

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND  
CULTURAL ORGANIZATIONCONVENTION CONCERNING THE PROTECTION OF THE  
WORLD CULTURAL AND NATURAL HERITAGE

Third Session of the World Heritage Committee  
(Luxor, Arab Republic of Egypt, 23-27 October 1979)

PROMOTIONAL ACTIVITIES 1980I. BACKGROUND1. Statutory Requirements

The Convention foresees certain promotional activities to be undertaken by the World Heritage Committee or by individual States Party. Thus, the publication of the World Heritage List, the List of World Heritage in Danger and the list of properties for which international assistance has been granted are mentioned in Articles 11.2, 11.4 and 13.5. Fund-raising activities are called for in Article 13.6: "It (sc. the Committee) shall seek ways of increasing these resources and shall take all useful steps to this end". Similarly States Party are required to undertake educational and information activities (Articles 27 and 28) and to assist in fund-raising, both nationally and internationally (Articles 17 and 18).

2. Decisions taken in Washington

The World Heritage Committee at its second session (Washington, September 1978) accepted the Bureau's view as to the importance of a "general ongoing publicity campaign to promote the objectives of the Convention and the work of the Committee", adopted a limited programme for 1978-1979, and authorized the necessary expenditure to be made from the World Heritage Fund. (This programme is described in a separate document CC-79/CONF.003/6.1.) It also asked the Secretariat to study the feasibility of carrying out "at a later stage" other activities which had been proposed by a sub-committee set up to study the matter, including:

- creation of a photo library of world heritage sites
- preparation of a radio documentary in 5 languages
- preparation of a slide show with audio track in 5 languages
- preparation of an educational kit with slides
- printing of stamps by States Party.

3. Aims

The Washington meeting confirmed that promotional activities should be directed towards four main aims:

- I. to inform the public and heighten its awareness of the importance of conserving the world heritage;
- II. to accelerate ratifications by Member States of the Convention;
- III. to stimulate contributions to the World Heritage Fund; and
- IV. to fulfil the educational mandate outlined in the Convention.

## II. ONGOING ACTIVITIES

The activities described in CC-79/CONF.003/6.1 already go some way towards achieving these aims.

Thus, the publication of the World Heritage and other lists provides information for those wishing to know more about the Convention, and the Press activities and regular articles in Unesco's own publications (Cultural Heritage Bulletin, Nature & Resources) and other Unesco periodicals, will, it is hoped, bring it to the attention of a wider audience (Aim I). The brochure is aimed primarily at decision makers in countries which have not yet ratified the Convention (Aim II), and the Secretariat will continue its efforts by various means to stimulate further ratifications through official channels. The proposal for the manufacture of commemorative articles under licence by Upsala Ekeby is intended to bring in money as well as providing publicity (Aim III). As yet nothing has been done specifically for educational purposes (Aim IV) - but cf. para. III.2(ii) below:

A number of these activities will be continued into and beyond 1980:

- dissemination of the World Heritage List and brochure;
- follow-up of the Upsala Ekeby proposal, if adopted;
- regular press information and contacts with journalists.

These will call for relatively little expenditure from the Fund: \$2,800 to cover participation by the Secretariat in further journalists' seminars. But they will make a considerable claim on staff time during the year.

In addition, the Secretariat will launch, through the Unesco Publications Division and in co-edition with publishing houses in various countries which have expressed their interest in producing monographs on world heritage sites, a series of books, of about 140 - 180 pages, richly illustrated with colour and black-and-white photographs. (For the next triennial period - 1981/83 - twelve volumes are foreseen).

## III. FUTURE DIRECTIONS

### 1. General

The form and content of future promotional activities are dictated, not only by the nature of the "product", but also by the need to use limited resources - human and financial - to best effect.

The outstanding characteristic of the Convention from the purely promotional point of view is its potential for creating a visual impact. Particular attention should therefore be paid to the visual component of all promotional activities. It is proposed that over the coming years a major effort should be devoted to improving the quality of all visual material used for the promotion of the Convention, as well as for educational purposes.

With these considerations in mind, and on condition that the staff situation within the Secretariat permits, the following activities may be proposed, in order of priority:

2. Proposed Activities

(i) Creation of a photo library of world heritage sites

The experience of the past year has shown that the choice of images made by States Party to support their nominations is not the same as that which is needed for promotional purposes and that, at a purely technical level, they are often not of a suitable quality for enlargement, the negatives are not available, etc. At the same time the Secretariat's efforts to obtain suitable images from official and other sources have met with greater difficulties than had been anticipated.

A sufficient budget should be provided for the Secretariat to purchase worldwide photographic rights and if necessary commission specific images from professional photographers, experts on mission, etc. The collection should consist of original colour-slides (diapositives) and black-and-white negatives. It would be incorporated in the Unesco Photothèque.

In each case, the objective must be to obtain the one or two striking images which the public will retain as symbols for the site.

Good visual documentation is the basis of most of the other promotional activities which could be undertaken - illustration of Press articles and Unesco publications, artwork on posters, stamps and advertisements for the Fund, preparation of slide series and educational kits. The inadequacy of existing photographic material has already led to complaints from newspapers which have carried articles on the Convention and which have been obliged to purchase their illustrations from commercial agencies.

The cost of building up a photo library is difficult to assess. Standard rates are \$15 for a black-and-white negative and \$20 for an original colour slide. Although every effort will be made to obtain rights over existing material, it is inevitable that in some cases new images will have to be commissioned from professional photographers. Some allowance therefore has to be made for per-diems and, on occasion, reimbursement of travelling expenses. It has been calculated that the average cost per image might as a result be as much as \$40, giving a total, for a minimum of 240 images in the first year, of .....\$ 9,600

(ii) Slide Series

An educational slide series, consisting of 48 slides in a plastic folder (the standard format used by Unesco for its slide series) with a brief explanatory text in English, French and Spanish, could be produced with images collected for the photo library. This could be distributed to schools - or sold at a subsidised price - through National Commissions for Unesco.

Reproduction costs, for 1,000 sets, are estimated at .....\$ 6,000

(N.B. The master-tape of a 12-minute sound track in 3 languages would add a further \$1,000 to this cost.)

(iii) Poster (Cf. CC-79/CONF.003/6.1, para. 4)

It is proposed that a poster design be commissioned, in such a form as to allow overprinting in different languages. The preliminary estimate for printing costs of, say, 10,000 copies, of which half would be printed in English and half in French, is \$7,500. This figure does not include artist's fees: The Secretariat will attempt to negotiate the gift of a design or a form of reimbursement in kind (by reserving a part of the whole edition for the artist, to be sold by him as signed artist's copies). In addition to distribution through Unesco National Commissions, etc., the possibility of poster sales for the benefit of the World Heritage Fund will be examined.....Estimated Cost .....\$ 7,500

(iv) Postcards

Colour postcards of world heritage sites, bearing the emblem and a suitable legend, could also be made available at the Unesco and UN gift shops and distributed to national bodies for their use in promoting the Convention. In the first instance at least one site from each country which figures on the World Heritage List should be included. The minimum print order for postcards is about 5,000, for a unit cost, before tax, of 0,50 francs. Sales proceeds, at 1 franc apiece, would go to the World Heritage Fund.

Estimated Cost .....\$ 4,000

(v) Postage Stamps (cf. CC-79/CONF.003/6.1, para. 5 (a))

The postal authorities of several countries have expressed their interest in the idea of issuing special "World Heritage" stamps. It is, however, unlikely in the view of the Unesco Office of Public Information (OPI), which coordinates stamp issues for Unesco, that many countries will in fact issue such stamps unless Unesco is able to provide them with ready-made design proposals.

The basic design fee for postage stamps is currently between \$750 and \$1,000 per stamp (including three variants). For 20 sites (1 from each country), the minimum allocation for this activity would therefore be between \$15,000 and \$20,000. In view of the limited resources currently available to the Committee it may be thought that this is too much to invest in an activity whose results cannot be guaranteed. It may be thought advisable, therefore, either to postpone this activity or to restrict it to a single design featuring the World Heritage emblem.

3. Fundraising Activities

The World Heritage Fund has up to now served mainly as the recipient of annual contributions from States Party (and, in two cases, from States which have not ratified the Convention). The text of Article 15.3 of the Convention makes it clear, however, that this largely passive role is not all that was envisaged when the Convention was adopted. Indeed, the scale, if not the effectiveness, of international cooperation under the Convention is in direct proportion to the size of the Fund.

It is, however, probably premature to contemplate any full-scale fund-raising effort yet. Such an effort would have to be based at least as much on achievement as on need; and the quality of the promotional material must be improved first.

In order to enable the Committee to plan for the activation of the Fund, it is suggested that the Secretariat should make detailed proposals for a fund-raising strategy at the 1980 meetings of the Bureau and Committee.