



United Nations  
Educational, Scientific and  
Cultural Organization



World Heritage Convention



# WORLD HERITAGE MARINE PROGRAMME

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NEWSLETTER



Photo courtesy of NOAA

## Navigating the Future with Marine World Heritage Site Managers

Faced with the growing threat of ocean industrialization and a persistent rush for marine resources, UNESCO's marine World Heritage site managers met in Honolulu, Hawaii, December 1-3, to explore ways of strengthening conservation of the "crown jewels of the ocean." This first ever meeting of World Heritage marine site managers strengthened ties within the group and charted the way for collectively playing a bigger role in tackling the challenges of ocean conservation around the globe.

Keynote speakers included Jean Michel Cousteau of the Ocean Futures Society, Nainoa Thompson of the Polynesian Voyaging Society, and Dr. Greg Stone, senior vice-president at Conservation International. Three-quarters of the meeting was devoted to listening to the site managers.

The meeting results will be central to the future development of the World Heritage Marine Programme and the activities it undertakes, particularly regarding strategy and enhancing management capacity in marine World Heritage sites. A report of the meeting will be available in May 2011.

### Mission of the World Heritage Marine Programme

Launched in 2005, the mission of the World Heritage Marine Programme is to establish effective conservation of existing and potential marine areas of Outstanding Universal Value to make sure they will be maintained and thrive for generations to come.

### Goals of the World Heritage Marine Programme

- Strengthen the credibility of the World Heritage List
- Strengthen conservation and capacity building for marine World Heritage sites
- Strengthen communication and outreach about the World Heritage Convention as an instrument for marine conservation

### What is Marine World Heritage?

Watch this 3 minute video that captures the essence of who we are and why we're working together to conserve marine life.



Marine World  
Heritage Site  
Manager's  
Conference



WATCH VIDEO

## United Nations Online Volunteering Award 2010

Joanna Borg, born in Malta, was selected as one of the winners of the 2010 United Nations Online Volunteering Award for her contribution toward the visibility of marine World Heritage. Borg designed an image database of World Heritage sites located in marine areas. The image database will help UNESCO draw attention to the need to preserve these sites of Outstanding Universal Value for future generations. The task involved contacting management authorities, photographers, and image banks to obtain images reflecting the unique inscription values of each site. As an environmental manager with a specialty in protected area management, it was a perfect match for Joanna's background and interests. Joanna lives in Malta, a small archipelago of islands in the Mediterranean Sea, and her two greatest passions are nature and photography.



Photo courtesy of Joanna Borg



Photo courtesy of Cat Holloway

## Marine Area Under the World Heritage Convention Doubled

In August 2010, both Phoenix Islands Protected Area (Kiribati) and papahānaumokuākea (USA) were inscribed on the World Heritage List. Together, they more than doubled the marine area protected under the World Heritage Convention—now 1.4 million square kilometers or about 0.4 percent of the world's ocean surface.

**The Phoenix Islands Protected Area** conserves one of the world's largest intact coral archipelago ecosystems, 14 known seamounts, and other deep-sea habitats. The area is teeming with wildlife, including roughly 200 coral species, 500 fish species, 18 marine mammals, and 44 bird species. It serves as a migration route and reservoir of marine life and reminds us how these stunning ecosystems look and function in a pristine state.

**Papahānaumokuākea** is equally exceptional. Roughly 250 kilometers northwest of the main Hawaiian archipelago, this isolated chain of low-lying islands and atolls is composed of open ocean and deepwater habitats with notable features such as seamounts and submerged banks, extensive coral reefs, and lagoons. The area has deep cosmological and traditional significance for Native Hawaiian culture as an ancestral environment and an embodiment of the Hawaiian concept of kinship between people and the natural world. The site is also home to the endangered Hawaiian

monk seal, the graceful spinner dolphin, and hundreds of other species. Both sites join an already prestigious list of marine ecosystems and biodiversity treasures that make up marine World Heritage.

Recognition of marine World Heritage only began in 1981 with the inscription of **Australia's Great Barrier Reef** on the World Heritage List. The two new sites mark an important milestone in the World Heritage Marine Programme's mission to protect the highest quality and most iconic natural and cultural sites for future generations. Given that the ocean covers more than 70 percent of Earth's surface, the World Heritage Convention charter includes many untapped opportunities for ocean conservation. This year's World Heritage Committee meeting—held in Brazil from July 25 to August 2—clearly marked the start of a new era.

The World Heritage Committee also decided to remove the **Galapagos Islands** from the UNESCO List of World Heritage in Danger. This status change recognizes improved management of the area, including the installation of a Vessel Monitoring System (VMS) which is deterring illegal fishing by industrial vessels and securing the livelihoods of local fishermen. **Everglades National Park**, on the contrary, has been re-listed as World Heritage in Danger.



## Marine World Heritage Collaborates with Smithsonian Institution

In September 2010, UNESCO's World Heritage Centre and the Smithsonian Institution signed a Memorandum of Understanding for cultural and natural heritage, creating an unprecedented agreement between these two institutions. Together the Smithsonian Institution and the World Heritage Centre will develop programmes and work together on a wide range of projects, including the institution's Ocean Portal.

Thanks to a fruitful collaboration, all 43 marine World Heritage sites can now be



explored in three different ways on the of **Ocean Portal** prototype. The extraordinary diversity of marine places can be explored through a virtual tour on GoogleEarth, an image slideshow that exhibits wonderful images of the ocean's Crown Jewels, or by choosing a specific site and learning more about it.



Photo courtesy of Fanny Douvère

## Reaching 835,000 at Expo 2010, Shanghai

The World Heritage Centre launched an exhibit on marine World Heritage at the United Nations Pavilion during Expo 2010 Shanghai in China, September 6–8, 2010. More than 50 million people visited Expo 2010, with 3 million visiting the UN Pavilion. Nearly 835,000 visitors viewed a slide show showcasing all 43 marine World Heritage sites, the Ocean's movie trailer, and a video about the Wadden Sea—designated as a World Heritage site in 2009. The exhibit was developed in partnership with the Antinea Foundation.

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## Flemish Government Becomes Major Contributor



As part of a larger Trust Fund signed with UNESCO, the Government of Flanders (Belgium) agreed to support the future development of the World Heritage Marine Programme. The support will allow the programme to expand its activities toward new World Heritage sites in marine regions

currently not included or underrepresented on the World Heritage List. Upcoming discussions will focus on identifying potential marine World Heritage sites in the Indian Ocean, particularly along the African coast. The contribution will also support the development of roadmaps for enhancing management effectiveness and ecosystem-based conservation in marine World Heritage sites.

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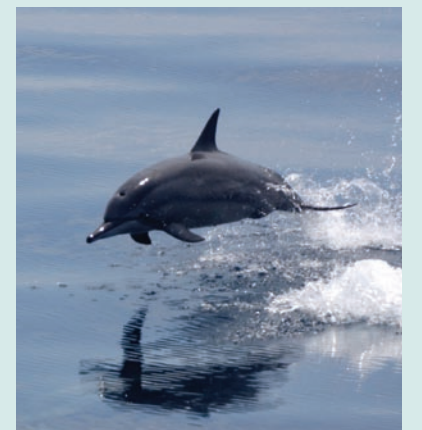


Photo courtesy of Alex Chernikh

**Major Sponsors of the World Heritage Marine Programme**

Jaeger-LeCoultre, in partnership with the International Herald Tribune  
The government of Flanders (Belgium)



**International Herald Tribune**  
THE GLOBAL EDITION OF THE NEW YORK TIMES



HSH Prince Albert II of Monaco and Yves Meylan, Director France, Jaeger-LeCoultre  
Photo courtesy of Veronique Feldmann

## Tides of Time Partnership with Jaeger-LeCoultre and The International Herald Tribune

Swiss watch manufacturer Jaeger-LeCoultre signed the 3-year Tides of Time partnership with the International Herald Tribune and UNESCO World Heritage Centre in 2009. The partnership promotes the conservation of marine World Heritage sites through an international communication campaign in the printed and online global edition of the International Herald Tribune. The goal of the partnership is to defend and protect outstanding marine sites.



Eight marine World Heritage sites were covered in the International Herald Tribune over the course of 2010, including Shiretoko (Japan), Tubbataha Reefs Natural Park (Philippines), Sundarbans National Park (India), Ibiza Biodiversity and Culture (Spain), Papahānaumokuākea (USA), Natural System of Wrangel Island

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Reserve (Russian Federation), Phoenix Island Protected Area (Kiribati), and Banc d'Arguin National Park (Mauritania).

In April 2010, Jaeger-LeCoultre auctioned one of two vintage 1958 Geophysic Chronometer Models E168, tested by professional climber Stephane Schaffter and his team during their recent Geophysic Expedition in the Himalayas. The funds raised through the auction (GB£12,600, or approximately 14,000 Euros) were donated to [India's Sundarbans National Park](#) and will be used for equipment to increase the park's monitoring and observation of animal movements.

Director of Jaeger-LeCoultre, France, Yves Meylan affirmed the company's commitment to the future conservation of marine World Heritage sites during the Fifth Global Conference on Oceans, Coasts, and Islands, held May 3-7 at UNESCO Headquarters in Paris, France—a demonstration of how private sector interests can be linked successfully with a strong engagement for marine conservation.



Photo courtesy of Fanny Douvère

## Improved Guidance for Designating Future Marine World Heritage Sites

A workshop to set the basis for expanding the Marine World Heritage programme was hosted by the Academy for Nature Conservation, Isle of Vilm, Germany this summer, in cooperation with the International Union for [Conservation of Nature \(IUCN\)](#) and the World Heritage Centre. The workshop brought together marine experts from a variety of organizations who collaborated to synthesize existing information on marine biogeographic and marine habitat classification systems. The workshop also provided the groundwork for a new framework that will improve the management of marine World Heritage nominations. The workshop results are intended to provide better guidance to States Parties in their nominations of new marine World Heritage sites and will contribute considerably to the development of a credible, representative, and balanced World Heritage List, as called for in the Operational Guidelines of the World Heritage Convention. The workshop built further on the conclusions of previous marine World Heritage workshops in Bahrain and Vietnam in 2009 and 2002 respectively. The conclusions of the workshop are a major stepping stone toward a new reference guide for Marine World Heritage which will be presented to the 35th session of the World Heritage Committee in Bahrain, 2011.



IUCN is the official technical advisory body to the World Heritage Committee on natural heritage

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