

UNITED NATIONS EDUCATIONAL
SCIENTIFIC AND CULTURAL ORGANIZATION

CONVENTION CONCERNING THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Eleventh Session

(Unesco Headquarters, 7-11 December 1987)

Item 12 of the Provisional Agenda: Report on and proposals for
Promotional Activities

A. REPORT ON PROMOTIONAL ACTIVITIES

1. Implementation of the plan for promotional activities.

The World Heritage Committee, at its tenth session, took note of the plan for promotional activities which suggested ways by which the States Parties themselves could promote the Convention, and which described various means of collaboration between the States Parties and the Secretariat. This plan highlights the need to decentralize promotional activities through the creation of national associations, in accordance with the terms of Article 17 of the Convention, and through greater use of Unesco National Commissions. The Committee recommended that the plan should be distributed to these latter commissions and that each States Party should designate a coordinator for World Heritage promotional activities. The Committee also recommended that a questionnaire be prepared and distributed to collect information on present and future activities for promotion of the Convention.

In accordance with these recommendations, the Secretariat has mailed out the promotion plan to the Unesco National Commissions and Permanent Delegations of the States Parties to the Convention, requesting them to transmit the plan to the relevant authorities of their countries.

In the framework of the implementation of this promotional plan the Secretariat sent a questionnaire revised by the Bureau to all States Parties requesting them to provide information on their national promotional activities and to designate the coordinating agency or

person for World Heritage promotional matters. On the basis of the responses to the questionnaire the Secretariat should be able to:

- establish a list of correspondents for the Convention and thus build up little by little an active network for its promotion;
- be better-informed on the activities already implemented by States Parties;
- better identify promotional needs of States Parties;
- in consequence, to direct the Secretariat's action in this field: production of material, advisory services, exchange of information, etc.

By mid-November 1987 the Secretariat had received fifteen replies to the questionnaire (about 20%), which is obviously a rather slow return rate insufficient to draw concrete conclusions. An analysis of these first replies is however set out below:

The distribution of general documentation on the Convention, the presentation of exhibits and plaquing ceremonies are the activities more generally carried out.

The questionnaire also asked States Parties to give an example of the type of assistance they would wish to receive and for what sort of activity. The first replies put the priority needs as follows:

- exhibit material;
- photographic material;
- regular and accurate information on the implementation of the Convention, in particular in other States Parties.

In addition, some States wished to receive special assistance for national activities, production of films, organization of national workshops, and training.

The proposals made by the Secretariat in response to these different requests will be presented in Part B of this document.

2. Information material produced by or with the assistance of the Secretariat

2.1 The Folding Poster

A new version was produced following the last meeting of the Committee: it was published in Arabic, English, French, Spanish (5,000 copies of each version) and in Chinese (10,000 copies) at the initiative of the Unesco National Commission in China and with the support of the Secretariat.

This folding poster has been widely distributed - both by States Parties and non-member Parties - via Unesco permanent delegations, Unesco national commissions, MAB national committees, Unesco regional offices, IUCN, ICOMOS, ICROM and IFLA, as well as during the Unesco General Conference.

Several States Parties have also purchased large quantities of the folding poster for internal distribution : reprints have been produced for this purpose.

Finally, the Secretariat receives numerous requests from individuals or institutions interested in the Convention and regularly despatches this folding poster as required.

The experience gained during 1987 has shown that the folding poster is a very useful document and it will be necessary to produce additional copies for next year. Furthermore, an effort will be made to reduce the printing and distribution delays, so that the next version of this folder is available to States Parties as soon as possible following the World Heritage Meeting (despatching should be completed by end-January). Improvement is also foreseen in the presentation of the map showing the different sites.

2.2 World Heritage Guide

The updated version of this guidebook in Spanish has just been published. It includes descriptions of all the properties included on the World Heritage List as of December 1986. It is recalled that Unesco holds the copyright for texts and photographs and can therefore publish the guide in other language versions. Several contacts were made during the Book Fair in Frankfurt by the Office of the Unesco Press and there is hope that a French version of this Guide - and perhaps an English one - will be published.

2.3 Illustrated World Heritage Book Series (Spanish version)

This series consists of ten volumes, printed in 2,000 copies for the Spanish version, and sold by subscription. This collection is published without any support from the World Heritage Fund, which, nevertheless, receives 15% of the royalties given to INCAFO by Paza y Janes. The volumes 7 and 8 of this series have just been published.

2.4 Series of Booklets (in Portuguese)

A contract with INCAFO provided for the editing by a Brazilian publishing house, Nova Cultural, of texts and photographs from the

afore-mentioned series of volumes, for a collection of 60 booklets on World Heritage sites which are sold in newspaper kiosks in Brazil and which have already met with much success with the public. Each booklet describes one or two sites. They are of the same quality and contain the same illustrations as those of the Plaz y Janes volumes.

2.5 National Geographic Society Book

The "National Geographic Society" has just published a book entitled "Our World's Heritage". The book includes an introduction on the Convention, and the cultural and natural sites inscribed on the World Heritage List will be very distinct from those other sites chosen by the editorial team. This book will make the Convention better known to about 10 million readers throughout the world. It will present general information about the Convention itself and details for readers to send individual contributions to the World Heritage Fund. Furthermore the Society is also prepared to put its own photographs used in the preparation of the book, at the disposal of the Secretariat for any non-commercial promotional activities undertaken by Unesco. This will considerably enrich the stock of photographs of World Heritage sites available to Unesco.

2.6 World Heritage Exhibit

It is to be noted that the following exhibit material is available:

An exhibit produced by INCAFO, with the help of the Spanish Ministry of Cultural Properties, comprising for each of the 186 properties inscribed on the World Heiritage List as at December 1984, a photograph accompanied by trilingual captions (English, French, Spanish), summarizing the principal characteristics of the property. These captions have been prepared by IUCN and ICOMOS in cooperation with the Secretariat.

Unesco has at its disposal one of the three examples of this exhibit (the two others are in the possession of the Spanish and Parks Canada authorities respectively) which are at the disposal of the States Parties: in 1986 this exhibit was lent to the Unesco National Commission for Portugal. The exhibit acquired by Parks Canada was set up on the occasion of the plaquing ceremony for the Head-Smashed-In Bison Jump and drew 5,000 visitors. The folding poster of the Convention was also distributed at this event.

- A second, smaller exhibit, was produced by the Secretariat: it comprises forty-six photographs of 1.20 m by 95 cm, fifteen of natural heritage sites and thirty-one of cultural heritage, accompanied by the same captions in three languages as the exhibit mentioned above, as well as an introductory panel (in English or French) giving a general explanation about the Convention.

This exhibit mainly comprises photographs and gives little information on the Convention and must consequently, as far as is possible, be accompanied by the folding poster on the Convention.

A selection of these photographs was exhibited during the Unesco General Conference whilst the major part of the exhibit was sent to India where a regional meeting on the Convention will be held from 14 to 19 December.

Another exhibit which deals more generally with Unesco's action for heritage protection was set up by Unesco in collaboration with ICOMOS entitled Man and Heritage: it presents a description of the heritage, the threats to which it is exposed and international action undertaken to safeguard it; the role of the World Heritage Convention is given good exposure; a folding poster accompanies this exhibit.

The Man and Heritage exhibit has been made as a prototype (in French) and was presented during the Unesco General Conference. This prototype was designed so as to be easily reproduced.

2.7 1988 Diary

Taking into consideration the 1987 results, the Office of the Unesco Press, considered that it was premature to produce the 1988 diary on a large scale. Seven thousand copies have been produced and put on sale through the Unesco Press network: the Secretariat for its part, ensured that this new version gave a better balance of the sites on the World Heritage List than the 1987 diary and that the texts were in conformity with those prepared by IUCN and ICOMOS, and which had already been used for the World Heritage Guide and the exhibit. Part of the income from the sales of this diary will go towards the World Heritage Fund.

2.8 World Heritage Films

A film series to be produced in several languages by TRANSTEL, (Federal Republic of Germany) in co-production with the Unesco Office of Public Information, is now under preparation: this series will comprise a half-hour introductory sequence on the Convention, and fourteen films, each of fifteen minutes duration on World Heritage cultural and natural properties. This co-production has received support from the World Heritage Fund and the Secretariat will receive a video cassette giving a short general presentation of the Convention

based on the introductory sequence of the TRANSTEL film; this video cassette will be presented in several languages and will be reproduced and made available to States Parties.

2.9 World Heritage Certificate

In accordance with the request of the Committee at its tenth session, the Secretariat has produced a mock-up of a certificate (approved by the Bureau of the Committee) for a certificate which it is proposed to send to the managers of World Heritage properties at their request.

The Secretariat has already received several requests from States Parties who wish to receive this certificate once it is available.

2.10 Special edition of ICOMOS-Information

ICOMOS has produced, with support from the World Heritage Fund, a second special edition of its journal ICOMOS-Information, on the Convention; this edition includes a general introduction on the Convention and four basic articles on World Heritage sites and will be published by the end of December. It will be distributed free of charge to all members of ICOMOS; the Secretariat for its part, will receive 200 copies for distribution.

3. Activities carried out by States Parties

As was indicated in the introduction of this document, the Secretariat does not dispose of complete information concerning activities undertaken by States Parties to promote the Convention. In the first place, replies to the questionnaire and especially establishing a network fed by regular information, will help to rectify this situation. The following activities can, however, be mentioned:

3.1 Inauguration and plaquing ceremonies, to commemorate the inscription of a property on the World Heritage List.

During 1987 plaquing ceremonies took place at Head-Smashed-In Bison Jump (Canada), Garajonay National Park (Spain), the Giant's Causeway, Ironbridge, Saint Kilda and in Durham (United Kingdom) as well as the Skocjan Caves (Yugoslavia).

3.2 Production of information material on the Convention

In this respect the Department of the Environment of the United Kingdom has produced 30,000 copies of a journal entitled International Heritage which has been widely distributed, especially in schools; the printing of brochures by Parks Canada or by the Australian Heritage Commission; the publication of a book on the Australian sites inscribed on the World Heritage List; the sale of booklets on the world heritage in newspaper stands in Brazil (cf. paragraph 2.4 above); the preparation in France of a guide of the French World Heritage sites.

3.3 Creation of national associations for the promotion of the Convention and to collect funds for the World Heritage Fund (Article 17 of the Convention).

Associations of this type are still rather few and it would therefore be advisable to emphasize the need for more bodies of this kind.

It is to be noted that the United Kingdom has made an important step in this direction when in September a representative of the Secretariat was invited to participate and make a presentation concerning the promotional activities of the Convention at the meeting of managers of sites inscribed on the World Heritage List.

B. PROPOSALS FOR 1988

As indicated in Part A.1 of this document, the proposed activities for 1988 are a means to implement the promotion plan and take into consideration the directions indicated by the first replies to the questionnaire. These activities will continue and increase the production of information material by the Secretariat or will support private initiatives (publishing of books, production of films, etc..). Furthermore, the Secretariat has received requests for assistance for promotional activities: the Committee is invited to advise on how to handle these requests taking account of the importance given in this plan to supporting national promotional efforts for the Convention.

1. Continued implementation of the promotion plan

1.1 Establishing a computerized World Heritage data base

The setting-up of a world heritage network including the persons responsible for implementation of the Convention at the national and local levels (managers of the sites) is one of the basic elements

of the promotion policy. The Secretariat has started to systematically review the members of this network - including coordinators for promotion identified thanks to the questionnaire - and to computerize this list. This computerized data base should be operational during 1988 and regularly updated.

1.2 Updating of existing information material

The Secretariat proposes to continue to produce information material described in Part A.2 of this document, and more particularly:

- a) the folding poster, with increased print run, an improved presentation and reduced delays in printing and distribution (see A.2.1);
- b) the World Heritage Guide, with emphasis on other language versions
- c) the World Heritage diary, taking into account the 1987 sales results.

1.3 Production of new material

The first replies to the questionnaire very clearly highlight two priority needs : availability of exhibit material and reception of regular and accurate information on the Convention and its implementation in States Parties. In order to respond to these two requests it is proposed, if the Committee agrees, to give priority to the exhibits and improve information exchange on the implementation of the Convention:

a) Exhibits

First and foremost attention will be given to the reproduction of existing material, particularly the 46-photo exhibit on the Convention.

The Secretariat also proposes to produce a series of explicative posters on the Convention during 1988 which could be produced in large numbers and serve as a poster set (sold or free of charge) addressed to States Parties for their own promotional needs rather than a travelling exhibit.

b) Regular information on the implementation of the Convention

The first replies to the questionnaire draw attention to the heavy demand by States Parties to be better and more regularly informed of the activities carried out in the framework of the Convention at the international level or by other States.

Therefore, the Secretariat's efforts will concentrate on improving information exchange:

- more systematic use of journals likely to publish articles and news on the Convention, and ensuring that they are more widely distributed to the national and local authorities responsible for the implementation of the Convention;
- studying the possibility of publishing a bulletin on the Convention if existing networks are not sufficient;

c) Production of a brochure on the types of assistance available under the World Heritage Fund

In view of the relatively few requests for technical cooperation, the Bureau of the Committee recommended the Secretariat to prepare a brochure explaining to States Parties the type of assistance offered by the Fund. This brochure is under preparation and will be published early 1988.

2. Request for assistance for promotional activities

Three requests for assistance to implement promotional activities were presented to the Bureau of the Committee at its last session. The Bureau examined the general question which arises from these types of request. It is recalled, in fact, that international assistance for promotional activities is not foreseen by the Convention, nor by the "operational guidelines", except in reference to requests concerning the holding of regional meetings for promotional purposes (paragraph 88 of the "Guidelines"). Furthermore, the budget traditionally allocated by the Committee to promotional activities does not allow large financial contributions to be made to States Parties and is only foreseen for the encouragement of promotional activities, in accordance with the promotional plan adopted by the Committee.

Finally, it is necessary to differentiate between the activities intended to better publicize the Convention and those aimed at promoting individual sites.

The three requests for assistance which came from the People's Republic of China, concern respectively:

- publicity project in the Tangjiahe Natural Reserve
purchase of audiovisual material and publication
of brochures..... 50,000 US\$
- production of a film on the giant panda:
support requested from the World Heritage Fund..... 20,000 US\$

- production of a film on the protection of the cultural and natural heritage in China and outside China: support requested from the World Heritage Fund requested to cover travel costs and filming in France and the United States 40,000 US\$

When these requests were examined, the Bureau made the following recommendation: requests for assistance for promotional activities can only be taken into consideration when they concern the production of general information material on the Convention and not for the promotion of a particular site; the Bureau furthermore recommended that these requests should only concern small amounts used to complete national investments (an amount of 5,000 US\$ was mentioned as a maximum, but the Bureau thought it preferable to maintain flexibility).

If the Committee adopts this recommendation, it will consider that the two first requests are not receivable (it is also noted that these requests refer to a site of which the Bureau recommended that its nomination be deferred).

On the other hand, with regard to the third request, the Bureau recommended that it be carefully examined by the Secretariat, taking into account that it will make the Convention better known to the Chinese public. The Secretariat has studied this project together with the Unesco services responsible for audiovisual information and they have given a positive evaluation with the addition of a few technical changes. It still remains, however, that the request involves a figure which is not "a small amount" as recommended by the Bureau.

Taking into account the above, the Committee would wish:

- to consider that the request from the People's Republic of China for the production of a film on the protection of the heritage is receivable;
- to grant an amount between US\$5,000 and US\$ 10,000 for this request.

Since the Bureau meeting the Secretariat has also received a request from Haiti regarding the production of a video film which describes the major restoration works of the Citadelle, the Ramiers Site and the "Palais de Sans Souci" which were carried out with the support of the World Heritage Fund and other financial sources. This video shows the interest of filming the concrete results achieved through the support of the World Heritage Fund; the Committee is invited to take a decision regarding this request which involves the sum of US\$ 6,000.

Other than these formal requests, the Secretariat has received indication of the following initiatives which could, if they became

official requests, fall into the category of technical cooperation and receive support from 1988 funds according to the usual procedures. These two initiatives are therefore only mentioned here for information purposes:

- the organization of a regional seminar in Australia with the aim of encouraging those Asiatic countries in the region which are not yet States Parties to join the Convention;
- a national training/information seminar in Guinea for about fifty national and local managerial staff.

Lastly, the replies to the questionnaire bring to light the promotional requests concerning small amounts:

- assistance for the production of material, support for the creation of world heritage associations, holding of national or local meetings etc.....which will be dealt with on a case-by-case basis during the year, and financed from the promotional budget of the Convention.

In conclusion, it is suggested for the future that the Committee adopts the following principles concerning assistance to States Parties for promotional activities:

- regarding regional meetings or training, the requests concern technical cooperation and are treated according to the procedures in force;
- regarding assistance for the production of information material, the requests are only receivable if they are aimed towards the general promotion of the Convention and not for the promotion of one particular site. Furthermore, the Secretariat's assistance can only be used for small amounts, and it is suggested to set, in principle, the maximum amount at US\$ 5,000. *Funds*
- the requests concerning sums above this amount could, exceptionally, be accepted for projects representing a particular interest : the agreement of the President of the Committee would be necessary for the acceptance of these requests which, in no case, should exceed US\$ 10,000; *Chairman*
- assistance for the creation of associations to promote the Convention will be granted as requested to the limit of US\$5,000.

If the Committee accepts these principles, the Operational Guidelines for the implementation of the Convention will be modified accordingly.

BUDGETARY ANNEX OF DOCUMENT SC/87 CONF 005/8

The promotion plan of the Convention, adopted by the Committee at its tenth session, recommends the use of national mechanisms and, in particular to encourage the creation of national associations for the Convention. Furthermore, the first replies to the questionnaire bring to light the requests for assistance and advice for the establishment of these national mechanisms.

In 1988, priority should therefore be given to establishing these national structures in States Parties.

It is also necessary to encourage the production of national information material concerning the Convention (brochures, audiovisuals, exhibits, etc..) and to foresee limited support from the World Heritage Fund for these activities.

In addition, the Secretariat will continue to produce general information material which will be placed at the disposition of States Parties: exhibits, folding poster, brochure on international assistance, pocket guide, diary, etc..

Finally, improved information flow will be sought by means of periodic publishing of news concerning the Convention and the establishment of a computerized data base on the Convention.

The following budget is proposed to the Committee:

Assistance for the establishment and functioning of national structures and for the mobilization of "actors" for promotion.....	30,000 US\$
Support for the production of national information material.....	30,000 US\$
Production of information material:	
Updating of the folding poster.....	15,000 US\$
Updating of the World Heritage Guide and support for other language versions.....	15,000 US\$
Exhibit material.....	30,000 US\$
Brochures.....	12,000 US\$
Improvement of information.....	10,000 US\$
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	142,000 US\$