritage properties in the dropdown menu below, please provide an indication, further to the consultation with the site managers/local administrations, on their possibility or not to pay a voluntary annual fee to the World Heritage Fund.

17. For this core question, States Parties had the possibility of selecting from a dropdown menu, which included all of their World Heritage properties, the relevant option for each property, namely “No (fee)” “Yes, but amount not determined at this stage” or “Yes”, with an estimated value (range) of the voluntary annual fee. They also had the possibility of indicating if no feedback had been received at all from some of their World Heritage properties: “No information received”.

| Appr. average value in USD (drop down list) |
|--|
| • No |
| • Yes, but amount not determined at this stage |
| • Yes, under 1 000 USD |
| • Yes, 1 000-4 999 USD |
| • Yes, 5 000-9 999 USD |
| • Yes, 10 000-49 999 USD |
| • Yes, 50 000-100 000 USD |
| • Yes, above 100 000 USD |
| • No information received |

18. While the survey did not suggest a set amount for the voluntary annual fee, the range of approximate average values of the annual fee in US\$, was provided as shown in the table, in order to facilitate the analysis.

CHART 4: Q2: RESPONSES BY REGION (NUMBER OF WH PROPERTIES)



19. The overall number of the World Heritage properties on the territory of the responding 63 States Parties is 505, i.e. 45.4% of all World Heritage properties. According to the replies provided by the responding States Parties for each of their properties, 92 properties provided positive feedback and expressed interest to contribute to the Fund, i.e. 18.2% of all properties on the territory of the responding countries, which represents 8.7% of all World Heritage properties.
20. Out of 505 World Heritage properties, 215 (i.e. 42.6%) have responded negatively concerning the payment of a voluntary annual fee and 198 World Heritage properties (i.e. 39.2%) have not provided feedback to the State Party: “no information received”.
21. The chart 4 shows a regional breakdown of all World Heritage properties, with the overall number of properties per region in the inner circle and a breakdown of feedback/lack of feedback in the outer circle.
22. The positive responses of World Heritage properties are distributed per region as follows: Africa (12 out of 96 WH-properties), Arab States (0 out of 80 WH-properties), Asia-Pacific (7 out of 252 WH-properties), Europe and North America (71 out of 540 WH-properties) and Latin America and the Caribbean (2 out of 145 WH-properties). The data in the chart 4 also takes into account serial transnational properties. Out of the 92 properties, which have responded positively, 65 have “no determined amount yet”, while 27

have provided an indication as to the estimate range of value. Taking into account the range of values selected by the 27 properties, the average amount for each of them is estimated at US\$ 2,740.7, with a total estimated amount of US\$ 74,000 for all of them. This is an average based on the estimate range, which could vary between US\$ 31,013 and US\$ 137,986.

23. The detailed replies to Question 2 for each State Party are included in Annex II.

Question 3: *How do you think a voluntary contribution made by a World Heritage property in your State Party should be acknowledged?*

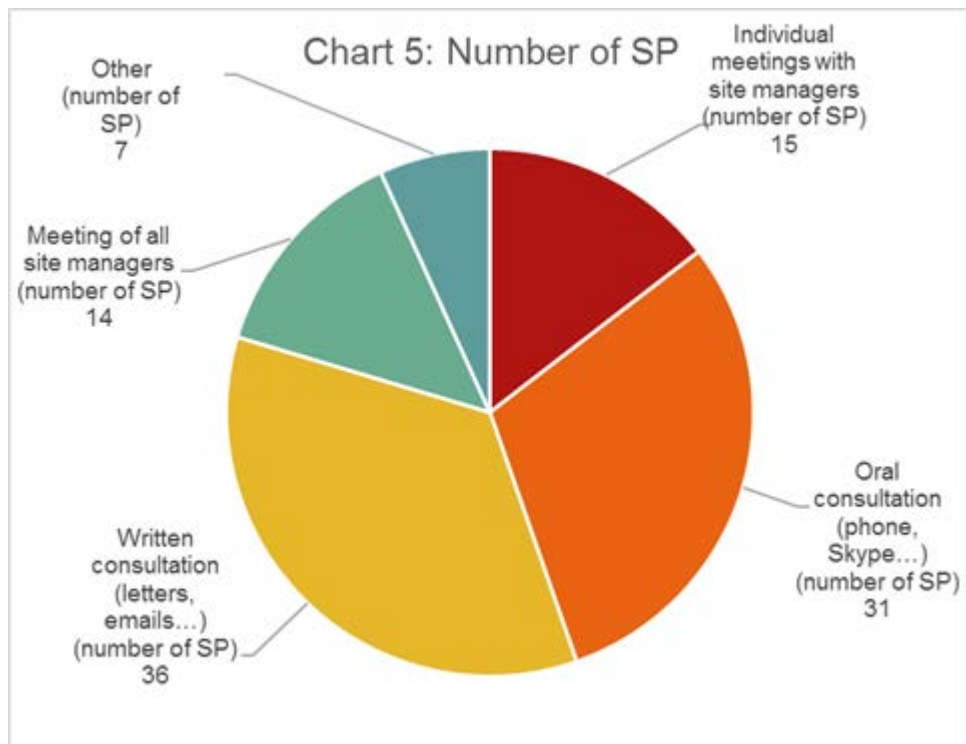
24. The large majority of respondents considered that voluntary contributions made by a World Heritage property should be promoted on the UNESCO and World Heritage Centre website, social media, the World Heritage Review and other publications related to World Heritage.
25. In addition, some of the respondents suggested that the contributions could be acknowledged by a letter from the Chairperson of the World Heritage Committee and/or the Director of the World Heritage Centre, so that it could be published on their respective websites.

Question 4 (optional): *Should some of your local administrations not have been able to respond positively for reasons other than financial constraints, please indicate here the nature of these reasons?*

26. Among the reasons that have not allowed them to respond positively, apart from financial constraints, the responding States Parties have indicated legal issues, statutory and administrative processes and insufficient timeline for consultations.
27. Some States Parties also considered that the issue of paying a voluntary annual fee by WH properties is the national responsibility of each State Party, and not of each individual World Heritage property.

Question 5 (optional): *Which of the following formats did you use to consult your local administrations?*

28. It was up to the States Parties to choose the form of consultation with their local administrations in charge of the site management of World Heritage properties in their countries: written consultations, individual meetings, email communication, meetings of all site managers etc.
29. The large majority used written and oral consultations with their local administrations in charge of the site management, as shown in Chart 5.



Question 6 (optional): *Beyond the answers you have already provided, do you have any comments or suggestions how to ensure the sustainability of the World Heritage Fund?*

30. Many replies to this question refer to resource mobilization and development of partnerships (e.g. the establishment of a “Friends of the World Heritage” pressure group). Others highlight the need for States Parties to comply strictly with their obligations under the Convention and to fully and timely pay their contributions. A third group of answers recommends the optimization of the use of resources and the need to focus, in times of financial constraints, on the core activities related to the implementation of the *Convention*, and also that new activities, meetings and other tasks requested by the World Heritage Committee need to come with designated funding.

IV. CONCLUSIONS

31. The relatively low level of replies to the survey, on one side, and the low percentage of positive responses on the other is not very encouraging for the possibilities to strengthen the World Heritage Fund through annual voluntary fees by the World Heritage properties.
32. At the same time, a more optimistic perspective can be taken by saying that the feedback is not overwhelmingly negative, as at least 8.7 % of all World Heritage properties have indicated their willingness and possibility to pay an annual fee to the World Heritage Fund. Therefore, these first expressions of interest may be considered as a first step, and if the initiative is pursued successfully, it may motivate others to join up.
33. As a first stage of the follow-up to the survey, it might be suggested that the modalities for the implementation of the mechanism of a voluntary annual fee by WH properties be communicated and discussed between the Secretariat and the relevant States Parties, as well as the respective administrations in charge of the management of the World Heritage properties which have

responded positively to the survey, so that actual implementation can start in late 2017 or in 2018.

34. Meanwhile, as one of the indicated reasons for the low level of replies to the survey was the insufficient time for consultations (the overall period for consultations was 4 months, from 31 January to 29 May 2017), States Parties, which have not responded may wish to consider continuing the consultations and informing the Secretariat at a later stage. States Parties could also do this with regard to those WH properties from which no feedback had been received despite the fact that they had been consulted.
35. Overall, while in the short term the annual voluntary fee mechanism has not produced an overwhelming interest, it may be considered as a short to-long-term project. If pursued and implemented in a consistent manner, it may possibly develop and bear fruit in the several years to come.

ANNEX I

Online consultation survey concerning a voluntary annual fee by the properties inscribed on the World Heritage List



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Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Culture Sector
Division for Heritage

To: **States Parties to the World Heritage Convention**

cc: **Advisory Bodies to the World Heritage Committee**

31 January 2017

Ref.: CL/WHC-17/03

Subject: Online consultation survey concerning a voluntary annual fee by the properties inscribed on the World Heritage List – Follow up to Decision 40 COM 15 (Istanbul/Paris, 2016)

Sir/Madam,

At its 40th session (2016, Istanbul/UNESCO), the World Heritage Committee decided "to initiate a consultation process on annual fee for World Heritage listed properties on a voluntary basis by requesting the Secretariat to send out a survey to States Parties, in order to verify from their local administrations in charge of management of inscribed sites of the possibility of paying an annual fee to the [World Heritage] Fund, depending on their financial autonomy and capacity to pay and report back to the Committee" (Decision **40 COM 15**, paragraph 16). The Committee further requested the Secretariat to report back to it about the outcomes of the consultation.

The outcomes of the consultation will also be shared with the Ad hoc group in the framework of its mandate to explore ways and means to ensure the sustainability of the World Heritage Fund through, inter alia, making more resources available for conservation.

Further to the decision of the World Heritage Committee, **all States Parties** are invited to conduct a consultation with the local administrations/site managers in charge of their World Heritage properties and to complete the **online survey** in order to allow the Secretariat to provide to the Committee and its Ad hoc group a comprehensive picture of the possibility for strengthening the World Heritage Fund through a voluntary annual contribution by World Heritage listed properties.

It is up to the States Parties to choose the form of consultation with their local administrations in charge of the site management of World Heritage properties in their countries: written consultations, individual meetings, email communication, meetings of all site managers etc.

Please find attached a PDF version of the survey, for ease of reference. Please note however that all survey responses should be submitted **online only**, in English or French, at the following link: <http://whc.unesco.org/en/world-heritage-fund/> **by 31 March 2017 at the latest.**

Should you have any questions, please do not hesitate to contact Ms Sonia Zerroualy at the UNESCO World Heritage Centre by e-mail (s.zerroualy@unesco.org) or telephone (+33 (0)1 45 68 12 57).

We greatly appreciate your continued support to the *World Heritage Convention*.

Please accept, Sir/Madam, the assurances of my highest consideration.



Mechtild Rössler
Director
World Heritage Centre

Enc.

Online consultation survey concerning a voluntary annual fee by the properties inscribed on the World Heritage List

Deadline for completing the survey: 31 March 2017

Background

At its 40th session (Istanbul/UNESCO, 2016), the World Heritage Committee decided “to initiate a consultation process on annual fee for World Heritage listed properties on a voluntary basis by requesting the Secretariat to send out a survey to States Parties, in order to verify from their local administrations in charge of management of inscribed sites of the possibility of paying an annual fee to the [World Heritage] Fund, depending on their financial autonomy and capacity to pay and report back to the Committee” (Decision **40 COM 15**).

Rationale

The World Heritage Fund was established in 1977 under Article 15 of the *World Heritage Convention*. Its main resources consist of assessed contributions paid by the States Parties to the *Convention*, calculated on the basis of 1% of their contribution to the budget of UNESCO.

The number of States Parties to the *Convention* being almost at the possible maximum, the resources of the World Heritage Fund can no longer increase on the basis of the States Parties’ contributions, whereas the number of properties inscribed on the World Heritage List grows every year. In this context, the ability of the World Heritage Fund to provide for its main purpose, i.e. the conservation of sites, is at stake.

Article 6.1 of the *World Heritage Convention* states the responsibility of States Parties to the *Convention* in recognizing the duties of the international community to protect and preserve the properties inscribed on the World Heritage List. The option of a voluntary annual fee by the World Heritage properties themselves, i.e. by the local administrations in charge of their management, is being proposed for the first time as an innovative solution and counts on a sense of solidarity and international cooperation which is at the core of the *Convention*.

Statistics have demonstrated that further to their inscription on the World Heritage List, many of the properties have benefited from their World Heritage status. The additional resources come either directly from the respective federal, national or local governments, or through revenues derived from increased tourism. When taking its decision, the World Heritage Committee considered that many of the properties which have benefited from their World Heritage status might be willing to contribute to the World Heritage Fund every year on a voluntary basis and thus provide support to the conservation of other inscribed properties which are in a less favourable situation, or to the preparation of Tentative Lists or new nominations by countries which do not have sufficient resources or expertise to do so, e.g. in Africa, Least developed countries, Low-income and Lower middle income countries and Small Island Developing State (SIDS).

This survey thus provides the possibility for all World Heritage properties to explore whether and to what extent they might be able and willing to contribute towards reinforcing the implementation of the *Convention* on an international level and on a purely voluntary basis.

Consultation with States Parties

It is understood that, while some World Heritage properties might not be in a position to respond positively, all States Parties are encouraged to conduct a consultation with the administrations in charge of their World Heritage properties and complete the online survey in order to allow the Secretariat to report back to the Committee. This will allow the Secretariat to provide a thorough picture of the possibilities for strengthening the World Heritage Fund.

It is up to the States Parties to choose the form of consultation with their local administrations in charge of the site management of World Heritage properties in their countries: written consultations, individual meetings, email communication, meetings of all site managers etc. It is also up to them to decide on what basis the annual fee will be calculated: it could be a lump sum, a percentage of entrance fees, or any other calculation which the States Parties may consider appropriate.

Furthermore, while the survey does not suggest a set amount for the voluntary annual fee, you are invited, in order to facilitate the analysis, to select an approximate average value of the annual fee from a range of values (see question 2).

For serial transnational properties, you can provide a reply to the online survey concerning only the component(s) situated in your State Party.

Login Details:

* Required

Please kindly fill in your contact details to proceed further.

Name *

Surname *

Designation/Title *

Organisation *

State Party *

E-mail *

Question 1*

For how many properties in your country have you noticed an increase in income/funding following their designation as “World Heritage”? Please indicate the forms of such increase.

In case some of the forms of increase are non-applicable, please enter "0".

Only numbers may be entered in these fields.

| Incomes/funding increase | Number of properties concerned |
|---|--------------------------------|
| Mostly in entrance fees | |
| Mostly in local / regional / national government funding | |
| Mixed: in both entrance fees and local / regional / national government funding | |
| Mostly in other funding sources (sale of by products, private/charity funding etc.) | |

Question 2*

Question 2: For each of the World Heritage properties in the dropdown menu below, please provide an indication, further to the consultation with the site managers/local administrations, on their possibility or not to pay a voluntary annual fee to the World Heritage Fund:

- For those properties that have responded positively, please select the relevant option: “Yes, but amount not determined at this stage” or “Yes”, with an estimated value (range) of the voluntary annual fee.
- For those properties that have responded negatively, please select “No”.
- For those properties that have not provided feedback please select “No information received”.

| Name of WH properties | Appr. average value in USD |
|---|--|
| drop down list of the properties of the country | drop down list: <ul style="list-style-type: none"> • No • Yes, but amount not determined at this stage • Yes, under 1 000 USD • Yes, 1 000-4 999 USD • Yes, 5 000-9 999 USD • Yes, 10 000-49 999 USD • Yes, 50 000-100 000 USD • Yes, above 100 000 USD • No information received |

Question 3*

How do you think a voluntary contribution made by a World Heritage property in your State Party should be acknowledged?

Question 4 (optional)

Should some of your local administrations not have been able to respond positively for reasons other than financial constraints, please indicate here the nature of these reasons.

Question 5 (optional)

Which of the following formats did you use to consult your local administrations?

drop down list:

- Individual meetings with site managers
- Oral consultation (phone, Skype...)
- Written consultation (letters, emails...)
- Meeting of all site managers
- Other (please specify)

Question 6 (optional)

Beyond the answers you have already provided, do you have any comments or suggestions how to ensure the sustainability of the World Heritage Fund?

*The results of this survey will be reported to the 41st session of the World Heritage Committee (July 2017) as per the Decision **40 COM 15**.*

Thank you.

ANNEX II

Outcomes of Question 2:

For each of the World Heritage properties in the dropdown menu below, please provide an indication, further to the consultation with the site managers/local administrations, on their possibility or not to pay a voluntary annual fee to the World Heritage Fund.

