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CONVENTION CONCERNING THE PROTECTION OF THE WORLD CULTURAL AND NATURAL HERITAGE

WORLD HERITAGE COMMITTEE

Thirty-seventh session

Phnom Penh, Cambodia
16 – 27 June 2013

Item 5 of the Provisional Agenda: Reports of the World Heritage Centre and the Advisory Bodies

5D: Revised PACT Initiative Strategy

SUMMARY

By Decision **36 COM 5A**, and following Decision **35 COM 5A** whereby the World Heritage Committee invited the Secretariat to submit a draft of the new Partnerships for Conservation (PACT) Initiative Strategy, taking into account the results of the evaluation of the External Auditor on the PACT Initiative, the Committee requested the World Heritage Centre to present at its 37th session a revised PACT Initiative strategy that takes into account the Plan of Action proposed by the Open-Ended Working Group (OEWG) on the recommendations of the External Auditor concerning PACT (2010/2011) and the decision adopted during the 190th Executive Board session regarding the UNESCO Framework for Strategic Partnerships.

The PACT strategy presented in this Document has been elaborated in the context of the revision of UNESCO's partnerships policy and strategy for engaging with the private sector, while taking into account the lessons learnt from the partnerships established since the creation of PACT, the recommendations of the 2010-2011 External Evaluation of PACT and the recommendations of the OEWG meeting.

The Annex to this Document presents an inventory of ongoing and envisaged World Heritage partnerships as of end April 2013.

This document should be read in conjunction with Document WHC-13/37 COM/INF.5D.

Draft Decision: 37 COM 5D, see Point V.

I. BACKGROUND

1. The World Heritage Centre launched the Partnerships for Conservation (PACT) Initiative in 2002 to develop sustainable partnerships whose purpose, beyond financial issues, is the development of a dialogue, an exchange, and an interaction between all stakeholders interested in World Heritage conservation.
2. The 26th session of the World Heritage Committee (Budapest, 2002) welcomed the development of a World Heritage Partnerships Initiative as a means to achieve, on an experimental basis, a new systematic approach to partnerships (Decision **26 COM 17.3**). The 7th Extraordinary session of the Committee (UNESCO, 2004) requested, among other, the Director of the World Heritage Centre to present for adoption at the 29th session a regulatory framework for PACT (Decision **7 EXT.COM 12**). At the 29th session (Durban, 2005) the document WHC-05/29.COM/13 presented a progress report on PACT including a regulatory framework which the Committee adopted (Decision **29 COM 13**). Document WHC-07/31.COM/15, submitted to the 31st session of the Committee (Christchurch, 2007), presented an internal evaluation of PACT and was followed by Decision **31 COM 15** expressing the satisfaction of the Committee with the results obtained and encouraging the Centre to continue the activities in the framework of PACT. It also requested the Centre to submit to the 32nd session of the Committee a document of reflection on the strategic orientations for partnerships. Document WHC-08/32.COM/INF.5D (Quebec City, 2008) presented a proposal for new strategic orientation for partnerships at the 32nd session of the Committee, however, there was no discussion related to this document. Following Resolution **17 GA 9**, adopted by the 17th session of the General Assembly (UNESCO, 2009), the 34th session of the Committee (Brasilia, 2010) adopted the Terms of Reference for the evaluation of PACT (Decision **34 COM 9A**) and requested to be regularly informed about the envisaged and present partnerships, including the procedures and conditions of the agreements. Decision **35 COM 5A** requested the Centre to submit a draft of the new PACT Initiative Strategy, taking into account the results of the evaluation of the External Auditor on the PACT initiative.
3. PACT was the subject of two evaluation exercises, both conducted by UNESCO's External Auditor. The first evaluation, part of the World Heritage Centre audit, took place in 2009, and the second evaluation, a result of Resolution **17 GA 9** of the General Assembly (2009), took place between December 2010 and March 2011 and reviewed 33 of the 59 partnerships carried out from 1994 to 2010.
4. Resolution **18 GA 8** of the General Assembly (2011) invited UNESCO and the World Heritage Centre to implement the recommendations of the External Auditor concerning PACT, and notably to harmonize PACT with UNESCO's development of partnership strategies in order:
 - a) To improve the traceability of funds and the concordance of partnerships with the goals and objectives of the *Convention*,
 - b) To ensure the transfer of funds to the World Heritage Fund in accordance with article 15 of the *Convention*,
 - c) To provide the General Assembly at its 19th session in 2013 with a report for approval of the work undertaken.
5. Decision **36 COM 5A.2** requested the World Heritage Centre to present at its 37th session a revised PACT strategy that takes into account:

- a) The Plan of Action proposed by the Open-Ended Working Group on the recommendations of the external Auditor concerning PACT,
- b) The decision adopted during the 190th Executive Board session regarding the Organization's Framework for Strategic Partnerships,
- c) The debates of the 36th session of the Committee.

The Open-Ended Working Group met on 1 February 2013 and focused on the recommendations of the external auditors on the PACT Initiative. This meeting resulted in the elaboration of an implementation plan based on Working Document WHC-11/18.GA/8 (ref: WHC-13/37 COM INF.5D).

II. CURRENT STATUS OF PARTNERSHIPS FRAMEWORK AT UNESCO LEVEL

6. UNESCO works with the private sector within the common framework of the "United Nations Global Compact" while the partnerships are embedded within its core priorities and programmes. Within this overall framework, UNESCO has been continuously developing and formulating a full set of policies for enhancing its working relationships with the private sector to create innovative partnerships which contribute to sustainable development, world peace and security.
7. At the 187th session of the Executive Board (October 2011), Member States requested that Document 187 EX/6 Part XII and Annex "Strategy for engagement with the private sector" be reviewed concurrently with the finalization of the Policy Framework for Partnership document (187 EX/17 Part IV) and further improved in view of taking into account their suggestions. Notably this should concern criteria for selection, monitoring and evaluation of partnerships with the private sector and clear articulation of sunset clauses, including by giving effect to the related recommendations of the Independent External Evaluation (IEE) follow up (Strategic Direction Five - developing partnership strategy) and drawing on the report 'Approaches to Building and managing Partnerships: Contributing to a UNESCO partnership strategy' (30 November 2011). The Internal Oversight Service of UNESCO (IOS), upon request from the Senior Management and as a direct follow-up to the External Independent Evaluation, had commissioned The Partnering Initiative, a consultant company, to conduct a review of the Partnership Policy Framework of the Organization through benchmarking with other UN agencies and taking into consideration the specificities of UNESCO. The outcome of the review is available in the above mentioned report.
8. Following decision of the Executive Board 187 EX/Decision 17/IV, the draft strategy on private partnerships was developed under the overall umbrella policy framework of partnerships and submitted to the 190th session of the Executive Board for its endorsement.
9. The 190th session of the Executive Board broadly endorsed the umbrella statement of the "Policy Framework for Strategic Partnership: a comprehensive partnership strategy" (190 EX/21 Part II) and the accompanying "separate strategies for engagement with individual categories of partners" (190 EX/INF.7). The Executive Board also requested UNESCO to include in the strategy three additional categories of partner, namely the Goodwill Ambassadors, the UNEVOC network and the category 2 institutes and centres.
10. The Secretariat was requested to elaborate specific targets and expected results which take into account the specificities of each category of partner.

11. The strategies for the three additional categories of partner have been submitted to the Board in their integrity as an INF document (191 EX/16.INF.3). The Executive Board at its 191st session has requested the Director-General to present specific targets and expected results aligned with the four-year programmatic period of the 37 C/5 within a document comprising the complete comprehensive partnership strategy including all categories of partners to the 192nd session of the Executive Board, subsequently to be adapted as appropriate in the light of resolutions by the General Conference at its 37th session, and to ensure that each ensuing C/5 document will contain an annex with the targets and expected results for each category of partner covered by the Comprehensive Partnership Strategy. The Board also requested that Member States be duly informed of the development of the partnerships by submitting to the Board once per biennium from 2014 onwards a consolidated report on implementation of the global strategy for partnerships.

III. SUMMARY OF PACT REFERENCE DOCUMENTS (2002 – 2013)

12. The present revised PACT strategy was elaborated on the basis of existing institutional documents related to the procedures for working with the private sector. PACT resources include:
 - a) The 2005 PACT Regulatory Framework;
 - b) UN guidelines as stipulated in the UN Business Guidelines of 2009 and the Global Compact principles;
 - c) UNESCO's dedicated section in its Administrative Manual (item 5.8, introduced in November 2009, and further updated in June 2010 and April 2013) on the Cooperation with the Private sector;
 - d) Draft strategy proposals presented at the 187th session of the Executive Board (187 EX/17 Part IV and 187 EX/6 Part XII, Annex) and at the 190th session (190 EX/21 Part II and 190 EX/INF.7): Policy Framework for Strategic Partnership: a comprehensive partnership strategy and the accompanying "separate strategies for engagement with individual categories of partners";
 - e) IOS' report "Approaches to building and managing partnerships: Contributing to a UNESCO partnership strategy" (2011).

Lastly, documents WHC-07/31.COM/15: "Evaluation of PACT" (2007); WHC-11/35.COM/9A: "Evaluation of PACT" (2011); WHC.11/35.COM/INF.5A.1: "Report on World Heritage partnerships with the private sector, envisaged and present (2011); WHC-11/18.GA/8: "Evaluation of the Global Strategy and the PACT Initiative" (2011); WHC-12/36.COM/5A.2 "Draft of the new Partnerships for Conservation (PACT) Initiative Strategy" (2012) and the Implementation Plan by the Open-Ended Working Group for the recommendations of the External Auditor on the PACT Initiative (February 2013) have been used as background documents for the preparation of revised strategy.

IV. REVISED PACT STRATEGY

13. Long-term vision, objectives and scope of PACT strategy

The long-term vision for the PACT Initiative is closely associated to the Strategic Action Plan for the Implementation of the Convention 2012 – 2022 adopted by the 18th General Assembly (UNESCO, 2011). Enhanced collaboration with the private sector

and the civil society in all priority areas of World Heritage preservation will contribute to the achievement of the goals set by the Strategic Action Plan.

Keeping in mind conservation of World Heritage as the primary goal of the Convention; recognizing that “Conservation and Communication are complementary tasks, as increased awareness and knowledge of World Heritage objectives can increase commitment to conserve, engage with and support World Heritage” (Paragraph 9 of Strategic Action Plan); guided by the Convention’s strategic objectives and the goals of the Strategic Action Plan, PACT shall proactively seek to establish partnerships which lead to:

- a) Sustainable Conservation of World Heritage sites;
- b) Enhanced Credibility of the Convention;
- c) Efficient and increased Capacity-building for all World Heritage stakeholders;
- d) Improved Communication for a wide recognition of World Heritage as the highest standard of heritage and conservation (WH Goal 4.1 on Awareness raising);
- e) Increased participation of Communities in all processes of the Convention including reaping sustainable benefits of inscription on the List and allowing for sustainable development of the World Heritage sites while preserving their OUV.

Partnerships with the private sector are primarily developed to raise significant financial and in-kind contributions which are indispensable in compensating for the lack of resources dedicated to conservation, including International Assistance. Such contributions are used to help the implementation of activities dedicated to priority programmes, sites in danger, capacity building and to support the Centre’s communication, education and partnerships activities, including managing the World Heritage Centre’s website and the *World Heritage Convention’s* archives.

14. The present strategy has been elaborated to improve the development of partnerships for World Heritage with the private sector, their implementation and their evaluation through adequate tools and guidelines.

15. **Principles**

The World Heritage Centre is increasingly focusing on long-term strategic partnerships and moving away from small transactional partnerships. It should be noted, however, that partnerships can grow significantly over the first years of implementation, thus the potential development of a new partnership must be thoroughly assessed before entering into an agreement.

The PACT Strategy is guided by the following principles which strictly adhere to the way in which UNESCO engages with partners (190 EX/21 Part II):

- a) Shared objectives: definition of a common purpose with mutual benefit that is consistent with UNESCO’s mandate and the mission of the *World Heritage Convention*;
- b) Equality: within the partnership, partners should have equal status;
- c) Legality: the partners with whom the World Heritage Centre engages should have an established legal status and demonstrable track record and should be validated by the State Party of their origin;
- d) Clarity: clear definition of each party’s responsibilities, roles and contributions;

- e) Transparency: both parties must be able to raise issues concerning the quality of the working relationship and the roles and contributions of each party;
 - f) Fairness: no unfair advantage to any individual partner should be provided;
 - g) Accountability: all forms of cooperation must be reality-based, action-oriented and should produce concrete measurable results;
 - h) Sustainability: the scope and results of cooperation should be sustainable beyond partnership duration, without dependence on ongoing contribution by one or both partners, thereby ensuring ownership by the end-beneficiaries.
16. Whenever it is revealed that the evolution of an ongoing partnership becomes adverse to UN principles and/or to the goals and objectives of the *World Heritage Convention*, and/or the above UNESCO principles, the partnership will be terminated. The termination clause contained in the generic templates developed by UNESCO provides a clear provision for that purpose.

17. Ethical standards

The selection and mobilization of partners will adhere to the level of excellency and ethical standards consistent with the UN Global Compact, UN values, UNESCO's norms and standards as well as with the goals and objectives of the *World Heritage Convention*.

Each agreement between the World Heritage Centre and its partners must contain a statement on environmental responsibility or an equivalent, which will form part of the publicly available documentation related to each partner of the World Heritage Centre.

18. Transparency and accountability

Clear objectives and outcomes of the partnerships, along with time-bound deliverables, will be established in a transparent manner within each partnership agreement. This will also ensure trust between the parties.

Each agreement will stipulate clearly and transparently the expected benefits of the partnership for each partner.

The partner will be required to notify the World Heritage Centre of any changes in their operations or any circumstances that might prejudice the partnership or bring discredit to UNESCO.

Partnerships are subject to reporting at every annual World Heritage Committee session, and information on partnerships, including the signed agreements, is permanently available on the World Heritage Centre website for States Parties to consult.

19. Sound planning and goal clarity

Measurable objectives and outputs will be monitored through progress reporting undertaken in partnership frameworks where roles and responsibilities of the parties are clearly outlined. Specific communication plans, essential for working with the private sector, are created to enhance the visibility of partnership implementation and the impact of the partnership on the goals and objectives of the *Convention*, in particular in case of the use of the World Heritage emblem. Communication tools at disposal include the *World Heritage* review, map and other publications, photo databases, World Heritage website and portals, social networks, partners' portals and networks, special events, sponsorship brochures etc.

PACT monitors the reported activities of all parties and seeks solutions should any issues or concerns arise.

In addition to establishing partnerships resulting in financial contributions, resource mobilization sources to be explored or improved are: on-line donations, grants, contributions from philanthropists, fund raising events, crowd funding, membership schemes, etc. This will be developed in line with World Heritage Goal 6, Activity 6.4.6 of the Implementation Plan of the Strategic Action Plan for exploring ways to increase contributions to the World Heritage Fund, leading to increased contribution of private sponsorship to target priorities.

20. Traceability of funds

Each agreement will include a clear statement on the financial and in-kind contributions and expected benefits for all parties.

Each agreement will contain clear payment instructions to identify the appropriate allocation fund (Funds-in-Trust or World Heritage Fund) upon receipt.

The World Heritage Centre will keep an up-to-date financial chart showing the amount of income expected for each partnership, the funds received and the expenditures made for ensuring essential functions and reinforcing priority activities and programmes. Income and expenditures will also be reflected in the Finance and Budget System (FABS).

Established reporting tools are used to ensure quality reporting to the States Parties and transparency.

21. Evaluation and impact focus

For each partnership, relevant budget is allocated for the purpose of evaluating the efficiency, effectiveness, relevance, impact and the sustainability of the partnership including an assessment of the nature of the relationship between the partner and UNESCO's World Heritage Centre. Performance indicators for such ongoing review and evaluation will be clearly elaborated at the beginning of each partnership.

A provision concerning self-evaluations and external evaluations is included in the general conditions of all the standard agreements. It indicates that all projects require a self-evaluation at the completion of the project, that mid-term self-evaluation is recommended when the project's duration is more than three years and projects greater than USD500 000 require an external evaluation.

WHC works in cooperation with the UNESCO Internal Oversight Service (IOS) to establish tools for evaluating each partnership.

22. Attribution of credit and use of the World Heritage emblem

Communication about partnerships should acknowledge the work or contribution of all partners, and partners should acknowledge the work or contribution of the World Heritage Centre.

The World Heritage emblem is safeguarded and valorized in conformity with the *Operational Guidelines*.

The use of the World Heritage emblem is guided by the relevant chapter of the *Operational Guidelines* and any related guidance. Expected benefits for the partner derived from their use of the World Heritage emblem will be assessed according to the indicators developed at the beginning of each partnership.

PACT, in collaboration with relevant UNESCO Sectors and external experts, will further explore the development of a clear brand strategy for World Heritage, as per Goal 4, Activity 4.2.1 of the Implementation Plan.

23. Implementation modalities

PACT, in collaboration with Programme Specialists and relevant UNESCO Sectors, will manage partnerships from the inception to the termination of the relationship in clear stages which form part of a partnership cycle¹:

- a) Identification, selection and assessment of partners: data research, due diligence, internal and external clearances;
- b) Management and maintenance: establishing a governance structure, reporting, relationship building, and elaboration of a communication plan;
- c) Review and revision: assessment, evaluation (mid-term, end-of-term or impact), qualitative and quantitative measurement;
- d) Closure, renewal, new mechanism to sustain the partnership or the programme, communication beyond the end of the partnership.

The implementation of the PACT strategy is dependent on the availability of a dedicated PACT team, consisting of experienced professionals in the fundraising and communication domains, as well as occasional hiring of specific consultants as necessary. Two temporary staff are employed currently as Project Appointments (PAs) on P3 and P1 level within the WHC Communication, Education and Partnerships Unit, and are financed through extrabudgetary funds provided through partnerships.

V. DRAFT DECISION

Draft Decision: 37 COM 5D

The World Heritage Committee,

1. *Having examined Document WHC-13/37.COM/5D and Document WHC-13/37.COM/INF.5D,*
2. *Adopts the revised PACT strategy to improve the development of partnerships for World Heritage with the private sector, their implementation and their evaluation through adequate tools and guidelines;*
3. *Requests the Secretariat to continue to report, in an analytic manner, on the implementation of the PACT strategy by submitting at each regular session of the World Heritage Committee a detailed inventory of on-going and envisaged partnerships as an Annex to the Report of the World Heritage Centre, using the current template.*

¹ The Partnering Initiative : « Approaches to building and managing partnerships : Contributing to a UNESCO partnership strategy », 30 November 2011

ANNEX

INVENTORY OF WORLD HERITAGE PARTNERSHIPS

Decision **35 COM 5A** reminded the World Heritage Centre of the necessity to elaborate, at each session of the World Heritage Committee, a report on envisaged and concluded partnerships and requested that it be completed with an evaluation of these partnerships based on relevant tools, in particular on the use of the emblem and the benefits received, in order to ensure strict compliance with the *Convention's* principles and objectives. Decision **36 COM 5A.2** requested the World Heritage Centre to continue to inform with regard to the partnerships in an analytical manner.

Table 1 provides a list of ongoing WHC partnerships as of the end of April 2013 with the private sector and foundations developed in accordance with the PACT Regulatory Framework. The list does not include partnerships for World Heritage with the private sector implemented by Field offices nor the NGOs involved in the implementation of programmes at the country level.

For each partnership, the table provides, in alphabetical order by name of partner, a description, the funds received in 2012 (if any), expected results, major outputs/deliverables, emblem use and an indicative evaluation of the benefits for World Heritage. It also links each partnership to the relevant Strategic Objectives (the 5 Cs) and areas of cooperation benefitting from the partnership.

Table 1 also includes dates of signature and expiration for each partnership and, if applicable, the indication if a partnership is new, i.e. has been signed since the last session of the Committee; if renewal is envisaged in the period between the current and the next reporting to the Committee, or if the partnership has been terminated since the last report to the Committee.

Table 2 presents the partnerships envisaged which are currently undergoing internal evaluation and/or external validation.

Table 1 - INVENTORY OF ONGOING WORLD HERITAGE PARTNERSHIPS AS OF END of APRIL 2013 (in alphabetical order)

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefitting Strategic objectives and Areas of cooperation
1	<p>A&T Networks Inc. - HISTORY (Channel), USA</p> <p>Production of World Heritage documentaries and audiovisual stories elaborated and aired by HISTORY.</p> <p>169, 500 USD</p> <p>TO BE RENEWED</p>	56,500	Increased understanding of the World Heritage <i>Convention</i> , globally and in the United States in particular.	HISTORY provides World Heritage content through Idea Book for Educators' newsletters/4xyear to 300,000 teacher subscribers; ensures on-line visibility (Save our history and HISTORY classroom websites); creates public service announcements (PSA) for TV and web broadcasting.	On PSAs and in documents related to the project.	<p>Funds-in-Trust signed on 18 May 2011</p> <p>Start May 2011</p> <p>End May 2014</p>	<p>Worldwide promotion of World Heritage. The promotional films are visible on YouTube and WHC website.</p> <p>The project triggered the A&T UK office to produce a new series of WH documentaries about sites in Poland and the UK (www.history.co.uk/shows/unesco/about.html).</p>	Communication - Education
2	<p>Chez Bonne Idée, France</p> <p>(Communication agency)</p> <p>Organisation of a game for general public (internet and press) on World Heritage cities with quiz on the history of the site.</p> <p>20,000 EUR per year (forecast)</p>		Raised awareness of World Heritage sites.	<p>Yearly campaigns with special pages in the French newspaper "Le Monde" (print and online).</p> <p>Dedicated website.</p> <p>20,000 players and 50,000 visits to the website expected.</p>	<p>Weekly on "Le Monde" newspaper</p> <p>Game website and Facebook</p>	<p>Project agreement.</p> <p>Start June 2012</p> <p>End December 2014</p>	<p>Worldwide promotion of WH among general public.</p> <p>Contribution to the International Assistance.</p>	Communication Conservation - International Assistance

² Amounts received in 2012 have not been certified by the UNESCO Bureau of Financial Management.

³ Strictly regulated according to the terms of the signed agreement (in particular, every resource using the name, logo of UNESCO and World Heritage emblem is subject to approval by WHC and if necessary by ERI)

⁴ All agreements are available on the World Heritage Centre's website <http://whc.unesco.org/en/agreements> (password protected pages, for States Parties only)

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefiting Strategic objectives and Areas of cooperation
3	<p>EVERGREEN DIGITAL CONTENTS & DENTSU, Japan</p> <p>The tripartite agreement with Evergreen and Dentsu aims to promote World Heritage Education in Japan through the "UNESCO KIDS" project.</p> <p>Annual contribution of 110,000-150,000 USD</p> <p>TO BE RENEWED</p>	149,990	Enhanced awareness among young people in Japan about the need to preserve World Heritage sites.	<p>Classroom package and the creation of an i-mode project funded by NTT DOCOMO, Japan's leading Telecom company.</p> <p>Educational films about natural World Heritage sites for elementary school students.</p>	Materials associated to the education project (website, advertisements on project, cartoon)	<p>World Heritage Fund Special Account</p> <p>Project agreement signed in December 2007, extended every year.</p> <p>Start January 2007</p> <p>End March 2013</p>	<p>Generates revenues for the WH education programme, communication and WH awareness raising activities.</p> <p>Media coverage of the UNESCO-KIDS project: Quarterly one-page advertorials in the "Yomiuri Shimbun" (circulation: 10 million); press releases in 277 Dentsu media partners worldwide (TV and radio channels, print press, websites); educational activities in Japanese schools.</p>	Communication - Education
4	<p>Fondation Franz Weber, Switzerland</p> <p>The Fondation FW will support the Rapid Response Facility and natural heritage projects.</p> <p>Total contribution of 750,000 USD</p> <p>NEW</p>		<p>- Rapid Response Facility improved thanks to additional funding (the Fund was created in 2005 with Fauna and Flora International in order to mobilize funds to respond to emergency situations at natural heritage sites),</p> <p>- Enhanced preservation of The Dja Faunal reserve in Cameroon, threatened by poaching and the negative effect of mining exploitation and deforestation.</p>	On the Dja site, pilot actions to improve revenue sources of local communities, education campaign to fight against poaching, preparation of an environmental and social impact study.	On respective websites and documentation about the project.	<p>Project Agreement (FIT) signed in on 17 January 2013.</p> <p>Start January 2013</p> <p>End January 2017</p>	The partnership just started, not evaluated yet.	Conservation Capacity Building Communities - Natural World Heritage

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefitting Strategic objectives and Areas of cooperation
5	<p>FOTONAUTS, France</p> <p>The Fotopedia Heritage application created by Fotonauts was released in August 2010 to constitute the largest photo application of World Heritage sites for Iphone and Ipad.</p> <p>Non financial</p>		Enhanced awareness of World Heritage sites.	Raise awareness about WH with a free application for Iphone and Ipad dedicated to high quality photos of World Heritage sites, with brief descriptions.	In the application and website.	<p>Project agreement.</p> <p>Start May 2011</p> <p>End Dec. 2014</p>	<p>Promotes WH publications and WH Review in particular.</p> <p>Rated in Apple's top 10 list of apps when it was launched.</p> <p>Audience figures: From the launch to January 2013: 3,600,000 downloads; 36,000,000 visits; 180,000 WHC webpages opened from the application.</p>	Communication
6	<p>GEDEON, France</p> <p>Production of a series of documentaries about World Heritage to raise awareness.</p> <p>Non financial</p>		Awareness about WH raised through the production of documentaries and audiovisual stories elaborated and aired by Gédéon.	Four films of 52', 8 of 26' and 36 of 3' were produced. The documentaries have been promoted through the Gédéon international network	In documentaries	<p>Partnership Agreement</p> <p>Start 2008</p> <p>End July 2013</p>	Worldwide promotion of World Heritage.	Communication
7	<p>GOOGLE Cultural Institute, USA</p> <p>The project allows internet users to visit a selection of WH properties.</p> <p>Non financial</p>		Help spread the message about preserving WH and allow it to reach the broad public. Increase awareness worldwide.	Google World Wonders Project website offers virtual visits of World Heritage sites.	On Google's World Wonders project website.	<p>License agreement</p> <p>Start 29 May 2012</p> <p>End in May 2013</p>	Expecting statistics from Google to allow appropriate evaluation of the project.	Communication

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefiting Strategic objectives and Areas of cooperation
8	<p>GSP OUR PLACE Ltd, New Zealand</p> <p>Creation of image bank for World Heritage.</p> <p>OUR PLACE supplies photographs for the World Heritage Centre website galleries, and has supplied numerous images for UNESCO and related third-party publications.</p> <p>Contribution of 20,000 USD/year</p> <p>TO BE RENEWED</p>	19,975	Enriched database of images and enhanced awareness of WH sites.	Our Place and its international network of professional photographers contribute to a large image databank used to help promote conservation efforts and publicize the World Heritage message.	On website and during exhibitions organized by Our Place with WH images.	<p>World Heritage Fund Special Account.</p> <p>MoU signed in 2006.</p> <p>Partnership Agreement signed in 2008.</p> <p>Start 2008</p> <p>End June 2012</p>	<p>Our Place has currently photographed over 370 World Heritage sites in 84 countries and has an archive of more than 45,000 exclusively owned World Heritage images.</p> <p>Data base is accessible for use by UNESCO and by World Heritage sites.</p>	Communication
9	<p>JAEGER-LECOULTRE (Manufacture), Switzerland and The International Herald Tribune, USA</p> <p>"Tides of Time" partnership and online/print media campaign</p> <p>First agreement: 400,000 EUR</p> <p>Second agreement: 400,000 EUR</p>	172,712	<p>Development of World Heritage Centre Marine Programme, including statutory support to WHC activities on marine properties.</p> <p>Enhanced awareness about World Heritage, in particular the Marine Programme.</p>	<p>Nanosite on iht.com and nyt.com</p> <p>Eight 1-page articles on marine World Heritage properties per year in the Herald Tribune.</p> <p>Annual auction with donation to support marine WH site conservation needs (between 40,000 and 50,000 Euros per year).</p>	<p>Advertorials and advertisements in the press.</p> <p>IHT and JLC websites</p>	<p>Funds-In-Trust signed in 2009 and renewed in 2011.</p> <p>Start 2009</p> <p>End March 2014</p>	<p>Additional Revenue from auctions and support to events: 160 000 Euros</p> <p>Budget in-kind for advertorials in the IHT: 1,200 000 Euros</p>	<p>Conservation</p> <p>Credibility</p> <p>Capacity Building</p> <p>Communities</p> <p>Communication</p> <p>- Marine Heritage</p>

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefitting Strategic objectives and Areas of cooperation
10	<p>KOBI GRAPHIS, Japan</p> <p>Production of Panasonic's corporate World Heritage calendar and a World Heritage Youth calendar.</p> <p>Annual contribution of 50,000 USD + royalties.</p>	56,059	Enhanced awareness about World Heritage.	<p>Production of Panasonic's corporate World Heritage and WH Youth calendar.</p> <p>Design of a web version in 2011</p> <p>Free iPad App launched in 2012 along with several exhibits organized in Japan during the same year</p> <p>The calendar is sold in UNESCO's bookshop</p>	Calendar. Website. iPad App.	<p>World Heritage Fund Special Account</p> <p>Partnership agreements signed in 1996, 2001, 2007 by WHC</p> <p>Start 1996</p> <p>End August 2015</p>	The calendar app was recommended by Apple and listed in the top 10 most popular apps.	Communication
11	<p>MONNAIE DE PARIS, France</p> <p>Design, production and distribution of coins with WH sites.</p> <p>Royalties.</p>	418,539	<p>Awareness raised about WH through emblematic coin collections.</p> <p>Increased network of collectors of WH emblems worldwide.</p>	Series launched in 2007, 2008, 2009, 2010, 2011 and 2012: Great Wall of China, Grand Canyon, USA, the Kremlin, Federation of Russia, the Taj Mahal, India, the Chateau de Versailles, France, Abou Simbel, Egypt.	On coins.	<p>World Heritage Fund Special Account.</p> <p>License agreements signed in 2007, 2008, 2009, 2011</p> <p>Start 2007</p> <p>End Dec 2014</p>	<p>The number of coins sold increases every year, especially since the creation of a 5oz gold coin.</p> <p>The series has become a collector one, thus increasing revenue possibilities.</p>	Communication

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefiting Strategic objectives and Areas of cooperation
12	<p>NIPPON HOSO KYOKAI (NHK), Japan</p> <p>Creation of a series of documentaries for Japanese TV on World Heritage and Intangible Heritage in order to contribute to the creation of a video database, "Heritage Images Archives Initiative ".</p> <p>Non financial.</p>		Enhanced visibility on World Heritage.	<p>Database of digital, hi-definition moving images of World Heritage and Intangible Heritage. Development of the Heritage Images Archives Initiative. Series of 100 Digital High Definition television documentaries about World Heritage and Intangible Heritage. Films are available online on the UNESCO/WHC websites.</p> <p>816 videos uploaded online in 5 languages</p>	In documentaries and on brochures related to the project.	<p>MoU signed in 2003 with ERI.</p> <p>Partnership Agreement signed in 2004 and project agreement in 2004 and 2005.</p> <p>Partnership agreement and project agreement signed in 2009</p> <p>Start 2003</p> <p>End Dec 2014</p>	<p>Provides a database of footages to UNESCO. Footages are chargeable to outside partners and users.</p> <p>Videos and online database were financed through the Japanese government contributions. As of 2013, no funding source has been identified for the continuation.</p> <p>Estimated average number of householders in Japan: 2 658 750 (for the first broadcast of each programme, source: Video Research Inc).</p>	Communication
13	<p>NOKIA, Finland</p> <p>Supporting communication measures to foster awareness on WH and sustainable tourism.</p> <p>Voluntary contribution under WHF Special Account: 60,000 EUR</p> <p>Agreement 2010 : 150,000 EUR</p> <p>Agreement 2011 :150,000 EUR (out of the total amount, only 70,000 EUR were received before agreement termination).</p> <p>TERMINATED</p>	25,740	Increased awareness and support for sustainable tourism and World Heritage.	<p>50 mobile applications to be used as awareness raising tools for World Heritage conservation.</p> <p>Opportunities to engage both the mobile technology and tourism industry and their customers to raise awareness and support for World Heritage Conservation.</p>	On the mobile application.	<p>World Heritage Fund Special Account</p> <p>Letter of contribution signed in July 2009 by WHC.</p> <p>Funds-In-Trust Cooperation agreement signed in June 2010 by BSP/CFS.</p> <p>Start 2009</p> <p>Ended 15 May 2012</p>	<p>Increased communication with site managers and more effective work processes in the WH network due to data generation. Increased awareness among tourists on world heritage and sustainable tourism.</p> <p>Agreement terminated as a result of restructuring and programme closures within the company.</p>	<p>Conservation</p> <p>Communication</p> <p>- Tourism</p>

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefitting Strategic objectives and Areas of cooperation
14	<p>PANASONIC, Japan</p> <p>Environmental Corporate Social Responsibility campaign celebrating World Heritage. Slogan: <i>Panasonic supports sustainable development through World Heritage conservation and education.</i></p> <p>1,000,000 USD</p> <p>TO BE RENEWED</p>	500,000	<p>Enhanced awareness about World Heritage sites preservation and sustainable development.</p> <p>Reinforced mobilization of young people towards the preservation of World Heritage and environmental issues.</p>	<p>Newspaper and TV commercials emphasizing environment protection.</p> <p>National Geographic television WH programme, 60 min x 24 times, from June 2011 until March 2013. Creation of 9 new films.</p> <p>Youth global "eco" education programme on WH sites.</p> <p>Support to the WH Volunteers programme with trainings on media techniques.</p> <p>Contribution to the 40th anniversary celebrations, notably to the One-off initiative for best practices.</p> <p>Contribution to launch the expert mission to Mali as per the Mali action plan agenda to protect Mali's cultural heritage.</p>	<p>Press and TV spots. National Geographic Heritage Special</p> <p>Materials used on WH sites within the eco education programme.</p> <p>Panasonic World Heritage exhibition centers</p>	<p>Funds-In-Trust Agreement signed by WHC</p> <p>Start May 2011</p> <p>End May 2013</p>	<p>Extensive Media coverage following the eco education programme. Awareness raising about WH preservation for youth and a large audience worldwide. Interface with the WH in Young Hands and Volunteers scheme programme and new source of revenue for WH education programme. Important revenue for communication activities, in particular the 40th anniversary, as well as for the WH website.</p> <p>PANASONIC website promotes WHC website and WH publications in particular the World Heritage Review.</p> <p>In-kind contributions estimated at: 7,000,000</p> <p>For the advertising campaigns 500,000 USD for the education projects and 450,000 USD for the donation of equipment.</p>	<p>Conservation</p> <p>Communication</p> <p>Capacity Building</p> <p>Communities</p> <p>- Education,</p>
15	<p>SUDWESTRUNDFUNK (SWR), Germany</p> <p>Series of films on World Heritage in 35mm format entitled "Treasures of the World – Heritage of Mankind" and broadcast weekly on "3 Sat", "Phoenix" and "SWR Fernsehen".</p> <p>First contribution of 39,000 DM (cca.19,000 Euros) and 3,000 DM per WH</p>		<p>Enhanced visibility on World Heritage in German speaking audience and through sales of DVDs with "De Agostini".</p>	<p>Production of the television series "Treasures of the World The Heritage of Mankind," produced by Südwestrundfunk (SWR) and GLOBAL SCREEN GmbH, In 2011 in Germany alone, more than 28 million people have seen these films, which are also available on the Internet: www.schaetze-der-</p>	<p>On videos and DVD covers.</p>	<p>World Heritage Fund Special Account</p> <p>Agreements signed in 1995</p> <p>Agreement signed in 2007 and in 2011</p>	<p>Global outreach.</p> <p>2,400,000 estimated viewers per month (average for 2012) on "3 Sat" (Cultural channel for Germany, Switzerland and Austria), "Phoenix" (Documentary channel for Germany), "SWR Fernsehen" (Regional</p>	<p>Communication</p>

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefiting Strategic objectives and Areas of cooperation
	<p>site filmed until 2007. Since then annual contribution of 50,000 USD.</p> <p>TERMINATED</p>			<p>welt.de,</p> <p>In 2012 SWR broadcast a 24 hour programme dedicated to the 40th anniversary.</p>		<p>Start 1995</p> <p>End December 2011</p> <p>Due to budget cuts at SWR, the agreement was terminated while a new distributor is being sought.</p>	<p>channel of ARD) and SWR website.</p> <p>SWR made the first film in the series in 1995 and at the end of 2012, they had produced more than 500 of these special documentary films.</p>	
16	<p>TOKYO BROADCASTING SYSTEM (TBS), Japan</p> <p>Production of a series of 30-minute films on World Heritage entitled "The World Heritage" broadcast weekly by TBS.</p> <p>Since 2006: 40,000 USD per year.</p> <p>EXTENDED EVERY YEAR</p>	40,000	Enhanced awareness on World Heritage sites.	<p>As of early 2013, more than 600 films have been produced.</p> <p>In 2012, on the occasion of the 40th anniversary, fifty 3 minute episodes were produced out of TBS archives and donated to the WHC. Those short movies are also broadcasted on internet TV.</p>	On documentaries and brochures about the project.	<p>World Heritage Fund Special Account Agreement with NFUAJ in 1996.</p> <p>Agreement with WHC since 2006 extended every year.</p>	<p>Global outreach.</p> <p>Total number of audience of the programme per month: 20 million (estimated average for 2012).</p>	Communication
17	<p>TRIP ADVISOR, USA</p> <p>UNESCO and TripAdvisor cooperate to raise awareness, and solicit feedback from the public on World Heritage sites.</p> <p>Voluntary contribution under WHF Special Account: 100,000 USD</p> <p>Agreement: Royalties (10%) related to sponsorship contracts and to number of new registered members on the website.</p> <p>TERMINATED</p>	10,220	Enhanced visibility, data and information on WH, sustainable tourism and site conditions and visitor experience at World Heritage properties	TripAdvisor contributes financial support for World Heritage through awareness campaigns.	On Tripadvisor website	<p>World Heritage Fund Special Account.</p> <p>Letter of contribution signed in 2009.</p> <p>Funds-In-Trust Cooperation agreement signed in 2010 by BSP/CFS, extended in 2012.</p> <p>Start 2010</p> <p>End Feb. 2013</p>	Worldwide communication and awareness.	<p>Conservation</p> <p>Communication</p> <p>- Tourism</p>

Nr	Partnership description and financial contribution agreed (if any)	Amounts received or converted in USD in 2012 ²	Expected results	Major outputs/deliverables	Emblem use ³	Agreements signed ⁴	Evaluation of benefits	Benefiting Strategic objectives and Areas of cooperation
						The company did not wish to extend the agreement because they did not raise the funds that were expected at the time of the signature.		
18	<p>WORLD SKY RACE, USA</p> <p>International sporting event using lighter-than-air skyships, together with a global awareness raising campaign about World Heritage</p> <p>100 000 USD (Received 50,000 USD)</p> <p>TERMINATED</p>		Enhanced visibility of WH sites.	Organization of a skyships' race.	On WSR communication with worldwide organizations, potential funders, supporters, participants.	<p>World Heritage Fund Special Account</p> <p>Partnership Agreement signed in 2010 extended in January 2012</p> <p>Start 2010</p> <p>End September 2012</p> <p>The partnership had to be terminated due to lack of funds.</p>	The project did not attract enough sponsors in order to start the sporting event.	Communication

Table 2 - INVENTORY OF ENVISAGED WORLD HERITAGE PARTNERSHIPS AS OF END APRIL 2013 (in alphabetical order)

Nr	Partnership description	Expected results	Major expected outputs	Logo use	Strategic Objectives
1	<p>Airbnb, USA</p> <p>Strategic partnership with the People Protecting Places Campaign to promote responsible tourism and preservation of World Heritage.</p> <p>Financial contribution expected</p>	<p>Development of World Heritage and Sustainable Tourism Programme, including statutory support to WHC activities on sustainable tourism.</p> <p>Increased awareness and support for sustainable tourism and World Heritage.</p> <p>Promotion of quality tourism products and services that encourage responsible behavior from all stakeholders.</p>	<p>Identification and promotion of authentic, sustainable and responsible tourism products and services that provide high quality and low impact visitor experiences at World Heritage sites.</p>	<p>Website</p> <p>Brochures and other printed material</p>	<p>Communication</p> <p>Conservation</p> <p>- Sustainable tourism</p>
2	<p>Fondation IRIS, France</p> <p>The foundation will support the World Heritage and Sustainable Tourism Programme.</p> <p>Financial contribution expected</p>	<p>Enhanced capacity of World Heritage stakeholders to manage tourism, efficiently, responsibly and sustainably based on local context and needs</p>	<p>How –To guides for site managers to better manage tourism at World Heritage sites</p>	<p>Website</p>	<p>Conservation</p> <p>Capacity developemnt</p> <p>- Sustainable tourism</p>
3	<p>National Geographic Traveller InterContinental Hotels USA, UK</p> <p>Strategic partnership with the People Protecting Places Campaign to promote responsible tourism and preservation of World Heritage.</p> <p>Financial contribution expected</p>	<p>Development of World Heritage and Sustainable Tourism Programme, including statutory support to WHC activities on sustainable tourism.</p> <p>Increased awareness and support for sustainable tourism and World Heritage.</p> <p>Promotion of quality tourism products and services that encourage responsible behavior from all stakeholders.</p>	<p>Editorial content in National Geographic Traveler magazine</p> <p>Guest awareness and employee volunteering programmes with at least five hotel properties in each geographical region.</p>	<p>Magazine, Website</p> <p>Brochures and other printed material</p>	<p>Communication</p> <p>Conservation</p> <p>- Sustainable tourism</p>
4	<p>Seabourn, USA</p> <p>Strategic partnership with the People Protecting Places Campaign to promote responsible tourism and preservation of World Heritage.</p> <p>Financial contribution expected</p>	<p>Development of World Heritage and Sustainable Tourism Programme, including statutory support to WHC activities on sustainable tourism.</p> <p>Increased awareness and support</p>	<p>Identification and promotion of authentic, sustainable and responsible tourism products and services that provide high quality and low impact visitor experiences at World Heritage</p>	<p>Website</p> <p>Brochures and other printed material</p>	<p>Communication</p> <p>Conservation</p> <p>- Sustainable tourism</p>

		<p>for sustainable tourism and World Heritage preservation.</p> <p>Promotion of quality tourism products and services that encourage responsible behavior from all stakeholders.</p>	sites.		
5	<p>SUDWESTRUNDFUNK (SWR), Germany</p> <p>Series of films on World Heritage in 35mm format entitled “Treasures of the World – Heritage of Mankind” and broadcast weekly on “3 Sat”, “Phoenix” and “SWR Fernsehen”.</p> <p>(Based on previous agreement ended in 2012)</p> <p>Financial contribution expected</p>	<p>Enhanced visibility on World Heritage in German speaking audience and through sales of DVDs with “De Agostini”.</p>	<p>10 new films and one special 24 hour TV programme on World Heritage.</p>	<p>On videos and DVD covers.</p>	<p>Communication</p>