

# Celebrating 40 years of the World Heritage Convention

November 2012 / Kyoto, Japan

Proceedings

Closing event of the celebration of the 40th anniversary



United Nations  
Educational, Scientific and  
Cultural Organization



Supported by  
Japanese Funds-in-Trust  
to UNESCO

**Proceedings of the Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention  
6–8 November 2012 – Kyoto International Conference Centre, Kyoto, Japan**

The event was organized by the Government of Japan (Ministry of Foreign Affairs, Agency for Cultural Affairs, Ministry of the Environment, Forestry Agency) and UNESCO World Heritage Centre.

The co-organizers express their sincere thanks to the following organizations and persons for their cooperation:

Closing Event

Kyoto Committee for the 40th Anniversary of the World Heritage Convention  
Kyoto Prefecture  
Kyoto City  
Tokyo Broadcasting System Television, Inc. (TBS)  
Panasonic Corporation  
NHK Enterprises, Inc.  
New Kansai International Airport Company, Ltd.  
Independent Web Journal

Advisors to the Organizing Committee of the Japanese Government for the 40th Anniversary Event (in alphabetical order)  
Nobuko Inaba, Kunio Iwatsuki, Toshiyuki Kono, Yoshitaka Kumagai, Koichiro Matsuura, Yukio Nishimura, Yasuyoshi Okada,  
Teiichi Sato, Toshiyuki Tsuchiya, Masato Yoshida  
Ad hoc Committee on the World Heritage Convention of Japan ICOMOS National Committee  
Japan Committee for IUCN / WCPA-J

Youth Programme

Ritsumeikan University (co-organizer of the Youth Programme)  
Kyoto Lions Club  
Nantan City Board of Education  
Miyama Kitamura Kayabuki-no-Sato (historic village of thatched roof houses) Preservation Society

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Photos in the main body of the Proceedings: © Ministry of Foreign Affairs, Japan

Original title: 世界遺産条約 採択40周年記念最終会合 報告書 2012年11月6日(火)–8日(木) 京都

Published in 2013 by the United Nations Educational, Scientific and Cultural Organization – World Heritage Centre

Design of the original Japanese version: Nippon Art Printing Co., Ltd.

Composed in the workshops of UNESCO

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# Foreword

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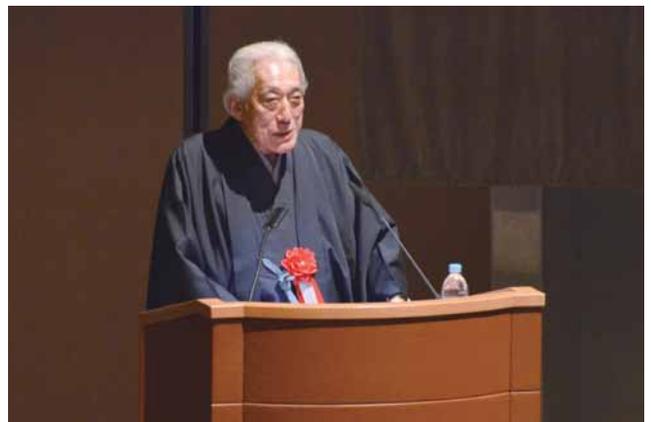
## **Mr Masuo Nishibayashi, Chairperson of the Closing Event Ambassador in charge of Cultural Exchange, Japan**

The World Heritage Convention was adopted by the General Conference of UNESCO in 1972 for the purpose of protecting cultural and natural heritage with Outstanding Universal Value. The number of States Parties has since increased from the initial twenty to the current 190 countries, and the World Heritage List has grown to 962 properties, including buildings, natural areas and cultural landscapes, as of November 2012.

The World Heritage Convention functions as a global standard and has contributed to international cooperation for heritage protection and to promoting better understanding of cultural diversity. However, at its 40th anniversary the World Heritage Convention stands at a critical point, with a variety of issues to tackle, such as the problem of appropriate conservation and management methods for current World Heritage sites, interpretation of requirements and criteria for inscription on the World Heritage List within the context of cultural diversity and values, threats to heritage such as pressures for development, regional conflicts and natural disasters, and lack of funds and capacity necessary for conservation activities. Against this background and in the hope of initiating 2012 as a year of expansive discussions on the future of the World Heritage Convention, Director-General of UNESCO Ms Irina Bokova opened the 40th anniversary of the Convention on 7 November 2011, at the General Assembly of States Parties held at UNESCO Headquarters, on the theme of World Heritage and Sustainable Development: The Role of Local Communities.

In the twenty years since becoming a State Party to the World Heritage Convention, Japan has played an active role in its implementation by serving on the World Heritage Committee from 1993 to 1999 and from 2003 to 2007, and also chairing the 22nd session of the Committee in Kyoto in 1998. In November 2011, Japan was again elected as a Committee member. As part of its engagement the country has held various meetings and events in Japan for the 40th anniversary celebrations, and finally by hosting the Closing Event in Kyoto between 6 and 8 November concluded the many meetings and events held within and outside Japan. The Closing Event, sponsored by the Japanese Government, was co-organized with UNESCO.

This event in Kyoto welcomed approximately 600 participants from sixty-one countries, including Director-General Ms Bokova and other representatives of UNESCO, government officials of States Parties, and many experts. The three-day event hosted a wide range of discussions regarding the past, present and future of the World Heritage Convention and also produced various results, notably The Kyoto Vision, which shows the future direction of the World Heritage Convention, and the Youth Statement, presented by the youth representatives. I sincerely hope that this report will function as an outcome of the Kyoto event and contribute to discussion and implementation regarding the World Heritage Convention.



# 40<sup>th</sup> Anniversary World Heritage Convention







40<sup>th</sup>  
Anniversary  
World Heritage Convention

## Opening Session

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### Opening Remarks: Celebrating 40 years of the World Heritage Convention

**Ambassador  
Masuo Nishibayashi**

Chairperson of the Closing Event



There have been many events all over the world this year to celebrate the 40th anniversary of the World Heritage Convention. But in particular, it is a great pleasure to have the opportunity to host this Closing Event in Japan. The event has been prepared in collaboration with UNESCO, the Secretariat of the World Heritage Convention.

Ms Irina Bokova, Director-General of UNESCO, has done us the honour of taking time despite her busy schedule to attend this event. His Excellency Dr Sok An, Deputy Prime Minister of Cambodia, who will be chairing the World Heritage Committee in Cambodia in June 2013, is also here with his wife. Also in attendance are Dr Genshitsu Sen, 15th Grand Master of the Urasenke tradition of *chado*, also named UNESCO Goodwill Ambassador in March 2012, and a former UNESCO Director-General, Dr Koichiro Matsuura, who has contributed greatly to the reformation and development of UNESCO, as well as many others who have been closely involved with UNESCO's activities within Japan.

I would like to thank each and every one of you who have travelled far from your countries as well as from within Japan to gather here today. In particular, I would like to thank Mr Gelūnas, Lithuania's Minister of Culture, and Mr Pithaya Pookaman, Vice-Minister of Natural Resources and Environment in Thailand.

Hosting this Closing Event in Kyoto, a city that is home to treasured World Heritage sites, has been made possible with considerable support from the Kyoto Committee for the 40th Anniversary of the World Heritage Convention consisting of local stakeholders in Kyoto. Thank you very much.

I look forward to the next three days of discussions on the past, present and future of the World Heritage Convention, which has reached its 40th anniversary since it was adopted, giving hope that the Convention can continue to play an important role until its 50th anniversary and beyond.

I hereby open the Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention.

## Opening Session

### Greetings from Japanese Government Representatives and UNESCO Director-General

#### Mr Kazuyuki Hamada

Parliamentary Vice-Minister  
for Foreign Affairs



Today we have Ms Irina Bokova, Director-General of UNESCO, and His Excellency Dr and Mrs Sok An, Deputy Prime Minister of Cambodia, as Cambodia will host the next World Heritage Committee. There is also Dr Genshitsu Sen, Grand Master of the Urasenke tradition of *chado*, and Dr Koichiro Matsuura, a former Director-General of UNESCO. It is with great pleasure and gratitude that I welcome so many who have invested in World Heritage and given much of their time and energy to it.

This is the Closing Event of the 40th anniversary of the adoption of the World Heritage Convention. With all the eminent participants from both within and outside Japan, I truly look forward to the passionate discussions on the past, present and future of World Heritage that will follow.

It was only in February 2012 that we opened the Celebration of the 40th Anniversary in Ichinoseki, Iwate Prefecture, and which Director-General Irina Bokova attended in the snow. She also took part in a ceremony in Hiraizumi to present a certificate of the inscription of Hiraizumi – Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land on the World Heritage List in 2011. UNESCO's activities in the Tohoku region truly give courage and a beacon of hope for the people of Tohoku who have suffered greatly because of the Great East Japan Earthquake and tsunami in 2011. I would like to express my condolences to all who suffered and still are suffering from the aftermath of the earthquake.

While various World Heritage events have taken place around the world this year to celebrate the 40th anniversary, this is the consolidation of them all. Based on our past achievements and experience we should now ask: what are the issues we face? How will we overcome them? I hope you will all bring your great wisdom together at this event for our better future. I understand that on the final day of this event you will produce a document entitled The Kyoto Vision as a strategy for World Heritage that can be handed on to following generations. I am wholeheartedly looking forward to this.

The fact that so many experts on cultural and natural heritage, as well as the heritage of all humanity, have gathered here today is a wonderful thing in the 46-year history of the Kyoto International Conference Center. This venue has witnessed many events and decisions regarding diplomatic and international relations between Japan and other countries in Asia. In this respect, I am strongly convinced that this event to celebrate the 40th anniversary will also be a new addition to be remembered in Kyoto and in its history.

The World Heritage Committee will meet in Phnom Penh (Cambodia), in June 2013. The Chairperson of the Committee, Deputy Prime Minister Sok An, is here with us today, and I wish him success for next year's meeting. And sitting in the front row is Dr Genshitsu Sen, whom I would like to sincerely thank for accepting the position of UNESCO Goodwill Ambassador last March. He has been passionately trying to introduce Japanese culture across the globe, and I hope he will continue to further introduce and promote the importance of World Heritage.

This event is held in Kyoto, which itself is a symbolic location for World Heritage. It is now the middle of autumn and I hope many of you will enjoy the beauties of the season in Kyoto. I would like to thank again the members of UNESCO World Heritage Centre, who have offered much assistance in planning and managing this event, as well as the efforts made by the Kyoto Committee. And, last but not least, the mayor of Kyoto City who is here with us today. Speaking of Kyoto, Prof. Shinya Yamanaka of Kyoto University recently received the Nobel Prize for his research on iPS cells. It is not only this year but indeed since the time of Prof. Hideki Yukawa (1907–81), that the richness of Kyoto's environment, nature and culture has cultivated and nurtured much wisdom. I believe this is a place where the beauties and richness of nature and culture convene. It is my greatest wish that this three-day meeting will be a wonderful opportunity to begin a new era, and to conclude, I would like to reiterate my greetings and best wishes as you send out your passionate discussions from Kyoto to the world.

## Opening Session

### Mr Daisuke Matsumoto

Senior Vice-Minister of Education, Culture,  
Sports, Science and Technology



It is my greatest honour to greet Your Excellency Ms Irina Bokova, Director-General of UNESCO, Your Excellency Dr Sok An, Deputy Prime Minister of Cambodia, and all of you from around the world and Japan, as it is to see this Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention held in Japan. I offer my greetings on behalf of the Ministry of Education, Culture, Sports, Science and Technology, which is in charge of Japan's cultural administration including the conservation of cultural heritage.

The Japanese Government passed an Act on the Protection of Cultural Properties in 1950 shortly after the Second World War, and it has worked to protect cultural heritage in public and private sectors, to pass on the tangible and intangible cultural heritage of Japan to future generations. This resonates with the spirit of UNESCO's World Heritage Convention, which aims to conserve the shared heritage of all peoples. Many years have passed since then, and today the Convention has a great influence on the conservation of Japan's cultural heritage and revitalization of local societies.

At the 35th session of the World Heritage Committee in 2011, Hiraizumi – Temples, Gardens and Archaeological Sites Representing the Buddhist Pure Land was inscribed as Japan's sixteenth World Heritage property. It is still fresh in our memory how this inscription gave hope and courage to not only the people of Tohoku region, including Hiraizumi City which was greatly affected by the Great East Japan Earthquake, but to all the people of Japan. When we turn our eyes to the world, the World Heritage Convention is a highly successful convention with 190 States Parties serving the crucial role of conserving heritage in a variety of locations. This is the result of the continuous efforts of UNESCO and the government of each participating state, as well as many other experts all around the world. Japan fully intends to further its contributions to the conservation of World Heritage properties, the invaluable treasures of humanity, by utilizing the technology and experience it has developed and the network of people it has built through international exchange.

Now, when we look to the future of the World Heritage Convention, there is a greater expectation for its role in sustainable development across the entire globe, which is why this event includes discussions on such important issues as World Heritage and the role of local communities.

I believe that in order to achieve sustainable development of local regions through heritage conservation, strong capacity-building and, more importantly, a higher awareness regarding environment and culture among youth, are essential. In this respect, a very important factor is Education for Sustainable Development (ESD), which UNESCO and others are promoting in order to train professionals to build sustainable societies. Japan will host a UNESCO World Conference on ESD in November 2014, at which we will review the achievements of the UN Decade of ESD and consider its future beyond 2014. I am convinced that the three days of this event will be an important occasion for determining new themes concerning World Heritage and sustainable development, including many current activities, the issues that have emerged over the past forty years, the methods necessary for solving these issues, and the policy vision of the future for overcoming them.

The Constitution of UNESCO declares that 'since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed'. The World Heritage Convention provides the very activities for constructing peace in the minds of men, through the tangible work of conserving the world's cultural heritage. With a great wish that the World Heritage Convention will continue to protect World Heritage, the valuable properties of all humanity, and play an important role in promoting world peace, I conclude my greetings.

## Opening Session

### Mr Yasuhiro Kajiwara

Parliamentary Secretary for Agriculture,  
Forestry and Fisheries



I would like to sincerely thank UNESCO Director-General Ms Irina Bokova and her associates, His Excellency Dr Sok An, Chairperson of the World Heritage Committee, and other participants from the States Parties, the members of Advisory Bodies, experts from Japan and overseas, and all those involved in World Heritage for your continuing efforts and cooperation in the World Heritage Convention.

The Convention has reached its 40th anniversary this year. It has served a significant role in conserving natural and cultural heritage, the treasures of all humanity, and contributed to the mutual understanding of natural and cultural diversity. For that I would like to express my respect for all of you who have been involved in this Convention.

This year is also the 20th anniversary of Japan's ratification of the World Heritage Convention. During this period Japan has seen four new natural World Heritage sites. These include Yakushima and Shirakami-Sanchi, inscribed in 1993 and hence celebrating their 20th anniversaries next year, Shiretoko (2005), and most recently the Ogasawara Islands (2011). Of the lands in these four natural heritage sites, 95 per cent are national forests and fields under the management of the Forestry Agency of the Ministry of Agriculture, Forestry and Fisheries, which I represent. They are all designated forest ecosystem reserves, which fall under a strict conservation and management regime. Moreover, 90 per cent of the site of Mount Fuji, the mountain recently nominated for inscription on the World Heritage List, is woodland, 96 per cent of which is in Shizuoka Prefecture. Through appropriate measures and maintenance we endeavour to maintain and improve the forest scenery of Mount Fuji and the surrounding forests.

The national forests and fields managed by the Forestry Agency cover approximately 30 per cent of Japan's overall forest area and around 20 per cent of all Japanese land. They are mostly spread across mountainous areas in the hinterland, preserving rich scenery, primeval forest ecosystems, and precious animals and plants. National forest management began in 1915 with the launching of the Forest Reserves Program and Japan has conducted conservation and management by designating these valuable forests as national reserves.

As of 2011, the total area of forest reserves is approximately 900,000 hectares, which is over 10 per cent of the 7,580,000 hectares of all national forests and fields. In addition, we have operations for public interest such as multi-storeyed forest, and are building 'green corridors' to ensure a healthy environment for wild animals and plants to protect and preserve genetic diversity. We also have projects under the catchphrase, The People's Forests–National Forests, with recreational events, conservation and regeneration of forest ecosystems through coordination and collaboration with local communities. I think these efforts are consistent with the 40th anniversary theme of World Heritage and Sustainable Development: The Role of Local Communities. The Ministry of Agriculture, Forestry and Fisheries intends to continue its efforts in conserving forest scenery and biodiversity to preserve our valuable forest ecosystems, including World Heritage sites, through the appropriate measurement and administration of national forests and fields.

This Closing Event will review the history of the World Heritage Convention and offer discussions on future issues. With a heartfelt wish that this will be beneficial to the next ten years of the World Heritage Convention and Japan's World Heritage, to a bright future, and also to your health, I conclude my greetings. Those of you who have travelled far, please enjoy Japan's wonderful nature.

## Opening Session

### Mr Kazuaki Hoshino

Deputy Director-General of the  
Ministry of the Environment



Your Excellency UNESCO Director-General Irina Bokova, Your Excellency Deputy Prime Minister Sok An, Chairperson of the World Heritage Committee, and all of you who have gathered at this event from around the world, welcome to Japan. I resent my greetings on behalf of the Ministry of the Environment, which is in charge of Japan's natural World Heritage properties.

Japan is an island surrounded by ocean. From subarctic Hokkaido to subtropical Okinawa, the country has a variety of natural environments across 3,000 kilometres running north to south. Japan's four natural World Heritage properties are indeed truly diverse: Shiretoko is covered in drift ice in the winter, has a rich ecosystem both on land and in water; Shirakami-Sanchi has cool temperate climate and beech forests; Yakushima has Japanese cedars which are over 1,000 years old; and the Ogasawara Islands offer unique biological evolution made possible by their isolated location within the Pacific Ocean.

The theme of this event is World Heritage and Sustainable Development: The Role of Local Communities. In all four Japanese natural heritage sites that I have introduced, we strive to achieve preservation management based on scientific knowledge and local participation in order to reach agreements with local diversities; therefore the management bodies of the sites, such as the national government, receive advice from scientific committees of scientists and experts, and also discuss with regional liaison committees of related municipalities and various local groups. I am certain that at this Closing Event, this management network for heritage sites, with cooperation between experts and local communities, will serve as a model for good community collaboration.

Japan is now aiming to have the Amami and Ryukyu Islands between North-East and South-East Asia inscribed as the fifth natural World Heritage property in the country. We are planning to include this site on Japan's Tentative List in January 2013. We hope to preserve and pass on the highly diverse and unique ecosystem of the islands to future generations, and I would like to ask for your support in that.

I will conclude my greetings with my best wishes that this event will have many lively and fruitful discussions.

## Opening Session

### Ms Irina Bokova

Director-General of UNESCO



Your Excellency Dr Sok An, Deputy Prime Minister of the Kingdom of Cambodia, Chairperson of the UNESCO World Heritage Committee; Your Excellency Ambassador Nishibayashi, Chairperson of the Closing Event; Your Excellency Ms Alissandra Cummins, Chairperson of the UNESCO Executive Board; Your Excellency Dr Koichiro Matsuura, my dear friend and a former Director-General of UNESCO; Dr Genshitsu Sen, UNESCO Goodwill Ambassador; Mr Hamada, Parliamentary Vice-Minister for Foreign Affairs; Mr Matsumoto, Senior Vice-Minister of Education, Culture, Sports, Science and Technology; Mr Kajiwara, Parliamentary Secretary for Agriculture, Forestry and Fisheries; Mr Hoshino, Deputy Director-General of the Ministry of the Environment; and all other ministers, vice-ministers, governors, mayors, ambassadors, representatives of the Advisory Bodies.

It is a great honour to be here for the Closing Event of the 40th anniversary of the World Heritage Convention. There are so many wonderful people here. I would like to recognize each one of you experts, representative of the academic community and civil society, who are so much committed to the protection and preservation of World Heritage. For me it is a special pleasure to be in Japan for the second time this year. I am very thankful to Mr Hamada for mentioning my visit in February 2012 to Hiraizumi, which was a very symbolic event. It was the opening of the celebration of the 40th anniversary and I was very pleased to present the certificate of the inscription of Hiraizumi on the World Heritage List. This was symbolic because it showed how much heritage matters for local communities and people when they are recovering from natural disasters, such as the Great Eastern Japan Earthquake and tsunami. I wish to extend my deep gratitude to Japan for its general support organizing the event in February, and for opening the celebrations of the 40th anniversary as well as this Closing Event. Japan is an outstanding and long-standing champion of the World Heritage Convention; this commitment reflects deeply held values of Japanese society, values that are sustained by local authorities, the chambers of commerce and tourist offices, including the ordinary people around the country. I wish to thank all of them.

What a year this has been for World Heritage; a year of celebration, a year of joy and also a year of deep sadness and repeated attacks on cultural heritage worldwide. For the first time in the history of the Convention, a global celebration has been conducted featuring the contributions made by more than thirty States Parties as well as dozens of events and exhibitions, expert meetings, concerts and much more.

At the same time we have seen cultural heritage being damaged in Libya, Mali and the Syrian Arab Republic. We have been reminded of the deep symbolic meaning that cultural heritage bears as it becomes an easy target in times of conflict. We have seen the fragility of this cultural heritage and the challenges we face to ensure its protection and preservation. We have been reminded that no single country, however powerful, can tackle these challenges alone.

We must move forward together and this is UNESCO's role. What we have in common is support to states and societies, shared practices and joint efforts in advancing better ways to protect World Heritage. The Convention is a model for international cooperation. It has become in itself our common heritage that we must share and protect for future generations. If World Heritage continues to be as successful as it is today, it will keep inspiring the ideas that bring us together. This is a simple yet very evolutionary idea, that some places hold a value that is universal and transcend the boundaries of history and culture, which we must protect as the common heritage of all humanity.

## Opening Session

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In the 1960s in the deserts of Egypt UNESCO helped to rebuild entire temples, stone by stone, because people across the world felt a sense of collective responsibility. At that time, many people were torn between the complexity of preserving traditional cultures and achieving 'development', such as keeping the traces of a glorious history or investing in the potential for flourishing crops, for example. UNESCO has shown that we can have both. All of us have thought about this complex coexistence of the old and the new. Along the way, we have built strong partnerships with civil society and the private sector. And I see many partners with us here today. In particular I recognize the role of our Advisory Bodies in bringing this strong message to the world.

We have designated new ways to protect historical sites and involve local communities, including indigenous communities and youths. We have today more effective public policies to protect and promote culture and there are also graduate-level programmes at universities across the world, teaching and promoting cultural historical preservation. The Convention has reached almost universal membership, and 962 sites are inscribed as World Heritage today. Joining all these dots paints a new map of the world, a map for peace and dialogue.

Today we must continue to adapt as our greatest challenge is no longer only to save temples and stones. It is also to respond to climate change, rapid urbanization, mass tourism, economic development, natural disasters, and, in some cases, the lack of appropriate capacities and funding to preserve cultural heritage. We must form alliances and pool resources. New management approaches, new ways to ensure different constituencies, are responsible for the collective preservation of cultural heritage. We need to share best practices to protect monuments, as well as more complex properties such as cultural landscapes, historic sites and transboundary sites. We have travelled a long way together, and our journey has been deeply rewarding. But forty years is still young and there is so much more to be done. This is only the beginning.

Today I recall the beautiful words of the Haitian poet René Depestre: 'One afternoon in Kyoto, in the shade of a cherry tree, there I was hoisted to the heights of the drunkenness of existence.' This year, we have had some exciting experiences: as a result of seminars, round tables and field lessons, we have come to know the degree of our commitments, through facing both our successes and weaknesses. At least three major priorities emerged: the first is strengthening the capacities of all Member States by professional training, constant dialogue before, during and after the inclusion of a site on the World Heritage List, and through the sharing of best practices. The World Heritage Committee has launched an initiative to promote best practices in the field of heritage, and I am pleased to announce that the Historic Town of Vigan in the Philippines has been selected as a model for effective and sustainable management. All around the world, voices rise to affirm the role of culture and heritage in sustainable development. Together, we must help these voices to be heard, bring them to the negotiating table, include them in the post-2015 Development Agenda, and we need to do this now. I count on all Member States of UNESCO to pass on this message on, loud and clear in New York.

The second priority is to further involve local authorities, including indigenous peoples and youths, in the management of sites. Neither effective safeguarding nor sustainable development should be forced upon people from outside. They must come from within the people themselves, from the people who actually live on the sites, hence the theme of the 40th anniversary is the role of local communities in sustainable development.

We have seen how World Heritage sites are living laboratories for mobilizing local communities. They have solutions and energy to spare, which pose great hope and potential for the future of these sites. Local businesses must also be mobilized to invest in preservation.

And the third priority – perhaps the most important – is the credibility of the Convention. We have inherited it from our predecessors and we must keep it alive, and I would even say strengthen it for the future. Recently, there has been a number of disturbing questions about its credibility. None of us accepts that. We need what I call a new pact between states, the Secretariat, the World Heritage Centre and the Advisory Bodies, a pact that is based on transparency, compliance and cooperation. Yes, World Heritage uplifts us and brings us together in the idea that, despite our differences in languages, cultures or backgrounds, we share the same dreams, the same hopes for a better future.

## Opening Session

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Each site, in its diversity, sends a message understood by all: our destinies are intertwined. This message is engraved in the stones of Carthage, which have witnessed the birth and the death of many empires. It is engraved on the Incan steles of the Andes, in cultural landscapes in Central Asia, along the Silk Road. It is registered in the pages of the very beautiful book that the World Heritage Centre will launch today. It is up to us to meet this challenge.

In the era of instability and intolerance in which, unfortunately, we live, our heritage is a peacekeeping force that helps us better understand each other and fight against stereotypes and prejudices. Our heritage gives us a dream; the dream of cultures near and far, lost civilizations that speak of a new civilization that we can build together. When faced with difficulty, nothing is more important than the dream that keeps us moving forward. The dream of World Heritage began forty years ago and is still in motion, and it is in many ways a dream made real. We must be realistic and pursue a bigger and stronger dream for tomorrow's heritage. Thank you all for sharing your dreams with us. Thank you for your passion. Thank you for your commitment to World Heritage. And again, thank you Japan for the commitment and for organizing this important event.

40<sup>th</sup>  
Anniversary  
World Heritage Convention

## Session 1: Commemoration

### Commemorative Speech: World Heritage and peace

#### Dr Genshitsu Sen

UNESCO Goodwill Ambassador,  
Japan



Click to see  
accompanying  
images

It has been forty years since the adoption of the World Heritage Convention by UNESCO. To see the final celebratory event held in this ancient city of Kyoto, which possesses many World Heritage sites, fills me with pride, joy and gratitude as one of its citizens.

I am very grateful to be allowed to give this commemorative speech in the invaluable programme.

I was born and raised in the head family of a *chado* school, transmitting Japan's symbolic 'way of tea'. For sixty years I have been committed to spreading the culture of *chado* with the desire to contribute to world peace through a single bowl of tea. Happily, on 5 March 2012 the Director-General of UNESCO, Ms Irina Bokova, nominated me as a UNESCO Goodwill Ambassador, which I accepted as a great honour. I intend to devote myself to working on many issues of World Heritage.

*Chado* is an important teaching that can deepen bonds of human relationships through the art of drinking tea, and also practising morality with a harmonious mind. Other types of drinks are consumed whenever we want them and it is enough if they quench our thirst. In *chado*, on the other hand, the host adjusts the temperature of the water and the amount of powdered green tea for the guest, quietly makes the tea, and offers it with a spirit of hospitality. Therefore, the host becomes the guest and the guest becomes the host. Host and guest become one. This one bowl of tea can give us emotional equilibrium.

In Japan the development of *chado* has coincided with a long history of creating many cultural properties, which are still conserved within tradition and history. One example is the various tools used for making tea. Another is the architecture of the specially designed tearoom. What you see now is the gate to my house. This is the path that follows from the gate. Tearooms and gardens with this type of peacefulness were naturally created and still remain today, perpetuating our history.

Tradition and history are important possessions of every country. They include cultural and natural heritage that has been protected throughout the country's history. UNESCO plays the very important role of finding invaluable things that might be clearly shown or might be hidden, researching them, communicating them to the world and preserving them.

When I think of the significance of this 40th anniversary, there is still abundant heritage hidden in many places across the world. We must work to find it through various means and really use it to promote world peace and interpersonal exchange in each country.

I hosted tea ceremonies at UNESCO headquarters on 5 March and 17 October 2012. I had the opportunity to personally offer tea to Ms Bokova. In that sense, I believe many people were able to recognize this culture that represents Japan.

I am also Goodwill Ambassador for the United Nations and have hosted tea ceremonies at the United Nations General Assembly twice, as a tribute to peace. I was greatly moved to see people from many different countries drinking their bowls of tea. Despite many serious discussions, when the representatives arrived at the tea ceremony they all gave friendly smiles. I believe this is what creates a great connection between each country in the United Nations. It is, so to speak, to help each other by offering each other bowls of tea. And to see peace born out of this connection with each other's hearts.

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I always think about the heart. Where is the heart? The question is not about where the heart is; rather, the heart is born out of our thoughts. When I was young I was trained as an *unsui* (Zen monk) at the meditation hall of Daitokuji, the Sen family temple, in order to assume the title of Grand Master. My master then was the old master Zuigan Goto, who was very strict. He gave me careful guidance. I remember he taught me: 'Your heart will not hold true with superficial thoughts and contemplations.' To think and contemplate, I somewhat understood that these are the essence of a person's heart and that everything must begin from nothing.

The word 'nothing' is a difficult word. However, 'nothing is everything, and everything is nothing', when we get this feeling, that is when we can understand our origins as humans. Each person is born and given a fate. Each person is, for example, given a field or paddy. We plough the land we are given, sow the seeds, and cultivate it during the most severe hardships. That is to cultivate ourselves within the fate we are given.

The Japanese kanji (character) for 'paddy' is the field. Underneath the field is the character for 'heart'. The paddy and heart together mean 'to think'. These thoughts are our true hearts. We plough and cultivate them, thinking, worrying, struggling and contemplating. From this a certain ideology, a personal philosophy, is born. And a conviction solidifies. Our thoughts in this process are very important.

Our bones support us and are important for our survival. If you think about it, from these bones we get our *me* (eyes), that is, *me* (buds), just like plants. And then *hana* (noses), or *hana* (flowers), blossom *hana* and *hana*. Flowers blossom on our noses. And also our *ha* (teeth), which we all have. These are the *ha* (leaves). Therefore, buds and leaves sprout from bones. And these grow to be great trees. And there we get *mimi* (ears), or *mi* (fruit). The trees bear fruits. The body is, to a certain extent, a tree trunk. When likened to a tree, the body is the trunk. So the branches are our legs and arms. Please move your legs and arms a little. Are these really your legs and arms? You may have pains in your legs or backs. But these pains are from your own doing. If you are careful, your limbs will be perfectly preserved.

I think this may be what heritage means; in other words, there may be many types of heritage in the world and we must all cultivate them. We must conserve them. What I am trying to say is that heritage is as important as our own bodies.

Japanese kanji are particularly interesting. Think about the character for 'parent', which is, as you can see, to stand in a tree and look on – one major fate of parents. They embrace their children under their branches, always watch them, and see if they are truly growing. This is the great responsibility of a parent. So I ask you to try standing in a tree to look at your children. How are they growing?

On 17 October 2012, when I attended a Goodwill Ambassador meeting at UNESCO Headquarters in Paris, one issue raised was employment, the problem of employment and education in various jobs. There were speeches from many people, including the Director-General. As I was listening, I understood how much responsibility parents have over their children, in many ways, which I think others felt as well. Parents provide their children with education, however difficult it may be, in order to steadily embrace them and prepare their future. Parents also prepare their children's place of employment. I think these are important points. I believe UNESCO must continue to embrace and greatly develop these issues.

All humans have struggles and worries. In order to overcome these struggles and worries, we must have patience, make an effort and be diligent, which may seem tiresome.

Moreover, the most important thing in relationships, whether between husband and wife, in a family, or at the workplace, is 'harmony', that is, tranquility. The spirit of tranquility is to be compassionate to others; to be compassionate to other people, not only to yourself. When we know that we exist because of others, and when we promote this value, then peace is born, however small it may be.

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What you see now is something I organize, a tea course for parents and children. The parents and children bow to each other. The parents make tea for the children, and the children make tea for the parents. I am communicating a connection between parents and children through bowls of tea. It is very popular and many people have already attended the course. I think these traditions will be a great help to have children understand culture, as a characteristic of a country. It will be a strong force. Learning about it will give them a strong awareness of invaluable heritage.

In that sense, through one bowl of tea, as Goodwill Ambassador of the United Nations and UNESCO, I hope to create a deep connection between people on a foundation of peace. There is no discrimination or differentiation. All humans are one. We are all equal. I hope more people around the world will understand this foundation. There may be differences in custom and language, but there is a stronger heart to overcome these. There must be a strong heart there.

However, everyone – people from different countries – bows to each other over one bowl of tea. But many Japanese people cannot bow properly. Often foreign people are better at bowing on a tatami mat in the Japanese style. This must be a lesson regarding *rei* ('bowing' or etiquette) in a global sense.

One problem across the world is that we have lost this 'etiquette'. Most people do not see it as important. Bowing must be acquired as a basic etiquette in order to avoid hurting each other.

We are all individuals living in this world. But if you think about it, the world is the Earth. Humans have done truly horrifying things to the Earth on which they live. For example, to the natural environment – instead of conserving it, are we not destroying it? There are also wars and other tragedies, which we must stop with the power of culture. Politics cannot solve so many problems. But culture, I believe, has the power to solve anything.

There are many opinions. They say there will eventually be the problem of food scarcity on Earth. All people, not only today's refugees, may suffer from food scarcity and the subsequent damage that may follow. I once met and talked with a group of British scientists, who said at the time that the Earth is living. The beauty of the Earth – there is, of course, beauty in things that humans have made. At the same time there is the natural environment. This natural environment is the largest treasure on Earth that humans must cherish.

This is the Buddhist temple of Byodo-in at Uji, built 1,000 years ago. These types of building did not simply appear, they were constructed on people's faith, faith in the gods and Buddha, and they still remain. This is not only the work of people. It stands on the foundation of faith in people's hearts.

Today there are attendants from Cambodia, and it is the same with Angkor Wat. Such a grand construction still remains. I remember being deeply moved when standing in front of it. In order to preserve them, we must think about why they were built and why they exist.

Regarding World Heritage, I believe that instead of merely bringing people to places that are designated as World Heritage sites and making them tourist destinations, local residents and visitors should encounter the actual World Heritage, that is, encounter the country's history and nobility of tradition. I wish to connect the heart of cultural heritage with the hearts of people, and for that I will continue to make efforts with my bowl of tea.

My ancestor Sen no Rikyu created the tradition of *chado* 450 years ago during a time of many conflicts between authorities in Japan. He wanted people to drink one bowl of tea as equals and with peaceful hearts. This spirit is expressed in the four-character word, *wakeiseijaku* (harmony, respect, purity and tranquility).

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This is the word in Japanese kanji. *Wa* is the *wa* in *heiwa* (peace) and *chowa* (harmony). *Kei* is to respect each other. To respect each other as human beings, whoever you may be facing. And then to have pure emotions: purifies, purity. To have very pure emotions. The last is *jaku*, which is your conviction. The thoughts, contemplations and conviction of each person, which I mentioned earlier. We must have strong convictions. This is *wakeiseijaku*. If not only Japanese people, but people from across the globe can understand this spirit through one bowl of tea, I believe people's determination to preserve culture will become new and creative.

Today you are all welcome to my tea in the lobby, and you will see what tea is like. Fortunately, students of tea from various countries will offer you each a bowl of tea. Please drink one bowl and continue to endeavour to hold hands, protect and cultivate cultural heritage, and leave it to the following generations, at all times and all places. In that sense I wish to say, 'think globally all together'. I conclude my speech with the hopes of your further understanding.

40<sup>th</sup>  
Anniversary  
World Heritage Convention

## Session 1: Commemoration

### Commemorative Speech: Reflections on the 1972 Convention

**H.E. Dr Sok An**

**Chairperson of the  
World Heritage Committee**



Our beautiful 1972 Convention is known worldwide and warmly celebrated for its successes. I am pleased to greet those prestigious former presidents of the World Heritage Committee who are here today. A large number of experts from diverse backgrounds are also participating in our international meeting. Their active presence through contributions to the debate and discussion reflects not only cultural diversity, but also the diverse approaches to the field of cultural and natural heritage. They are needed to ensure the sustainable development and agreement among Member States, with no compromises.

Therefore allow me, on this joyous day celebrating the 40th anniversary, to share some thoughts on the 1972 Convention. For more than a decade, as chairman of the APSARA Authority, I and my colleagues have been able to ensure the protection, enhancement and management of the Angkor heritage, a jewel on the World Heritage List since 1992. Also, as some of you may already know, between 2002 and 2008, I was responsible for the technical support for Cambodian and international experts for preparing the nomination file for the Temple of Preah Vihear.

Under the offices of the Royal Government and his Excellency the Prime Minister of Cambodia Samdech Hun Sen, we undertook all the legal and necessary measures to protect the temple and to achieve its inclusion on the List in Quebec City (Canada), in July 2008 during the 32nd session of the Committee.

However, despite my continuing involvement, academic training as a historian, geographer and sociologist, as well as in the National School of Administration, in the presence of such estimable experts I cannot discuss either the protection or the enhancement of heritage, much less intervene in discussions regarding the ethics and the practice of heritage.

I therefore confine myself to simple reflection on the Convention. I would like to propose a general idea that seems essential to me, and I hope that many will share my view. What I think is important in the establishment of the World Heritage Convention is the face of cultural globalization.

Since the end of the often relentless antagonism between the Eastern and Western blocs, we have witnessed a worldwide effort towards dialogue and the search for consensus. Despite economic imbalances and social divisions, we once again try to focus on thinking about the ways and means to build peace in the minds of men. It is in this context that the role of UNESCO has also been enhanced, thanks to the efforts and support of Member States, and by the remarkable efforts of the Directors-General who have held the leadership, especially from the time of Mr Amadou-Mahtar M'Bow, until Ms Irina Bokova.

As has been well highlighted by the analysis and assessment presented during the celebration of the 65th anniversary of its foundation, our international organization has become truly global. But even more than this, it has really become an excellent place to express reason and propose innovation advocating a change and sharing of knowledge and skills.

If I truly understood those who drafted the 1972 Convention, it was to better reflect the ideal of universality that inspired those who drafted it. It is well known that before the adoption of this Convention by the General Conference of UNESCO at its 17th session, held on 16 November 1972, world interest was mainly focused on the protection of monuments and works of art, as a result of trauma related to the Second World War. All this was obvious in the Hague Convention, adopted on 14 May 1954. In 1972, our World Heritage Convention was innovative. First of all, in terms of its subject matter: the definition of cultural heritage includes monuments, ensembles or groups of buildings, and the sites that are the work of human or the combined works of human and nature. But it seems to me that the Convention's essence lies elsewhere. The Convention, indeed, through its philosophy and in its legal formulation, provides a new approach to heritage. It has managed to overcome

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the ancient civil tensions between two forces. On the one hand, there are indestructible bonds which are so dear to peoples and nations, especially in the Third World, such as the links between cultural goods and cultural identity. On the other hand, there is the progressive universality of cultural assets, due to the fact that humanity, in the ethical system of UNESCO, has been defined as a dynamic assembly of cultures. We clearly see that, in the late 1960s and the early 1970s, UNESCO was already ahead of its time. Thus the 1972 Convention, in its very principles, took the greatest account of the diversity of cultures, even before a specific convention provided this notion with an institutional legitimacy on the international level in 2005. This diversity is reflected by the implementation of the Convention. It can be seen by reviewing the history of the World Heritage List since 1978, and masterfully carried through to this year, 2012, with the holding of the 36th session of the Committee in Saint Petersburg (Russian Federation). Across the globe as presented in the List, we note the presence of that which is essential in the eyes of the States Parties to the Convention – civilizations, cultures, religions and also architecture, building techniques and the arts.

There is another remarkable feature of our Convention: its implementation has allowed many countries to reclaim the entire historical journey of their territory and to integrate cultural diversity within their national site property. Take, for example, the case of Tunisia, which I know better thanks to Prof. Azedine Beschaouch, former Chairman of our Committee and scientific secretary of the International Coordinating Committee for Angkor since 1993. Tunisia is, today, a country within the Arab culture and Islamic civilization. However, the list of properties inscribed at Tunisia's request includes Phoenician, Roman and Christian archaeological sites, that is to say from centuries before Islam. It is the same with Libya, also an Arab-Muslim country, where the proportion of sites from Graeco-Roman antiquity is predominant. Consider also the exemplary case of Spain, on whose list appear masterpieces of Arabic architecture and Muslim art such as Cordoba, Granada, Seville and Toledo.

I arrive now at the third feature of our Convention. It allowed for, and we do not say this often enough, a distancing of conflictive or sensitive aspects in international relations by giving strength to the symbolic significance of particular goods. In this regard, the nomination file of the Island of Gorée (Senegal) seems exemplary. Gorée is, in the universal consciousness, the symbol of the slave trade with its attendant suffering, tears and death. It remains the archetype of suffering, of glory throughout the ages, and a notorious location in the history of slavery between Africa and America. By suggesting inscription in 1978, Senegal presented the site in its nomination file thus: 'The basic reason behind our action, and in the direction of Gorée, comes from humanistic concerns. Gorée was the theater for the fiercest clashes between men. Modern Senegal would like to make it a sanctuary for reconciliation and forgiveness.'

In this context, I would like to briefly draw your attention to the case of inscription of the Old City of Jerusalem and its Walls. Requested in 1980 by the Kingdom of Jordan, which administered the Old City until its occupation by Israel in 1967, World Heritage status was initially inspired by the political situation, the regional conflict and difficulties in implementing the 1954 Hague Convention. As the object of identity-based claims, a place of confrontation in the name of history and memory, and the field of fierce competition between past antagonistic relationships, the Old City of Jerusalem came to be inscribed despite this context because of its exceptional universal quality. By consensus, the symbolic significance of its heritage is highlighted, and the need to promote the meeting of the three cultures and three heritages of Christianity, Islam and Judaism is emphasized. If time permitted we could analyse the case of the Old Bridge Area of the Old City of Mostar (Bosnia and Herzegovina) to show how the conditions of implementation of the 1972 Convention have inspired a remarkable approach to the federal and cantonal leadership in that country. The idea to use UNESCO to get the historic bridge of Mostar rebuilt gave hope to its inscription. This bridge was intentionally destroyed by extremists during the civil war in the former Yugoslavia. It was reconstructed identically and I can say, authentically. As Dr Mounir Bouchenaki, former Director-General of ICCROM, made me realize, by making the Old Bridge of Mostar a property of universal heritage, the World Heritage Committee made it a triumph for the ethics of peacemaking, as well as the symbol of reconciliation between former antagonists.

Being Cambodian, I have refrained from speaking about the sites listed at the request of Cambodia – Angkor and the Temple of Preah Vihear. I will make a single remark as the Chairperson evaluating past actions of the Committee. In its wisdom, the Committee in 1992 did not refuse to admit Angkor, given the state Cambodia was in. It only considered one essential fact: to allow the preservation of this important site in the history of humanity. Everyone knows the happy consequences of this courageous decision. Once the site was inscribed, in October 1993 Japan organized an international conference on the conservation and development of Angkor. This conference gave the signal for a unique international action, which has lasted

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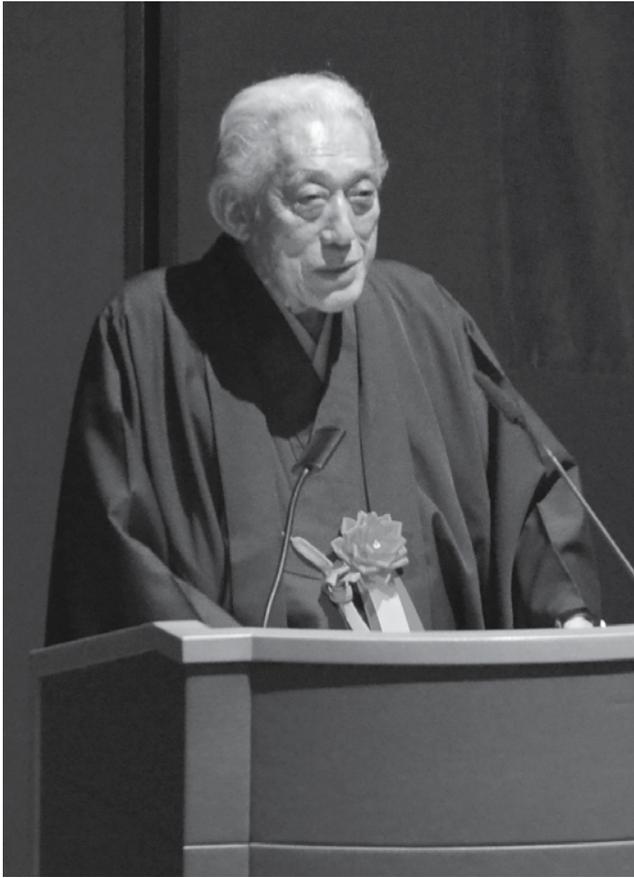
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for around twenty years under the auspices of UNESCO and is co-chaired by Japan and France, with truly spectacular results. So far we can count the participation of twenty countries and twenty-seven international organizations, with seventy-four projects either completed or currently being implemented.

So here are some concluding thoughts. The 1972 Convention concerns cultural heritage as well as natural heritage. Others, more knowledgeable than I, can assess the major advances made by the Convention on the protection and management of natural properties inscribed on the List. For my part, knowing a little about cultural property, I will comment on that. The list of cultural properties, this wonderful cultural repertoire, certainly allows mutual understanding of cultures and mutual understanding between peoples. It can provide a solid foundation to what UNESCO calls civilization of the universal or universal humanism, the concept preferred by the great Martinique poet Aimé Césaire. I quote him because World Heritage also invites dream and poetry: 'Obviously, there is no cultural heritage without any reference to culture and to cultures, but we also must say multiple cultures of peoples, a single heritage: the heritage of humanity. Culture is indeed the sap of peoples.'

Dr Matsuura has kindly pointed out that during his mission in Afghanistan, visiting Kabul in 2001, he read this beautiful maxim engraved on the walls of the National Museum: 'A nation stays alive when its culture stays alive.' So we can proclaim: World Heritage remains alive when cultures remain alive. Yes, thanks to the 1972 Convention, World Heritage will remain alive. We will all make sure of it, and that is our pledge in Kyoto.

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## Session 2: The World Heritage Convention from its dawn

### Keynote Speech: Forty years from the birth of the Convention

**Prof. Christina Cameron**

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I am really pleased to be part of the celebration of the closing of the 40th anniversary of the World Heritage Convention. It is a privilege and a humbling experience to be here. Last evening, when I walked into the reception, it was extraordinary to see so many friends, old and new, with whom I have worked on World Heritage. This reminded me that World Heritage depends on the human and social dimension and the ties that bind us together into a community. When I talk about community, I mean a global community.

I have been asked to speak today about the creation of the World Heritage Convention and its implementation during the first forty years. I feel quite humble about this rather daunting task because the tentacles of the World Heritage system reach into all parts of the world and all levels of society, from national governments, to local governments, to non-governmental institutions, to experts. The near universal participation in the World Heritage Convention demonstrates its great success and, I think, justifies its identification as a flagship UNESCO programme.

For this presentation, I begin by looking at the steps that led up to the creation of the Convention. I am a historian so I think it is important to look back. Then I touch on the highlights of its implementation, particularly with regard to the primary goals, of which I have identified three. The first is to list the cultural and natural sites in the world that have Outstanding Universal Value. The second is to protect, conserve and present these sites for our own and future generations, and the third is to mobilize support within the international community. I conclude with some personal observations about the achievements of the Convention to date, and some of the shortcomings that I think will require further effort.

Before beginning our journey, I want to mention a research project on the early years of the World Heritage Convention that has been under way since 2006. The project aims at capturing the voices and views of all those involved in the creation and early implementation of the Convention. Over these last six years, I and my colleague Mechtild Rössler from the World Heritage Centre have been interviewing what we call the pioneers of World Heritage, partly related to UNESCO's Oral Archives Initiative. During the presentation, you will hear some of their voices and see some of their faces. They have contributed in no small measure to my understanding of the Convention. And here I will pause and express my own sadness at the loss of four of those pioneers who have left us: Bernard Feilden, from England; Herb Stovel, from my country Canada; Russell Train, from the United States; and Rob Milne, also from the United States. Both Russell Train and Rob Milne died in the last couple of months. So that is a loss of some of the diverse voices on the Convention.

The World Heritage Convention came into being as a response to the unparalleled destruction of heritage in two World Wars and also the ensuing period of industrialization and urban development that threatened the survival of ecosystems and cultural monuments. Building on institutions and international discourse that began in the cultural field in the 1920s and in the natural field after the Second World War, the Convention is clearly a product of its time, as it reflects a new global sensitivity to urban development and environmental degradation. In the decade leading up to the adoption of the Convention by the General Conference of UNESCO, two distinct and separate initiatives emerged simultaneously and unconnectedly. It is useful to look at those initiatives in phases before, during and after 1965.

On the natural heritage side, the International Union for Conservation of Nature (IUCN) was created in 1948, soon after UNESCO itself, and it published the 1962 United Nations list of protected areas and equivalent reserves. The reason I stress this is because the list was endorsed by the United Nations General Assembly, and is a kind of precursor to the World Heritage List. It primarily focused on natural sites, and it is worth noting that the 1962 list included several cultural heritage parks and

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landscapes, including the vast Khmer archaeological fields at Angkor (Cambodia), and the medieval open parliament site at Þingvellir (Thingvellir, Iceland), both of which are now listed as World Heritage sites. During this same pre-1965 period, UNESCO launched a number of cultural initiatives, including the creation of the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM) and the International Council on Monuments and Sites (ICOMOS), and the leadership of international safeguarding campaigns, a useful prototype for the World Heritage system.

The reason for choosing 1965 as a pivotal date is that it was the year of the 20th anniversary of the creation of the United Nations, and it was the event celebrated by the United States through the White House Conference on International Cooperation. There were many committees on international cooperation, among them one called the Committee on Natural Resources Conservation and Development, which in fact drafted the proposal 'A Trust for the World Heritage'. It is fascinating that the text for this World Heritage Trust contains all the essential components that eventually resurfaced in the World Heritage Convention. It has the idea about the responsibility of the international community; it has international cooperative efforts; it has identifying what is important, and what is most interesting to me is that it has natural scenic areas and historic sites. So it already envisaged what eventually came to be the Convention. And if you are looking for authorship, US historian Peter Stott has shown in a recent article that the idea came from Joseph Fisher, who was Chairperson of the Committee on Natural Resource Conservation and Development, and was fleshed out by Russell Train, also a member of that committee.

Two parallel developments followed, each unknown to the other, which eventually converged through the Stockholm process. IUCN prepared a draft Convention to conserve World Heritage using its United Nations List of Protected Areas and Equivalent Reserves as a starting point. Known as the Convention on Conservation of the World Heritage, it was mainly about nature with an element of culture. At the same time, UNESCO was working on another convention for an international system to protect a select number of monuments as part of the cultural heritage. Like the IUCN list, the UNESCO proposal also envisaged both cultural and natural sites, although the natural sites were included more for their cultural, aesthetic and picturesque values than for their importance as ecosystems. So more emphasis was placed on culture and less on nature. IUCN and UNESCO were working independently until eventually the United States tabled a third draft, A Convention on the Establishment of World Heritage Trust, which placed more equal emphasis on both nature and culture.

All the complex diplomatic matters are well described in *The Invention of World Heritage*, written by UNESCO staff members Gérard Bolla and Michel Batisse. The 1972 United Nations Conference on the Human Environment in Stockholm endorsed the UNESCO-led proposal for a single convention under its leadership. The Convention concerning the Protection of the World Cultural and Natural Heritage was adopted on 16 November 1972 by the UNESCO General Conference.

The overall goals of the Convention are to identify and protect properties of Outstanding Universal Value and to mobilize international support. At the heart of the system is the identification of eligible properties. The selection of sites of Outstanding Universal Value has proven to be a very complex process. The objective has been expressed as the achievement of a credible, balanced and representative World Heritage List.

A 'credible' List is one that has properties that meet the standards and definitions of the concept of Outstanding Universal Value. When the Convention came into effect, there were no operational tools to identify this concept. How would sites be selected? Note that the term 'Outstanding Universal Value' appears thirteen times in the Convention text without any definition. So the Committee had to define what it meant, and they began by establishing criteria, some of which would need adjustment over time. The carefully formulated ten selection criteria and other requirements for inscription were adopted to shape the way the concept of Outstanding Universal Value should be defined. Subsequent amendments to the criteria over time are of critical importance since they reflect the evolving notion of what constitutes heritage. As the number of States Parties to the Convention grew, diverse ideas emerged and confronted each other, forging for the first time a global exchange on heritage issues. Concerns were raised early and often about the large number of nominations pouring onto the List. The pioneers we interviewed recall the estimate of the eventual size of the World Heritage List, at somewhere between 100 and 6,000 sites.

When the first twelve sites were listed in 1978, the Committee debated whether the number of nominations per country and year should be limited. The Committee has continuously wavered between the need for restrictions and an unwillingness

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to impose a limit. While most would think that placing a numerical limit is undesirable, the Committee has nonetheless instigated measures, particularly with the Cairns reforms in 2000, to control the flow of nominations in order to ensure accurate examination of each proposal both by the Advisory Bodies and by the Committee itself. The ongoing discussions and scholarly debates on Outstanding Universal Value confirm that this concept has evolved over time. Indeed the lack of the definition in the Convention text is arguably one of its strengths so far, as it has allowed the World Heritage system to keep abreast of changing views of heritage value.

Then we come to the second objective of the List, to be 'balanced'. Equitable representation of cultural and natural sites is a fundamental premise of the World Heritage Convention. And in 1978 the Committee recognized this idea when it adopted the World Heritage symbol, designed by Michel Olyff of Belgium. The square in the middle represented the constructed cultural heritage surrounded by the globe of the world's natural heritage. Yet, when the first twelve sites were listed, two-thirds were cultural properties and that pattern has persisted to this day.

From the outset the Committee was concerned about the small number of natural sites being nominated for inscription. Measures to improve the balance were largely unproductive. These measures included the targeted use of preparatory assistance; the requirement for inventories of potential sites; the proposal to rotate the Chair every two years between natural and cultural heritage experts; and finally, compliance with the Convention's requirement that Committee representatives be persons qualified in the field of cultural or natural heritage, as well as that the Committee always ask for more natural heritage specialists.

Hence in a way the real issue was about the meeting point between culture and nature. While many point to the inclusion of both culture and nature in a single Convention as a great achievement, in practice we are working against it. The UNESCO bureaucracy itself retained two distinct divisions, cultural heritage and ecological sciences, and I believe the staff did not even work in the same building. The Advisory Bodies were also organized along the culture-nature divide, and States Parties continued to send delegates either from cultural or natural agencies that had little to do with each other in their own countries.

So, instead of an increasingly holistic view of culture and natural heritage, the early implementation of the Convention in fact emphasized the divide between monuments and archaeological sites on the one hand, and a pristine view of nature as wilderness on the other hand. It was a member of the French delegation, Lucien Chabason, who advanced the idea of including rural landscapes at the 1984 Committee session in Buenos Aires (Argentina). He was thinking of such places as rice terraces and vineyards, places where human transformation of the land over centuries had resulted in ecologically balanced and culturally interesting landscapes. Could such properties be considered under the World Heritage Convention? Mr Chabason certainly thought so. And his proposal launched a debate on landscapes within the World Heritage system that lasted for almost a decade.

The term 'rural landscape' was changed to 'cultural landscape' in 1987, without any clear explanation. Lucien Chabason considers the dominance of an anthropological perspective at UNESCO to be one of the attributing factors. Be that as it may, the new term broadened the scope of this idea to include everything, from urban to associative landscapes shifting the focus to living, evolving ecosystems with both tangible and intangible values. After years of debate, the Committee, in 1992, finally adopted three categories of cultural landscape: designed landscapes, organically evolved landscapes, and associative cultural landscapes. It is interesting to note that this is the same year that the World Heritage Centre was set up by Director-General Federico Mayor. This brought together the separate units of UNESCO into an integrated bureaucracy, with a reinforcement of the holistic approach to cultural and natural heritage.

It is unfortunate that the Committee decided to define cultural landscapes as cultural property within Article 1 of the Convention. Not only did this weaken a fuller understanding of the links between culture and nature, it also upset the equitable balance between cultural and natural sites. I am showing you here a sampling taken every five years, where yellow is culture and green is nature. Although the definition of what constitutes a balance is in fact another discussion, the implementation of the Convention has caused cultural sites to consistently make up between 75 per cent and 80 per cent of the World Heritage List. I doubt that was what the creators pictured.

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In terms of a 'credible, balanced and representative World Heritage List', the word 'representative' has proven to be particularly elusive. The phrase from the Convention actually was intended as guidance for the composition of the World Heritage Committee, not for the List, but it has shifted to apply to the List itself. The phrase, 'equitable representation of the different regions and cultures of the world' defies precise definition, especially with regard to cultures. While it may be feasible to define an equitable regional representation, it is almost impossible to do so for culture. This does not mean that the World Heritage Committee did not try to come up with an acceptable methodology to achieve representativity. There were several attempts.

The first was in 1982, when IUCN published a report on the World's Greatest Natural Areas, as requested by the Committee and for its guidance. It was organized by biogeographical realms, and was an international inventory of superlative natural sites, 219 of which might be considered to have World Heritage quality. That was one way of trying to find representativity. The second was for the selection of cultural sites. For this, the Committee itself initiated the development of an analytical tool known as the Global Study in 1983. This was meant to be a world inventory of all types of property that might be eligible for inscription on the World Heritage List. This attempt to categorize all the cultures of the world in a classification system revealed the futility of imposing rigid frameworks on cultural phenomena. The cultural study, however, ended in 1991, because the Committee came to favour a global strategy.

The Global Strategy for a Representative, Balanced and Credible World Heritage List, adopted in 1994, was very different from the Global Study in that it had an open-ended thematic framework under the two headings of 'human coexistence with the land' and 'human beings in society'. In addition, it proposed significant changes to the cultural criteria in order to remove aesthetic bias as well as to preserve existing cultural traditions. The Global Strategy was intended to encourage nominations from countries that have, so far, not found a comfortable match between the inscription criteria and the places that they value. And to a certain extent the Global Strategy did have some successes. While it originally covered only cultural properties, it was expanded to include natural heritage in an effort to solve the uneven regional distribution of natural sites.

Another response to the search for equitable representation of different regions and cultures of the world is found in the 1994 Nara Conference on Authenticity, here in Japan. In the early years, the World Heritage Committee had vacillated between a rigorous materials-based interpretation of authenticity and a more flexible symbolic one. The challenges relating to authenticity are not new – it is sometimes forgotten that Michel Parent, who was a member of the French delegation, reported to the Committee session in 1979 about the difficulties of defining the term 'authenticity'. He even used the example of Japanese wooden temples to make the case that authenticity is relative and dependent on the nature of the property involved, arguing that the replacement of decayed timbers in Japanese temples did nothing to lessen their authenticity. The 1994 Nara Conference once again challenged the view that authenticity was universal and materials-based. It fostered an exchange of views among experts of all regions of the world, which resulted in the Nara Document on Authenticity, finalized by its co-rapporteurs Herb Stovel and Raymond Lemaire. The document proposes that authenticity depends on cultural context and that non-material attributes are as important as material ones. In other words, Nara pointed to the need to make decisions considering specific cultural contexts.

The Global Strategy and the Nara Document stand as impressive achievements that influenced heritage theory and practice around the world. Nonetheless, the quest for a representative World Heritage List remains unfulfilled. After forty years of implementation, important gaps remain in the List. The European and North American regions continue to dominate with almost 50 per cent of inscribed sites, a trend that shows little sign of change and remains a perpetual irritant within the World Heritage system. Here are three examples: 1990, 2000 and 2012, in spite of all the efforts that were made, the general trend has not changed over all that time.

To conclude this discussion of a credible, balanced and representative World Heritage List, it is clear that there is room for improvement. Efforts to reach this goal have however led to significant achievements in developing methodologies and fostering a global dialogue on heritage values. Among the highlights are the adaptability of the concept of Outstanding Universal Value, the flexible thematic framework for the Global Strategy, the addition of cultural landscapes and the expanding definition of authenticity. I think all these together really do represent a paradigm shift or a different perspective in the heritage field. So in spite of the imbalance still in the List, I think these are some of its achievements.

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The ultimate goal of the World Heritage Convention is, of course, the post-inscription obligation to protect and conserve these extraordinary places for the benefit of present and future generations. In the early years, the World Heritage system obviously focused primarily on building up the List. Management tools and monitoring systems only emerged slowly as the Committee was confronted with mounting evidence that some listed sites were in trouble. Inscription alone was proven to be insufficient to guarantee the survival and good management of World Heritage sites.

Conservation efforts began with informal comments made by the Committee on specific protection and conservation issues, usually during the nomination process. At first there were informal reports on the state of conservation of World Heritage sites. These were gathered either by IUCN's field workers because they had a well-distributed team at that time, or by UNESCO's network of missions and international campaigns. So it was really IUCN, or UNESCO on the cultural side, which was bringing forward the first reports.

But in 1983, still pretty early, the first ever report on the state of conservation of a specific World Heritage site was presented orally to the Committee by James Thorsell, newly arrived at IUCN. It was more of an accident than intentional. Mr Thorsell, who had just come from Africa to take over responsibility for World Heritage at IUCN, reported from personal experience on the troubling conservation issues at Ngorongoro Park, a World Heritage site in the United Republic of Tanzania. From that time forward, informal state of conservation reports were presented by the Advisory Bodies, UNESCO, and sometimes by the States Parties themselves. These ad hoc reports later came to be known as Reactive Monitoring, and were interspersed with discussions on the need for a more formal monitoring system. It is obvious that conservation occurs at the local level where the sites are. The World Heritage Convention and the World Heritage Committee are actually not very well equipped to deal with such conservation issues.

There is only a limited toolkit to ensure conservation and protection. First, there are requirements at the nomination stage with regard to legal protection and the preparation of a management plan or documented management system. Then, after inscription, the Convention also has a responsibility towards properties on the List of World Heritage in Danger, which was intended to give priority to sites in need of major conservation and operations. There are striking examples of the successful application of this tool. The five endangered national parks in the Democratic Republic of the Congo illustrate the power of using Danger listing to attract international donors and mobilize technical assistance. But regrettably this tool has come to be viewed negatively as it has led to criticism of countries that cannot and will not protect their World Heritage sites within their own national boundaries. As such it has not always reached its potential to support conservation efforts. Despite the existence of seriously threatened sites that require international assistance, there are many examples of resistance to Danger listing in the reports of Committee sessions. This chart, a sampling taken every five years, shows that the number of sites on the List of World Heritage in Danger, which is the red line at the bottom, remains relatively stable at fewer than forty sites, whereas inscribed sites continue to increase. I do not take this as an optimistic marker that more sites are in a good condition. I think it is really evident that there is resistance to using this conservation tool in an appropriate way.

Another formal tool is a delisting process for properties that have lost their Outstanding Universal Value. And early on, the Committee discussed the possibility of delisting sites several times, because there were several sites that no longer really qualified as World Heritage. There has always been reluctance to use the delisting tool because it ultimately reflects a failure of the system. Nonetheless, to maintain the credibility of the List, delisting has been used in two cases where the Committee has judged that the values for which the sites had been inscribed have been lost.

Another fundamental tool is monitoring. And while the specific word 'monitoring' does not appear in the Convention, it is implied in its stated purpose and obligations. The earliest appearance of systematic monitoring in World Heritage discourse was an American proposal to the World Heritage Bureau in 1982, again the very early days, for a system modelled on its experience with national parks. Already the World Heritage List had grown to the point that it was impossible, according to the Americans and other Committee or Bureau members, to monitor the condition of properties through informal contacts and communications alone. This shows how small the system was at that time. Although the American proposal was to be a self-reporting system, it was rejected because some countries believed that it interfered with their sovereignty. The Committee nonetheless realized that they needed a monitoring system, that it was an important and integral part of maintaining a credible World Heritage List. So it set up a working group to study the principles and procedures for a potential

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monitoring system. A second ambitious proposal in 1986, four years later, this time from ICOMOS, aimed to report on a certain number of sites every year. After several years of trial and error, this approach was also discarded on the grounds that it was cumbersome and inefficient.

The turning point actually came on the 20th anniversary of the Convention, when the Committee adopted new strategic goals and objectives, including the pursuit of more systematic monitoring of World Heritage sites. To implement this goal, an important meeting of experts was held at the World Conservation Monitoring Centre in Cambridge (United Kingdom) involving key players with previous experience in the various monitoring experiments for both natural and cultural sites. This meeting proposed a definition for monitoring that spelled out the basic concepts that eventually made their way into the Periodic Reporting framework.

In spite of progress on the part of this community of experts, some countries continued to question the authority of the Committee to put in place any kind of monitoring system. This issue led to the first significant disagreement between the World Heritage Committee and the 1995 General Assembly of States Parties to the Convention. In fact, the Chairperson of the Committee was very disappointed that even some Committee members did not agree with him at the General Assembly, which was particularly difficult and acrimonious, with several draft resolutions in play over the issue of state sovereignty and monitoring. This went on for a couple of years, and then in 1997, the General Assembly finally accepted the proposal, and concluded that monitoring is the responsibility of the State Party concerned, and that commitment to provide Periodic Reports on the state of the site is consistent with the principles set out in the Convention. It was a long road to get to a systematic monitoring programme. By activating Article 29 of the Convention, Periodic Reporting became an official monitoring tool for the World Heritage system.

Since that time, States Parties have participated in a cyclical Periodic Reporting exercise to assess the state of conservation of World Heritage sites and to identify needs for research and technical assistance. This is one of the major achievements of the World Heritage Convention. The establishment of a formal monitoring model is a global benchmark that is a tribute to the sustained collaboration among all those involved in the World Heritage system. Its contribution to the protection and conservation of heritage sites is sustained and significant.

The third objective of the Convention is the mobilization of international support. In the years leading up to the World Heritage Convention, international cooperation and financial assistance consistently emerged as key objectives. It is worth recalling that the 1965 proposal for a World Heritage Trust materialized as part of the White House Conference on International Cooperation. The Convention provides for international assistance and the establishment of the World Heritage Fund. Right from the start, the World Heritage Committee provided funds for technical support, management plans and other activities, including large-scale training programmes to bridge the gap for qualified personnel in many countries, but it soon became apparent that the World Heritage Fund was lamentably inadequate to meet the urgent conservation needs of an expanding system of World Heritage sites. I did the calculations, and if we looked at the situation with the number of World Heritage sites today, the annual amount available per site would be between US\$3,000 and US\$4,000, which is not much.

But external support and partnerships were slow to mobilize. The Convention foresaw this need and included articles to encourage the establishment of public and private foundations, as well as international fund-raising campaigns. But the system did not always tap into potential bilateral and multilateral partnerships. There were a few initiatives before the millennium. In 1989, Japan established the Japanese Funds-in-Trust for the Preservation of the World Cultural Heritage; in 1995, the Nordic countries set up the Nordic World Heritage Office to support capacity-building in developing countries; and in 1997, France adopted a different model to provide technical and financial support through the France-UNESCO Cooperation Agreement.

Today, as demonstrated by the astonishing array of corporate logos on the UNESCO World Heritage website, the 21st century has seen an exponential growth in the number and diversity of partners engaged in the World Heritage mission. Some, like the United Nation Foundation and the Global Environment Facility, provide welcome funds for conservation purposes. Others are engaged in raising awareness through various media initiatives. A singular success is the 2003 agreement with the International Council on Mining and Metals to treat World Heritage sites as no-go areas for mining. In terms of research

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and training, we can only applaud the mobilization of university researches as well as recent initiatives to set up UNESCO Category 2 training centres in countries including Bahrain, Brazil, China, Mexico and Spain.

Turning to the achievements of the Convention, I think they are remarkable. On the positive side, it has contributed to an extraordinary international dialogue on heritage matters, fostering new understanding of heritage theory and practice. Its impact is felt globally, because such thinking has reverberated around the world and has then been adapted to local situations. The World Heritage system has affected the way that heritage values are perceived and conservation strategies are formulated. The most significant policies relate to the evolving concept of Outstanding Universal Value and the development of systematic monitoring, two very important achievements. This international dialogue has led to the introduction of the cultural landscapes category that bridges the gap between cultural and natural heritage, an expanded interpretation of authenticity that supports cultural diversity, and the creating of an open-ended Global Strategy that encourages nominations of different kinds of site. The concept of heritage value has expanded beyond a focus on the physical places themselves, to include intangible and socio-cultural processes. With the concept of cultural landscapes, the definition of heritage has broadened to cover the entire range of human activities at a territorial level, resulting, among other things, in an understanding of the relationship between indigenous cultures and the conservation of biodiversity. Its success in fostering a global conversation on heritage and developing new dimensions to heritage theory and practice are achievements on a grand scale.

The Convention has also had significant, positive results for conservation. Success stories include examples such as Angkor, the Whale Sanctuary of El Vizcaino (Mexico), Chitwan National Park (Nepal), Huascarán National Park (Peru), and I could go on, as there are many positive stories for conservation. For some countries, participation in World Heritage effectively marks the beginning of their conservation activities. The Convention has stimulated the development of models and methodologies for conservation and can claim many successes. The serious challenges of protecting and conserving heritage properties have brought together many actors in the World Heritage system, including States Parties, site managers, specialists, UNESCO staff, external partners, and especially local communities. The ensuing rich dialogue has led to new standards and tools for a global approach to conservation. The various reporting processes confirm the link between site values and ongoing management. The development of Reactive Monitoring and Periodic Reporting enables the World Heritage Committee to fulfill its oversight role in assessing whether World Heritage sites maintain their Outstanding Universal Value over time. This positive evolution to recognize the close connection between heritage value and on-site management is another important achievement of the Convention that has been applied at national level.

But of course, there remain some difficult challenges for the World Heritage system, including insufficient funds for a robust programme of international cooperation and threats from a number of sources including rapid urbanization, tourism and development, as well as creeping politicization.

In their interviews, the pioneers reserve their harshest criticism for the failure of the World Heritage system to live up to its goals to provide technical assistance and international cooperation. The reality has not matched the noble aspirations of the Convention. In comparison to the need for human resources, development in conservation and also the actual conservation of almost 1,000 properties, the World Heritage fund is largely ineffective.

In the context of sustainable development, well-conserved heritage properties are an asset for balanced human development. Nonetheless, pressures on the good health of World Heritage sites arise from a multitude of sources including urban development, mass tourism, resource extraction and development projects. To quantify just one aspect by way of example, this chart shows international tourism. Tourist arrivals increased from 25 million visitors in 1950 to 980 million in 2011. This is a huge pressure on World Heritage sites. And despite the perceived economic benefit of tourism, improperly handled it can have serious negative impacts on the physical condition of the sites as well as on the quality of the experience. It can lead to the commercialization and exploitation of heritage because the goal is not conservation, but tourism promotion. On another front, the damage to sites through armed conflict and intolerance are recent distressing trends that stand in stark contrast to the vision of World Heritage. Among the all too many examples I could cite are the destruction of the Bamiyan Buddha statues (Afghanistan), the Mostar Bridge (Bosnia and Herzegovina), and the recent destruction to World Heritage properties in Mali, the Syrian Arab Republic and Libya.

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In terms of political influence, the last decade has seen an increase in situations where national interests trump the generous global perspective of World Heritage. The Convention itself sets up a creative tension between sovereignty and general interest, an institutional framework that combines government representatives with scientific components of IUCN, ICOMOS and ICCROM. Most close observers of the World Heritage system point to the mid-1990s as the period when political considerations increased significantly at World Heritage and began to override the scientific dimension. But now it has become a part of the public discourse in mainstream media through articles like the one in a very reputable journal, *The Economist*, in 2010, for example, which headlines, 'A danger list in danger', and accuses the World Heritage system of being 'infected by politics'. The Director-General of UNESCO expressed her concern about this issue to the World Heritage Committee at its 2012 meeting in Saint Petersburg. She said that 'some developments within the inscription process have weakened the principles of scientific excellence and impartiality that are at the heart of the Convention', insisted on the need to ensure the credibility of the inscription process and noted that the Committee was facing a choice – to add more and more sites to the List without adhering strictly to the criteria, or to act as visionaries and rejuvenate the World Heritage Convention.

The idea of World Heritage emerged in the 1960s, an era that witnessed an effervescence of public policy in the social, cultural and environmental fields. This creative period set a benchmark that has not been replicated since. The 1972 World Heritage Convention marks one of the last global agreements to put forward the concept of universal value and international obligations in the heritage field. Rooted in the idealism and enthusiasm of the 1960s, the Convention has adapted itself to changing circumstances over the last forty years. Although the text of the Convention remains consistent, its application has broadened with the evolving understanding of heritage in all its human and social dimensions. The immense success of the Convention is reflected by the number of States Parties that confirm its relevance. It has played a catalytic role in raising public awareness and involving all kinds of people, from governments to local communities, organizations to civil societies, indigenous peoples to the private sector, in its activities and missions. At the close of this 40th anniversary, the idea that there are sites of universal value that humanity should somehow protect and conserve remains a positive and powerful message. So here in Kyoto, let us apply ourselves to the rejuvenation of the World Heritage commitment.

40<sup>th</sup>  
Anniversary  
World Heritage Convention

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### Statement of the Youth Programme (Kyoto, 2–5 November 2012)



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The Youth Programme was held from 2 to 5 November as a preliminary to the Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention, co-sponsored by the Japanese Ministry of Foreign Affairs and Ritsumeikan University, and supported by the Kyoto Lions Club and the UNESCO World Heritage Centre. Twenty-seven young people from thirteen countries and diverse backgrounds participated, including students and researchers as well as government officials and practitioners involved in conserving World Heritage, both cultural and natural and across various regions including Africa, Asia, Europe, and Central and South America. Participants visited Miyama Town in Nantan, Kyoto, to observe interactions between a local community and its cultural heritage. Their discussions resulted in a Youth Statement presented at the Closing Event, which chiefly outlined the role of young people as the next generation.

On 6 November, Youth Programme representatives Yoko Sasaki and Quentin Harada presented the Youth Statement on stage while the other participants stood by their seats in the audience to demonstrate that the statement was a group creation.

The Youth Statement declares the young people's strong determination to pass World Heritage on to future generations with energy and passion as a significant part of the community. It addresses the need for a mechanism for local communities and youth to be involved in World Heritage and sustainable tourism, and the importance of promoting local living heritage. It also lists World Heritage Volunteers as a way of engaging young people in the promotion and conservation of World Heritage and asks the international community for support and involvement in youth initiatives. It concludes that the future of the World Heritage Convention is with young people. The full text of the [Youth Statement](#) is given in Annex 1.



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### Panel Discussion A: Dealing with challenges

**Moderator, Dr Koichiro Matsuura**  
Former Director-General, UNESCO



The various challenges and initiatives of the World Heritage Convention over the past forty years were the themes of Panel Discussion A. The panel discussion was moderated by Dr Koichiro Matsuura.

### Summary of the presentations

First, the implementation of the World Heritage Convention was divided into four stages, and the challenges and initiatives characterizing each stage were introduced. For example, the second stage was marked by the establishment of the World Heritage Centre and innovative response through the integration of competencies for cultural and natural heritage. Furthermore, while pointing to the contributions made by the World Heritage Convention towards the development of international law relating to culture and the environment, the differing situation from when the Convention was first adopted was brought to light. Comparisons were made to present those matters that should be developed by the World Heritage Convention, as well as challenges such as the protection of World Heritage sites from destruction by armed conflict. It was said that the World Heritage Convention will leverage its experience and know-how and bear further responsibility in the future.

As an example from Africa, problems relating to World Heritage were raised as that of three balances: the equation between the development of quality of life and the coexistence of World Heritage, the proportion of World Heritage sites in Africa that are in danger, and the importance of the participation of local communities in the conservation of sites.

It was pointed out that 1996 was a pivotal year, as the Committee, for the first time, disregarded its procedures and rules as set out in its *Operational Guidelines*. Regarding small island developing states (SIDS), there are extremely few inscriptions of their cultural heritage on the World Heritage List. Emphasis was placed on reinforcing SIDS' participation in the World Heritage Committee, understanding the harsh realities faced by cultural heritage in respect of natural disasters, and reconsidering heritage that effectively uses the knowledge of indigenous peoples.

Finally, the need was indicated to assess the development over the last decade of various institutions and organizations as actors in the Convention, and to organize their roles. Placing greater emphasis on the support of such related institutions and organizations was important for the more effective implementation of the World Heritage Convention.

The presentations were followed by a lively question and answer session.

Panel Discussion A

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### Main World Heritage challenges of the last 40 years

#### Prof. Bernd von Droste

Founding Director,  
UNESCO World Heritage Centre



I have a report on the thirty-five years of the implementation of the World Heritage Convention, with which I was associated. I will first speak about the early years from 1978 to 1991, which I call the 'expert phase', which deals with the implementation of the Convention in its initial steps, when more than forty States Parties had adhered in 1978. It was marked by the effort to have as many countries as possible join the Convention, and to produce an initial World Heritage List of high quality. The IUCN data bank and expert networks, at an early stage, already had a worldwide overview. In the cultural domain, however, besides lacking a reliable database value judgement, perception played a more important role, which made the selection for World Heritage very difficult. The World Heritage Committee very carefully consulted working groups and the World Heritage community during the session. Decisions were almost always reached by consensus, following the recommendation of the Advisory Bodies. Already at this early stage, however, a major conflict emerged regarding the privileges of the Committee vis-à-vis the States Parties. The question rose, for example, in the case of the Danger listing of Manas Wildlife Sanctuary (India) or Simien National Park (Ethiopia).

By creating the World Heritage Centre in 1992, we came to the second stage which lasted until 1999, which could also be called the phase of 'integration' or of 'consolidation'. In the World Heritage Centre, qualifications for cultural and natural heritage were brought together. This newly established entity facilitated the introduction of the concept of cultural landscapes and also led the World Heritage team to see heritage conservation as a continuum between nature and culture, closely linked. Also, broader public information and involvement became a major challenge. In this regard, particular attention was given to mobilizing young people. By creating basic World Heritage teaching and learning tools, we drafted the toolkit *World Heritage in Young Hands* at that time. Numerous arrangements were made for the production of World Heritage books and TV programmes, including through the Tokyo Broadcasting System (TBS) and the Japan Broadcasting Corporation (NHK), and World Heritage information was placed on the internet for the first time with the help of Peter Start. A quarterly World Heritage newsletter was launched by the Centre in 1993, which was followed by the publication of the *World Heritage* review from 1996 onwards. Greater flexibility in the application of the Convention was brought about by the Nara Conference in 1994. And, most importantly, this phase laid the foundation for future systematic monitoring of World Heritage sites. A milestone for future decentralized World Heritage work was the recognition of the Nordic World Heritage Office, later called Foundation, as a UNESCO Category 2 Centre. Furthermore, the World Heritage City Organization was created thanks to Quebec (Canada).

The third stage, 2000–2005, which I call the 'flexible phase' or the 'political correctness phase', focused mainly on redressing the increasingly glaring imbalance in the composition of the World Heritage List, notably to correct the purely Eurocentric approach. The 2002 Budapest Declaration expressed this concern: Would global studies help to achieve a better balance in the future? Briefly, I want to reply that such efforts were undermined by the verging interests of countries which used political means to win their case. Indeed, a greater flexibility in the Committee's application of the criteria had permitted much wider participation in the World Heritage Convention, often at the price of the List's quality and the manageability of the Convention. The introduction of Periodic Reporting to monitor World Heritage properties by region eventually produced many valuable insights into current problems. The importance of management plans and propositions for each World Heritage site became increasingly recognized. Also, the importance of formulating exact statements about the universal importance and value of the sites was required as a major step towards increasing the quality of the World Heritage List and its perception.

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The fourth stage was from 2006 to date, and I call it the 'phase of overload'. This has been marked first and foremost by the sheer number of World Heritage properties inscribed, close to 1,000, and the fact that practically all UNESCO Member States have joined the Convention. These quantitative aspects have clearly caused an overload of work for all international organizations involved, as well as for the agenda of the World Heritage Committee. There is hardly room for substantive debate in the Committee, which is, moreover, now very often dominated by career diplomats rather than heritage specialists. In the final analysis, the quality of the List depends eventually on the decision of the Committee. Its composition reflects elections of a diplomatic rather than technical character, which leads to the suspicion that work may be sometimes ruled by political trade-offs rather than by professional judgement. This pitfall, found in many intergovernmental organizations, has unfortunately not been always avoided. On the positive side, in 2007 the World Heritage Committee exerted its full authority, for the first time in the history of the Convention, by assuming its responsibility for World Heritage endangered listing and for deleting properties. Such a new quality of decision-making, which helps to improve World Heritage's credibility, is well illustrated by the case of Dresden.

A major challenge is now shaping up concerning World Heritage under conditions of accelerated climate change. Many World Heritage sites already show serious effects of global warming. The nexus of man-made climate change will also have major implications for UNESCO's efforts to conserve biological and cultural diversity in the future. I do not think that this has been adequately addressed so far. The destruction of the Old City of Dubrovnik, the Ancient City of Aleppo, Timbuktu, Palmyra, and the Giant Buddha of Bamiyan demonstrates the inefficiency of the Convention to protect World Heritage in wartime and even sometimes in peacetime. Therefore, to identify and prove effective response mechanisms remains the single most important challenge. We need to build a global civil culture in fairness to future generations. The next phase has to be one of high World Heritage ethics, of outsourcing and decentralization.

### A view from the law: the World Heritage Convention as a model for 'responsible sovereignty'

#### Prof. Francesco Francioni

Former Chairperson, World Heritage Committee, Italy



I am very proud and thrilled to take part in this event marking the 40th birthday of the World Heritage Convention. I want to thank UNESCO, first of all, and the Japanese Government for the invitation and the wonderful hospitality we are receiving. It gives me the opportunity of meeting again so many colleagues and friends with whom I share the commitment and passion for the promotion of World Heritage. But I will confine my presentation to four basic points.

The first point is the contribution of the World Heritage Convention to the development of international law. This contribution is unique, I think, when we consider that forty years ago international law on the protection of cultural and natural heritage hardly existed. The World Heritage Convention was at the forefront of a vast normative movement that transformed the narrow concept of cultural objects as property of the nation or private property into a cosmopolitan concept of received patrimony of human experience and knowledge. At the same time, the World Heritage Convention, together with the 1972 Stockholm Declaration and the United Nations Conference on the Human Environment, opened the path to the spectacular movement of environmental law, making the framework of today's cultural diversity, biodiversity, climate desertification, ecosystem services and many other areas of nature conservation.

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The second point I want to make concerns the challenge of keeping pace with the acceleration of international law. International law today is not the same as it was in 1972. Economic globalization has created institutions for global governance, especially in the field of commerce with the World Trade Organization, foreign investment, regional economic integration with systems of enforcement, and a compulsory dispute settlement. No similar development exists in the field of cultural and natural heritage. There is a risk of a serious imbalance in the development of international law in this respect, and therefore we face the need for a more cultural and environmental dimension in all other norms of international law.

My third point concerns the challenge posed by violence and armed conflict today. We have already heard about the areas where this is occurring. There is no shortage of regulations, of legal norms, despite the 1907 Hague Regulation, the 1977 Protocol 1 with its Articles 53 and 55, and the Second Protocol of the 1954 Hague Convention. What is lacking is an enforcement mechanism that may permit dealing with a major crisis. There are several possible ways to overcome this. One is enhanced intelligence cooperation including the United Nations Security Council. Another is the full use of the principle of individual criminal responsibility for attacks on cultural property and natural heritage, and there are movements towards this, especially in regard to natural heritage. And finally, I think a more flexible interpretation of the requirements of the territorial state in cases of extreme urgency, as foreseen in Articles 11(3) and 19 of the Convention.

Finally let me come to the issue that is probably the most important from the point of view of the law. It is that the main challenge facing the World Heritage Convention today at the time of its 40th birthday is a midlife crisis, of finding ways to avoid becoming a victim of its own success, as we have already heard from the previous speaker. A way to face this challenge, in my view, is to focus on the pedagogical and normative role of the Convention, in the sense of facilitating maximum decentralization of States Parties, of the operational tasks relating to the conservation strategy and measures concerning World Heritage sites. This would require the promotion of the idea that I call 'responsible sovereignty'. That is, a perspective in which the World Heritage Convention could be the forum for the promotion of a bottom-up approach to the implementation of responsibility and the exercise of sovereignty. And by this expression I mean an exercise of governmental powers done in a way that achieves the fulfilment of the public interests of humanity and the protection of cultural and natural properties without regard to value. This bottom-up approach is necessary today at a time when there is a crisis in the credibility, even in the legitimacy, of public authorities that send delegations to international organizations. And there is a movement, a very powerful movement, to return to local communities, indigenous peoples, and concerned groups that have a role in the promotion of values concerning cultural and natural heritage.

Forty years is a major step to maturity, but the World Heritage Convention is still young and has the experience and the know-how and commitment to face another forty years of intense life.

### Balancing the World Heritage Convention equation in Africa

**Dr Dawson Munjeri**

Deputy Permanent Delegate of  
Zimbabwe to UNESCO, Zimbabwe



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accompanying  
images

This presentation looks at three aspects of the issue of balance. The first is the conceptual aspect, the second is the balance of the Convention, and the last is balance in the context of communities, all within the framework of the overall theme of World Heritage and sustainable development.

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The photograph is of the Site of Palmyra in the Syrian Arab Republic. At the time this presentation was prepared, my thoughts were not about balance in terms of the problems now attendant there, but rather the heritage itself both physically and metaphorically.

Now, for Africa, the discussion has tended to be oversimplified, in my view. Using concave lenses, if I can use that term, narrowed it down to development vis-à-vis conservation issues. And to quote, where there is no bread, how can you say 'let them have heritage', which is a false alternative, because our cultures are an infinite richness, whatever the level of economic development. The issue is not bread or heritage, but bread and heritage. The issue of this balance, therefore, hinges on how much of each we should have.

Regarding the Nubian Campaign, I will only touch on it in the context of balance. Egypt was faced with a situation where it had to capture the floodwaters of the Nile and use them for irrigation in order to improve the quality of people's lives. The consequences obviously would negatively impact the heritage of humanity and of Egypt, in a situation currently replicated in a site in South Africa where the same issues are recurring. But we subscribe to the idea that the principle of intergenerational equity (IGE), which was enunciated by the Youth Programme this afternoon, must be respected. IGE imposes upon each generation certain planetary obligations, and as beneficiaries of the trust from our ancestors, we have equally an obligation to pass it on. And this is the message that came from the Youth Statement. This perspective is completely shared by Africa and is captured in the September 2012 outcome statement from Johannesburg. And I quote, briefly: 'Sustainable development and World Heritage must coexist, and none should be sacrificed for the benefit or survival of the other. The paradigm underpinning the protection and conservation of sites should be articulated to reflect these two dimensions.'

The second issue of balance arises from the Convention itself. Currently only 9 per cent of World Heritage sites are in the entire continent of Africa. And of that proportion, 42 per cent of those sites are on the Danger List. We believe that these elements must be addressed: why some places are underrepresented while other places are overrepresented. And without going into the relevant articles of the Convention, which are Articles 1 and 2, I would only say that more effort must be made to address these issues.

The third point is important because it is about the balancing of the interests of communities. In 2002, the Convention made no specific reference to communities. But in 2007, we made a commitment that we should add 'Communities' to the current Strategic Objectives as the fifth 'C', which states that the conservation of cultural and natural heritage should be done with the active involvement of the communities which have a close relationship with the heritage in question. How has this played out in Africa? The external audit carried out in 2010 highlights that this remains a statement in principle and not in practice. According to Albert Mumma from Kenya: 'The hegemony of state-based systems is dominant. The effect has been to alienate the community from its heritage. This is a fundamental issue that has to be addressed by our states and ourselves.'

Lastly, let me say that we have positive outcomes, especially the benefits from community involvement. This is the Tombs of Buganda Kings at Kasubi World Heritage site in Uganda, which is entirely dependent on the local community for its sustenance and survival. And you can see the roles that they are playing.

To sum up, when talking about communities, it is not just us. But it is a question of justice.

## Session 2: The World Heritage Convention from its dawn

### A historical perspective on the evolution of the World Heritage Convention

#### Dr James Thorsell

Senior Advisor on World Heritage,  
IUCN



Thirty years ago, I once represented IUCN at the 7th meeting of the World Heritage Committee in Florence (Italy) in 1983. The Convention was then in its formative stage. At that time there were only forty-five natural sites on the List and seventy-eight States Parties. The early years were relatively easy ones. Many of the obvious iconic sites came forward and few major issues had to be dealt with. Even when there were problems, the Committee had a seven-member Bureau who acted to tidy up the files and prepare draft recommendations prior to the full Committee meeting. My first decade of working with IUCN culminated in the 20th anniversary events held in Washington (United States) and the World Parks Conference in Caracas (Venezuela). These were mostly constructive and congratulatory meetings, but they did have some important outcomes. For the first time, itemizing how important World Heritage could be in conservation, we published a book that had a list of twenty-one success stories that, in its first decade, the World Heritage Convention had actually saved or made a major conservation effort to protect.

Then came 1996. This was a pivotal year with the 20th anniversary meeting held in Mérida (Mexico), and a very important change occurred. A very long and divisive debate over one natural site proposal led the Committee to disregard its procedures and rules as set out in its *Operational Guidelines*, for the first time. Indeed, as one delegate noted, six paragraphs of the *Guidelines* were overruled and not followed. A surprising statement by the Rapporteur for that meeting was that: 'The Convention is in danger to becoming a mere political instrument.' Another delegate followed up with an impassioned statement asking also to be quoted in the report: 'The Committee tarnished our integrity by not following our procedures.'

Since this precedent, the Committee has regularly departed from its own rules. This trend seems to have even increased in recent years, with the result that its credibility has been seriously questioned.

One reason that IUCN continues to support World Heritage has been the impressive record of achievements in the conservation of natural properties for which World Heritage can be given credit. For example, in another overview of the effectiveness of the Convention prepared for the World Parks Congress ten years ago, this report identified major improvements to conservation in forty-five natural sites. World Heritage made a major difference. So with this kind of record in mind, we could sell the fact that World Heritage was making a significant contribution to conservation.

Looking more into the future, by 2004, after twenty years at IUCN and having endured twenty World Heritage Committee meetings, the Convention was going in a certain direction that disturbed me. Specifically, there were three trends. First of all, the nomination process for natural sites was proceeding apace, but with many secondary-level sites being inscribed. The List had, in fact, morphed from a select list of the most outstanding places to an inventory of important heritage sites around the world, some of which had doubtful claims on Outstanding Universal Value.

The second issue that concerned me was that the Committee meetings were increasing driven by political considerations, with many delegations even lacking natural area experts. This of course led to some technical evaluations becoming irrelevant and the List losing its exclusivity.

The third issue that was definitely recurring every year was the array of threats to natural sites brought out by a more sophisticated monitoring system. The Committee's capacity to adequately respond to this had not been met. Conservation actions were slipping.

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Had World Heritage lost its way? That is what I asked myself. Well, according to the evaluation last year by UNESCO's external auditor, indeed World Heritage was in danger of losing its way. In his comprehensive and sweeping review of the Global Strategy, the auditor produced an incisive set of twenty-six recommendations, which if acted upon would move the Convention from crisis back to success. To its credit, the General Assembly of States Parties endorsed the recommendations of the auditor, and this bodes well for action to reform the work of the Committee or, as Christina Cameron put it, to rescue the Committee from its continued decline.

### Perspective of small island developing states (SIDS)

#### Ms Alissandra Cummins

Director, Barbados Museum  
& Historical Society, Barbados



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accompanying  
images

My short presentation today focuses on the challenges faced by small island developing states (SIDS) vis-à-vis the World Heritage Convention. First I would like to provide some contextual background for SIDS. In almost all cases, SIDS share a common colonization, during which the colonial powers frame the value of these territories in terms of the natural resources that could be exploited to fuel the expansion of their respective empires. In this respect, the indigenous populations of these territories were also considered a form of exploitable natural resource incapable of the production of a valid human history. Similarly, the written documentation of these territories from this period centred on a discourse constructed through the lens of resource exploitation. It is unsurprising, then, that the treatment of the cultural heritage of SIDS by colonial scholars also emerged from this same mindset of exploitation. World Heritage still needs to examine and connect to dramatic transformations, for example in the 18th century the Atlantic world, the emergence and growth of the Caribbean plantation system and the rise of natural science, and similar processes which occurred in other regions. As Atlantic networks of commerce, slavery, power and revolution interwove natural science with the literary and artistic imagination, early literature and philosophy became saturated with the strategies of natural history, and the implications of these were profound. It is thus imperative to understand that these islands, SIDS, were not at all exotic and peripheral but rather were intellectually central to the development of historical narratives and economic growth on a global scale.

Consequently, the written knowledge generated during the colonial era formed the initial basis for limited scholarship available on the cultural heritage of these territories and did not in any way acknowledge the binary nature of the relationship. Indigenous interpretations of cultural heritage tend to be displaced from the realm of scholarship because they are primarily and traditionally transmitted orally. I would like to emphasize that interpretation is very important is assigning value to a site. For example, there is very little understanding outside those SIDS communities that the sea is not just a natural phenomenon but a cultural one as well. The sea as a medium for trade, migration and exchange carries with it important cultural significance for the identities of indigenous populations. This has been most dramatically evident with the inscription of Chief Roi Mata's Domain (Vanuatu) on the World Heritage List, for example. But this understanding is also hugely important for other regions. The movement of people and plant life between islands and regions in shaping cultural and natural heritage has typically not been given enough consideration by scholars. For example, Captain Bligh's second successful voyage between 1791 and 1793, from old Tahiti, bringing breadfruit and other plants, which Sir Joseph Banks at London's Kew Gardens engineered to feed and populate the enslaved of the West Indies. Such important criteria for World Heritage status are the availability of authentic historical documentation on the cultural value of nominated sites. The dominance of colonial-era interpretation has affected the interpretation of SIDS States Parties as well as the Advisory Bodies and ultimately the World Heritage Committee on the actual heritage value of properties in SIDS. In order to overcome this gap in the accuracy of documented interpretations, it is obvious that more written knowledge needs to be generated from indigenous perspectives.

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However, it is important to note that the establishment of centres of knowledge about these sites, such as universities, only started in SIDS from the 1950s onwards. Furthermore, States Parties need to ensure a certain level of expertise to fulfil their obligations. In this sense, due to the small size and limited resources of SIDS, there is usually a restricted pool of expertise or none at all in some of these States Parties. This gap needs to be addressed.

Here are some statistics for your consideration. The challenge faced by SIDS is definitely reflected in the limited pace of their participation within the Convention. The first SIDS, Haiti, joined the Convention in 1980, followed by Seychelles later in the same year. And yet Haiti has only been able to inscribe one site on the List in all of that time. There are currently thirty-two SIDS that are States Parties to the Convention, representing 16.8 per cent of all States Parties to the Convention. In just half of those, seventeen SIDS, there are twenty-eight sites inscribed on the World Heritage List. This represents 2.9 per cent of the List. Of these, nineteen are cultural heritage properties, seven of which are located in a single SIDS (Cuba), and one is a mixed heritage property. This means that there are only thirteen cultural heritage sites from SIDS other than Cuba on the World Heritage List. The first SIDS to serve on the World Heritage Committee was Cuba in 1988, sixteen years after the Convention came into force, and so far only five SIDS in total have ever served on the Committee, four of these only in the last decade.

I would like to draw attention to the empowerment of SIDS to push for better recognition within the United Nations system and within the Convention, which started with the Barbados Program of Action in 1994, which states: 'The survival of small island developing states is firmly rooted in their human resources and cultural heritage which are their most significant asset.' Those assets are under severe stress, and all efforts must be taken to ensure the central position of people in the process of sustainable development. This was reinforced by the Mauritius Strategy in 2004, which outlined specific steps for the further implementation of the Barbados Program of Action. And furthermore, the addition of the fifth 'C', Communities, to the Strategic Objectives, was an important step for SIDS.

I now turn to the last part of my statement, which concerns moving forward and strengthening SIDS' participation in the Convention. It is important to understand that there are many realities to SIDS. There is a prevailing perception within the globalized mentality that they are serene and calm paradises, but the truth is, for SIDS countries, life is not a beach. The other reality is that they are also places particularly vulnerable to natural disasters such as hurricanes, volcanoes, earthquakes, and in recent years climate change, as well as to all forms of cultural penetration. Certainly there is a profound need to renew our understanding of the spatial and linguistic boundaries of colonial and earlier national histories, which have served to circumscribe the values attributed to SIDS in the World Heritage context. Finally, I would like to address another six recommendations for the deepened and improved involvement of SIDS, which I think should be taken into consideration.

## Session 2: The World Heritage Convention from its dawn

### Mr Francesco Bandarin

#### Assistant Director-General for Culture, UNESCO

My intention is to focus on an issue that I think is of great importance now and in the future: the need to assess the development of institutions and organizations around the World Heritage Convention. Clearly, without that galaxy of institutions the Convention would not function. We need a number of institutions and organizations playing different roles around its activities. Some of these roles are concerned with the statutory process, of course, but there are many others that develop the Convention in capacity-building, research and advocacy. And I think that this 'galaxy', as I call it, of institutions and organizations requires much attention by the Convention in order to make it more effective. Of course we have internal institutions such as the World Heritage Centre and the Advisory Bodies, which perform their role of statutory support for the Convention. Certainly we cannot forget that this system has been strengthened in the past ten to fifteen years. This is also thanks to you, Dr Matsuura, because you have given us much support in the last decade. Now we have a relatively good and effective system, which is based on the organization of the World Heritage Centre by regional and specialized units and so on, and consistently developed Advisory Bodies. But this system is not immune from risk. We are encountering difficulties in maintaining the level of service and the output that the World Heritage Committee is used to receiving.

So this is a serious moment of reflection as to how to further strengthen and reform this institution. I think a pillar of our activity is the National Commissions. Some of them are highly performing institutions. Where a National Commission operates well with a World Heritage branch or the World Heritage Committee, it really makes our work much easier and much more effective for the country.

World Heritage sites organizations and associations perhaps are not so diffuse: there are some in France, India, Italy and Spain. Perhaps this is something to promote. There are also some unique organizations, such as World Heritage Cities. We need to develop and strengthen the cooperation between them and UNESCO.

In the past decade we had the idea of creating UNESCO Category 2 Centres. The results are good. Currently, there are eight of them in the world and more are under preparation. We all know that these centres constitute a very important investment in the future, because they support capacity-building and research. They also work, in one way or another, in conjunction with the UNESCO Chairs. We have about thirty UNESCO Chairs focused on World Heritage and they give much support to this great and endless effort to build up capacity and research and so on.

Then there are institutions such as the UNITWIN network that work on the World Heritage Convention in a looser framework – the research area is rich but still rather unstructured.

New actors are still coming to the forefront. At the last session of the World Heritage Committee in Saint Petersburg, there was a new one, the association of NGOs that proposed to organize a forum preceding the Committee session, like the meetings many other intergovernmental institutions hold on the side. This is something too premature to assess, but it is very important for the Convention to help the world of NGOs to find their appropriate role, which may be critical or supportive.

Finally, there is one issue that we will certainly have to deal with in the future – the issue of indigenous peoples. Ten years ago, the World Heritage Committee rejected the proposal to create an indigenous council of experts. But five years ago, the United Nations passed the Declaration on the Rights of Indigenous Peoples. I think it is time for the Committee to reconsider this issue.

In conclusion, we need to make an additional effort to structure and expand this important galaxy of support – institutions and organizations – around the World Heritage Convention.

## Session 2: The World Heritage Convention from its dawn



## Session 2: The World Heritage Convention from its dawn

### Summary of Question and Answer session

**George Abungu** (Kenya) referred to the issue of politics and whether this was truly a problem as the Convention was an intergovernmental instrument; **Bernd von Droste** answered that the balance between the expertise provided by the Advisory Bodies and the political decisions by the Committee was lost; **James Thorsell** added that he and his colleagues had not been naive to think that science was the basic element that goes into decision-making and that politics had its role. However it would be good to have more science recognized, as it has been pushed aside.

**Mounir Bouchenaki** pointed out that there was great frustration among conservators, especially in the cases of Dubrovnik and Bamiyan, but also now of the Syrian Arab Republic and Mali. He asked whether legal action could be taken against such destruction. **Francesco Francioni** answered that there was little to be done at the level of prevention, but there were provisions that could be used for punishing such acts such as Article 8 of the statutes of the International Criminal Court – more concerted actions could be envisaged, but also an analysis of past cases such as Dubrovnik and Bamiyan. He also noted the 2003 UNESCO Declaration concerning the Intentional Destruction of Cultural Heritage.

**Koichiro Matsuura** recalled that the site of Bamiyan was not on the World Heritage List when it was destroyed, but it may have been worse with the listing as a potential target; he also noted the major achievements of including traditional and customary law when the natural heritage of East Rennell (Solomon Islands) was inscribed in 1998.

**Mere Ratunabuabua** (Fiji) inquired about the further recommendations concerning SIDS and **Alissandra Cummins** replied that there would be six: full participation in the Convention's processes including cultural knowledge; to look at the nature/culture links and challenges; to analyse links between tangible and intangible for the construction of Outstanding Universal Value; boundaries, especially with regard to seascapes; long-term migration and fugitives in the construction of heritage (sea routes); and empowering interregional dialogue.

A representative from the **Youth Programme** asked whether the Youth Forum could be part of the official processes and **Francesco Bandarin** answered that while the Committee was an intergovernmental body, more needs to be done to make young people feel better connected.

**Collins Chipote** (Zambia) questioned the feasibility of the concept of responsible sovereignty and **Francesco Francioni** replied responsible sovereignty was achieved and limited by international law and that the concept of the commons required a differentiated responsibility, as it was of general interest as 'common global goods'.

**Alissandra Cummins** further commented that an interesting youth project was instated in 2008 with interns at World Heritage Committee delegations to watch key processes and decision-making, this could be repeated; **Dawson Munjeri** added that first the 'house needed to be put in order' and credibility reestablished.

**Koichiro Matsuura** thanked all for the lively debate and closed the panel.

## Session 3: Reports on regional events and activities during the anniversary year

Session moderator:

Mr Kishore Rao, Director, UNESCO World Heritage Centre



Click to see accompanying images

*Mr Rao first presented an overview of events and activities around the world.*

The Director-General in her opening remarks mentioned that it was a very good idea to open up the celebration of the 40th anniversary to all the States Parties and not confine the celebration to any one country. I think it was very gratifying to see the spontaneous enthusiasm with which all States Parties responded and organized various events throughout the year in different countries – a total of over seventy official events have been organized by thirty-seven States Parties. I might say that some of these will even continue after this Closing Event here in Japan. Until the end of this calendar year, several activities are still being organized. I am sure you will be able to identify with one or more of these official events, because many were regional, subregional and international, so you may have participated or indeed organized some of them. They not only took the form of meetings, conferences and expert workshops, but also exhibitions and public events, training programmes, awareness-raising campaigns, communication, initiatives, even guided visits and concerts. There is a full record on the World Heritage Centre website, including reports that have emanated from these various activities.

We chose one event from each of the geographical regions as representative, to be presented at this session. Six panelists representing five regions will be making the presentations. There have been requests from many of those who have either organized or participated in other activities to have the opportunity to make their presentations, but unfortunately it is simply not possible to give space to everybody. So hopefully the regional representatives making the presentations will also draw attention to some of the other activities that have been organized in their region.

In addition to the States Parties, the Advisory Bodies ICOMOS and IUCN, in particular, have also organized very special events to commemorate the 40th anniversary. IUCN, for example, held their World Conservation Congress in Jeju Island (Republic of Korea), and over fifty events were dedicated to World Heritage-related topics. The ICOMOS General Assembly in November 2011 adopted the Paris Declaration on heritage as a driver of development, and this was obviously very closely linked to the theme of the Convention's 40th anniversary, which is World Heritage and Sustainable Development. The ICOMOS Monuments and Sites Day observed on 18 April every year was dedicated to World Heritage and a number of expert meetings and workshops were organized by the national branches. Even the recent Conference of the Parties to the Convention on Biological Diversity held in Hyderabad (India) also dedicated some time to natural World Heritage-related events.

Besides the activities organized by the States Parties and Advisory Bodies, I would be failing in my duty not to mention the many activities that private sector partners have organized as contributions to this 40th anniversary celebration. Panasonic, for example, organized special exhibitions, and National Geographic Television produced films to raise awareness, particularly among younger people. Together with the Smithsonian Institution in the United States, we launched a virtual exhibit on World Heritage. NHK, the Japan Broadcasting Corporation, continues to provide video footage on World Heritage for our website and online image archives. The Tokyo Broadcasting System (TBS) produced, specifically for this 40th anniversary, fifty short films showcasing World Heritage sites. The History Channel has also produced several films and public service announcements. Thus a large number of private sector partners have also made contributions to this celebration of the 40th anniversary. We thank each and every one of them.

Five regions are represented on the panel, each of which will present the event that was organized in their country. We begin with a workshop held in February 2012 in Brazil, which was in fact mandated by the World Heritage Committee as a Consultative Meeting on World Heritage and Sustainable Development, intended to further the objectives of the 40th anniversary. Although we do not have a Brazilian representative, Carolina Castellanos, Cultural Heritage Advisor from Mexico, who participated in that meeting, will make the presentation.

## Session 3: Reports on regional events and activities during the anniversary year

### International Expert Meeting on World Heritage and Sustainable Development (Ouro Preto, Brazil, 6–8 February 2012)



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#### Ms Carolina Castellanos, Cultural Heritage Advisor, Mexico

I will present the results from the 2012 International Expert Meeting on World Heritage and Sustainable Development, while also briefly touching upon the International Expert Workshop on the World Heritage Convention and Indigenous Peoples that took place in Denmark in September 2012.

The debate on the relationship between conservation and development has taken centre stage within the heritage sector. There is a need to integrate sustainable development within the practices of the 1972 Convention.

The main objective of the International Expert Meeting was to discuss ways to mainstream the sustainable development perspective in World Heritage processes. Throughout 2012, the World Heritage Centre worked to ensure that heritage be taken into account at the United Nations Conference on Sustainable Development (Rio+20). The Ouro Preto meeting was an opportunity to discuss the general relation between heritage and sustainable development. There were 50 participants, experts from every region. The working sessions explored a possible way to mainstream sustainable development into World Heritage preservation efforts by utilizing real-life experiences. The participants acknowledged that the conservation of heritage and push for sustainable development did not have conflicting goals. A stronger policy for heritage that emphasizes its relationship with local communities and sustainable development is needed.

Specifically, meeting participants proposed that the ideal policy would:

- ensure that the potential of World Heritage to contribute to sustainable development is fully harnessed;
- help stakeholders to harness the benefits of engaging in sustainable development; and
- ensure that the World Heritage Convention is aligned with the broader goals of sustainable development.

Identification, protection and management of World Heritage must be integrated at a high level of development policy in such a way that multisectoral and interdisciplinary approaches can be taken and attention can be paid to vulnerable groups. Part of this was addressed at the Denmark meeting, where participants stressed that indigenous groups must be recognized as rights-holders, and not merely as stakeholders, in decisions affecting them. The Ouro Preto meeting proposed that a small expert working group be established to develop policy, and that the World Heritage Committee add a sixth 'C' to its Strategic Objectives, for 'Cooperation'. It has been suggested that World Heritage sites could provide a testing ground for the development of innovative approaches and best practice models relating to sustainable development.

### Interregional Conference: 'Living with World Heritage' – Europe and Africa (Røros, Norway, 14–16 May 2012)



Click to see accompanying images

#### Ms Ingunn Kvisterøy, Senior Advisor, Ministry of the Environment, Norway

My presentation is on the Interregional Conference on Living with World Heritage, which took place at the Røros mining town. The site comprises the town, its industrial and cultural landscape and winter transportation route.

In holding the conference, the issues we wanted to address were the ones identified by the States Parties: World Heritage and sustainable development. First, we wanted to provide an opportunity for local stakeholders to identify common concerns. We partnered with South Africa, reasoning that if these two different regions were in agreement on challenges and needs, then the issues would probably be of genuine international concern. Exchanges between our two groups started three months ahead of the meeting when members visited each others' World Heritage sites.

### Session 3: Reports on regional events and activities during the anniversary year

We attempted to facilitate a bottom-up approach to involving communities in World Heritage. Lecturers were invited and case presentations were undertaken. Young people were given an opportunity to play an active role both three months ahead and during the conference. Social media were heavily used. The goal was to engage many people. Schoolchildren acted as guides, and young people were responsible for documents and contacts with the media. Participants also took part in a weekly dance group, followed by a performance by an African dance group.

Throughout the conference, participants acknowledged that local communities are multilayered and multisectoral, consisting of groups of people with different abilities and resources. Local communities develop and change constantly, and their interests may not necessarily coincide with World Heritage interests. The main principles of the document call for emphasis on inherent relationships between communities and heritage and their well-being, consent and involvement at all levels of heritage preservation, meaningful dialogue, capacity training and education, and benefits and obligations. The main recommendations were:

- incorporate more strongly the principles of free, prior and informed consent from local communities in the *Operational Guidelines*;
- develop language for World Heritage that is understood by all;
- develop effective mechanisms for communities to participate in World Heritage activities;
- involve the young in a meaningful way; and
- improve data, indicators and research at the community level.

All these principles emphasize respect for local communities.

#### International Conference: 'Living with World Heritage in Africa' (South Africa, 26–29 September 2012)



Click to see accompanying images

#### Mr Sibusiso Xaba, Director-General, Department of Arts and Culture, South Africa

The South African Department of Arts and Culture held an event celebrating the 40th anniversary of the World Heritage Convention on the theme Living with World Heritage in Africa. We brought together all of the heritage stakeholders. More than 300 delegates attended.

The workshop was divided into four sessions. First, a colloquium of ministers in charge of World Heritage conservation discussed challenges and opportunities. Second, parallel sessions were held on sustainable development and tourism. Third, parallel sessions were held featuring heritage experts. Fourth was a colloquium of local communities living around World Heritage sites. The message of this last group was very clear: 'Nothing about us without us.'

The conference resulted in:

- a declaration on the situation in Mali;
- endorsement of the Maropang expert meeting on World Heritage;
- endorsement of the Røros meeting on community involvement in World Heritage; and
- various recommendations.

Africa as a continent needs to ensure that the next forty years result in a credible and balanced World Heritage List. The conference called on States Parties, particularly those from Africa, to collaborate with one another in capacity-building. The conference was unanimous in its belief that our voice must be heard by UNESCO when discussing our heritage.

## Session 3: Reports on regional events and activities during the anniversary year

### International Symposium: Involving Communities for Better Conservation and Management of Asian World Heritage Sites (Buyoe, Republic of Korea, 10–12 September 2012)



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#### Ms Sohyun Park, Seoul National University, ICOMOS-Korea

The Buyoe Conference focused on involving communities for better conservation and management of Asian World Heritage sites. The goals for the conference were to identify the roles of local communities in heritage conservation practices for more sustainable development, and to identify international principles and local practices of World Heritage conservation, especially in Asia. Furthermore, the conference aimed for the articulation of community involvement within the revision of resource manuals in the long term.

The background of the conference was the formulation of Korean heritage principles that respond both to local issues and global situations. At the same time, in the World Heritage context, we had the Periodic Reporting of heritage conservation in 2011. We thought that we might be able to have neighbouring countries discuss heritage. The conference decided to invite six presentations from each organization, seven Asian case studies, and three discussions. The Asian countries invited were China, India, Japan, the Lao People's Democratic Republic, Nepal and the Philippines.

Many topics were discussed at the meeting, including local community roles, climate change, ownership, local leadership, benefit-sharing and buffer-zone conflicts.

We came up with certain keywords to draft definitions. These were 'community', 'Outstanding Universal Value', 'boundaries', 'sustainable development', 'local traditions' and 'government systems'.

We discussed the local traditions and government situations, as well as capacity-building at local level. We also talked about the development of a local community involvement checklist to monitor progress. We agreed that such a checklist could be used to encourage more community involvement action at each World Heritage site. Our local checklist allows us to evaluate community involvement and encourage the next best step. The meeting's outcome draft needs to be revised repeatedly. While we are working on that, we are trying to add to resource manual information on community involvement, in order to facilitate continuing dialogue in Asia.

### 20th session of the Congress on Archaeology and Cultural Heritage of the Arab World (Algiers, Algeria, 13–15 March 2012)



Click to see accompanying images

#### Dr Hayet Guettat

#### Director of Heritage Preservation Program, Arab League Educational, Cultural and Scientific Organization (ALECSO)

For this congress, a statutory meeting of ALECSO, we focused on heritage and tourism. We discussed efforts to conserve heritage and promote development. Participants noted that such efforts through tourism can lead to the development of society.

Intangible cultural assets were another main theme. Professional fostering and capacity-building enhancement were two central topics central to this. We will hold an additional meeting in December to touch base with international stakeholders and coordinate efforts for the management of World Heritage. The Congress on Archaeology and Cultural Heritage of the Arab World is not yet old, being only in its 20th session, and we intend to keep pioneering work on archaeology and tourism. 16 countries participated, and we created a publication on this year's theme that is now being printed.

## Session 3: Reports on regional events and activities during the anniversary year

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**Dr Mourad Betrouni**

**Director of Legal Protection of Cultural Property and Valuation  
of Cultural Heritage, Ministry of Culture, Algeria**

For this session of the Congress, all Arabic archaeologists got together and discussed heritage. The region is currently changing in relation to World Heritage. First there was the Arab Spring, which has posed threats to some sites. Then, Palestine joined UNESCO. The situation of World Heritage in the Arab States is changing. The goal of our meeting was to come up with common objectives for the conservation of national heritage. In the Arab world, people are very enthusiastic about this. An important topic was how to bring cultural tourism to the Arab world. We held plenary conferences and themed meetings. We brought together those involved with culture and natural heritage, and conservation was discussed, as well as the halting of looting in Iraq and Libya. We also talked about increasing the value of heritage. Balanced development was discussed. Saudi Arabia proposed four tourism options, and Sudan made a proposal focusing on World Heritage. Oman discussed more than 140 ruins the country possesses, along with the reuse of its castles. Morocco discussed how heritage might promote tourism.

There were four workshops: on education; Arab cooperation, such as a museum cooperation programme; archaeology; and archaeology and local economies.

The involvement of local communities is necessary for World Heritage. Its value should be enhanced. Upon completion, the topic of our 21st Congress was determined: underwater cultural heritage.

## Session 3: Reports on regional events and activities during the anniversary year

### World Heritage Volunteers Programme



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To report a series of youth programmes carried out as part of World Heritage Volunteers (WHV) programme, a video entitled *World Heritage Volunteers 2012: Beyond Territories and Boundaries* was presented. **Kishore Rao** outlined a global picture of WHV activities in twenty-five countries, followed by a video showing a specific example from Kenya.

### Summary of Question and Answer session

**Rodolphe Imhoof** (Ambassador of Switzerland to UNESCO) announced the publication of *African World Heritage – A Remarkable Diversity*, produced with financial support from Switzerland and the African World Heritage Fund. This publication demonstrated the successful collaboration of various partners in the protection and management of rich and important African World Heritage properties.

**Max Ooft** (Suriname), an indigenous village leader, made a statement on the International Expert Meeting on the World Heritage Convention and Indigenous Affairs, held in Copenhagen (Denmark), in September 2012. He pointed out that World Heritage has a great impact on the rights of indigenous peoples, both in terms of use of natural resources, cultural rights and values, as places are linked to forced labour, colonization or genocide. In other instances, World Heritage had considerable positive aspects for indigenous peoples in terms of conservation of lands and resources. The Copenhagen meeting recommended that the World Heritage Committee should make the *Operational Guidelines* more rights-based, including free, prior and informed consent (FPIC). Indigenous peoples must have the opportunity to fully and effectively participate in World Heritage processes and to establish a mechanism. The full text of the recommendations was available on the internet.

To sum up, **Kishore Rao** stressed that throughout 2012 the World Heritage Centre, in cooperation with other actors, had worked to ensure that heritage be taken into account in the formulation of the outcomes of the United Nations Conference on Sustainable Development, also known as Rio+20, as well as in the new Agenda for Development that will be adopted in 2015 by the international community. He further focused on the relevance of cultural and natural heritage to sustainable development objectives.

40<sup>th</sup>  
Anniversary  
World Heritage Convention

## Session 4: The World Heritage Convention at present

### The Convention today for a better future: emerging issues on sustainable development and disaster prevention/recovery

**Prof. George Abungu**

CEO, Okello Abungu Heritage  
Consultants, Kenya



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My presentation concerns the World Heritage Convention today, for a better future, emerging issues, sustainable development and disaster prevention and recovery. I draw more on sustainable development, because I know Kyoto has one of the universities that deals with disaster prevention and recovery. I focus on the Convention as it is today, the challenges and opportunities, as well as issues of implementation with a particular emphasis on sustainable development, disasters either man-made or natural, and prevention and recovery.

Emerging issues such as community participation, traditional management systems, indigenous concerns, role of States Parties, relations between partners in the interpretation and implementation of the Convention, population dynamics and conservation, urban sprawl, changing heritage landscapes, emerging languages, climate change and its effects, conflicts and human needs versus heritage conservation among others, all have implications on sustainable development and conservation.

Today, this most adhered-to Convention brings together the international community in the care and safeguard of humanity's heritage of Outstanding Universal Value. Since its adoption in 1972, the Convention has set milestones not only by bringing together States Parties, international organizations and other relevant bodies to ensure that the most outstanding heritage is not lost either through human intervention or natural causes, but also by creating a platform for dialogue between nations in the protection and safeguard of this heritage.

The Convention has tried to meet the United Nations Statement of Purpose of fostering peace and understanding, which also is one of the keystones of UNESCO. It has to accommodate the evolution of interpretation in a collective manner transcending its hitherto Eurocentric nature, and over time shifting to engage with sustainable development issues. Historically, it is a Convention whose implementation was determined by experts, but it is becoming a Convention that seeks to strike a balance between 'expert' knowledge and local/community knowledge and participation.

As the international heritage community celebrates its 40th anniversary, the different regions of the world are taking stock of achievements and challenges so far encountered, with a view to improving the effectiveness of the Convention as a tool for human development and for the safeguarding of our common heritage. In this, however, there are numerous challenges: some local, some regional and some global. These include human needs that may conflict with heritage conservation, the need to have one voice in a world of diversity, the need to respect the rules and regulations set by States Parties, the need for accountability and transparency discussed so many times before, the whole issues of representation and community involvement, continuity and change, development versus conservation, and the continuous interpretation and reinterpretation of the Convention, as well as relations between partners in a very dynamic and constantly changing world.

Now, setting the stage; what are the major issues today? There is definitely no doubt that this is a flagship UNESCO Convention and a unifier of humanity in its diversity. While the implementation of the Convention has continually put into place mechanisms to ensure sustainable heritage conservation the world over, this has not been an easy task. And like Mandela's long walk to freedom, every time the international community reaches the peak of the mountain, more peaks emerge on the horizon to be tackled. Like politics, heritage conservation is an infinite process that we must all be ready to take on, one stride at a time, hoping to retain a sense of the final destination even as it recedes and reappears with greater or lesser clarity.

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This is nowhere more visible than in the context of mediation between sustainable development and sustainable conservation. The level of complexity and diversity of opinions, strategies and approaches has begun to emerge through the debates, discussions and dialogues for World Heritage listing and Danger listing, and in the implementation of conservation management plans, as well as whether conservation and development can be bedfellows.

Since its conception, the Convention was perceived to be Eurocentric. This was the reason attributed to the imbalance in representation across regions, the whole concept of a balanced and representative List that Ms Cameron and Mr Matsuura stressed yesterday. The Global Strategy for a Representative, Balanced and Credible World Heritage List was therefore adopted in 1994 by the World Heritage Committee, with the aim of ensuring that the List reflects the world's natural heritage of Outstanding Universal Value with a balance across regions. Whether it is a success or not is for you to judge.

However in moving from the '3 Cs' to the '5 Cs', the Convention has seen the adoption of some positive and inclusive principles that ensure its applicability, relevance and inclusivity. Cultural landscapes and mixed sites have to some degree broken the artificial barriers between culture and nature, demystifying the notion of a Eurocentric Convention carved in stone. The same categories have improved the number of sites listed in the previously underrepresented regions; however, the imbalance continues as the West has also embraced these new categories to list even more sites. This has serious implications, not only for sustainable development in the various regions, but also for the sustainability of the Convention itself, especially with its dwindling resources at the moment.

The plethora of challenges facing the Convention today include a lack of management strategies, conflicts, disasters (both human and natural), political and economic considerations, a lack of consultation and suspicion of other parties, and population pressure, as well as unsympathetic and contradictory developments. Today as we celebrate the 40th anniversary of the Convention, the question constantly asked is what is the best way forward to tackle these emerging issues of sustainable development without compromising the conservation agenda?

World Heritage properties often experience challenges that are informed by local and country specificities that require careful consideration although they may have some similarities. Natural sites experience challenges from neglect, invasive species, over-exploitation or incorrect use of resources, poaching, mining, destruction due to climate change or human interventions, while cultural properties also suffer due to neglect or a lack of proper management, but also from new developments, natural catastrophes such as fires, earthquakes, tsunamis, wind erosion and even smoke. As with most of the sites that I have shown, if you are looking at a mountain with ice, some of this ice is receding because of climate change. If you visit the Historic Sanctuary of Machu Picchu (Peru), for example, you will see the influence of various factors. The town on its periphery is full of activities, and the smoke that probably comes from 100 km away, both affecting the site. This happens in every part of the world, and these are the issues that we definitely need to look at, as often World Heritage properties experience challenges.

Today human impact on World Heritage properties is much more pronounced. It is common to hear accusations and counter-accusations, as well as denials, on the use and misuse of the sites and their surroundings in the name of development, sustainability and progress, with community benefit, poverty alleviation and wealth creation as moral and economic justification. Reports abound of Olympic facilities and airports, dams, power lines and windmills, or irrigation facilities being built in or around World Heritage properties. The same goes for extractive industries such as oil exploration and drilling, mining and quarrying. These are worldwide challenges, as the powers that be scramble for minerals in the Arctic, and as gas and oil exploration wreaks unknown consequences on the glaciers of the world and indigenous livelihoods. Also, changes in sea level will not only affect marine life, but also land-based properties through erosion, collapse and even submergence.

While resilience to climate change is affected by the degree to which the local community can navigate additional adverse conditions, such as land tenure rights, urbanization development strategies and the loss or gain of knowledge, the question is whether these factors are being taken into consideration among the World Heritage community. Are we asking ourselves these questions? Are we taking them into consideration when dealing with these issues?

In the name of development, there is marked change everywhere in the world: the skyline of London, the introduction of invasive species and increase of tourism in the Galápagos Islands (Ecuador), the building of dams and opening of mines in and around some World Heritage sites in Africa and other places, the sprouting of informal settlements in megacities and

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around historical landscapes in parts of Africa, Asia and South America, mass tourism and intrusion into local cultures, the pollution of marine life in Australia's Great Barrier Reef and intrusive developments in sacred sites in various parts of the world, that should be of concern to all of us.

Unfortunately, the corrective measures envisaged in the Convention have taken on negative meanings. For example the List of World Heritage in Danger that was conceived as a corrective measure has turned into a punitive measure. Best practices and good results, such as the Rice Terraces of the Philippine Cordilleras; the Ruins of Kilwa Kisiwani and Ruins of Songo Mnara (United Republic of Tanzania) that were Danger listed but are now seeing a way forward; Everglades National Park, which the United States actually asked to be placed on the Danger List when they had problems; and properties in conflict zones such as the national parks in the Democratic Republic of the Congo. These examples are hardly used to demonstrate what the Danger List can bring in terms of corrective measures, site protection, international cooperation and sound management, and I think it is time to start doing that.

There is a need for a mindset change and paradigm shift in the way the Convention is presented and perceived among the States Parties. In the name of sustainable development and conservation, where do we strike the balance? In the face of disasters that are both human- and nature-induced, what do we do? How do we react to properties in conflict areas? Irrespective of the results so far from the thematic studies by the Advisory Bodies, should we not generate greater empirical data and research that are site-, criteria- and region-specific, which would help to develop evaluation criteria for understanding and making informed and measured decisions about World Heritage status, Danger listing, developments, boundary definitions, and skyline determination. How do we decide what is bad and what is good? There is a need for open dialogue and debate in challenging areas, not just to engage in dos and don'ts.

Sustainable development is meant to address the well-being of humans and their environment, without tilting the balance. That is our understanding. With its three pillars of society, economy and the environment, the present generation are the custodians of an inheritance bequeathed to them to hand over to the next generation. This calls for responsible use, with a view to handing over a better environment than we have inherited.

The World Summit on Sustainable Development, held in Johannesburg (South Africa) in 2002 specifically on World Heritage in Africa and Sustainable Development, stated that the management of heritage is an important tool for the promotion of sustainable development and poverty alleviation, and that World Heritage status can make a distinct and valuable contribution to sustainable development in African countries, among others. The summit made numerous recommendations to African governments, one of which was to reaffirm their political commitments to the promotion of heritage management, to reinforce efforts to tackle issues threatening heritage and so much else.

These recommendations, if you look at them critically, are fundamental tenets for any sustainable development and conservation. If they were applied, would there be all these challenges facing the Convention today in Africa or elsewhere, in particular balancing heritage and economic sustainability? This is not a question for some States Parties only, but for all the States Parties to the Convention.

All these challenges make us question the original purpose of the Convention. Was it to conserve for the sake of conservation or to conserve with a human face that involves sustainable use including enjoyment? If the latter, have we lost this purpose in some way and therefore need to make an effort to rethink, to reiterate, to rekindle the role of World Heritage in sustainable development, sustainable use, in peacebuilding, in understanding between nations, in partnership and sharing, in listening and accommodating various voices however divergent they might be? If this was the case, would issues of culture and peace, of sustainable development, of local community benefits, of participation, of protection and use of indigenous and traditional knowledge systems, partnerships and many others, not become a natural trajectory?

And this brings me to the agenda of conflict. Complicating the whole issue of sustainable development and sustainable use or conservation today is the prevalence of conflicts. The Democratic Republic of the Congo, for example, has seen its five natural properties all on the Danger List for over ten years with no sign of delisting. This is not the doing of the government itself, but because of the continuing problems, some from outside. However, rather than dealing with this, both at international and continental level, there are press reports that the DRC is looking forward to exploiting the oil resources

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in these very World Heritage properties, such as Virunga National Park, where so much has already been done to salvage the situation. And the minister in charge of mineral resources was recently quoted as saying that the government will weigh oil and World Heritage status and decide which is most important. Of course if the ten years plus the loss of human lives, commitment from certain people, and loss of habitat among others has not demonstrated the importance of the World Heritage, then there is something wrong. Something wrong either with the petition of the Convention, something wrong with the Convention, or something wrong with us. Is there any doubt that this is short-term as opposed to long-term gain? But what is the solution? Is the World Heritage Committee equipped to deal with such cases without losing this heritage that the world has invested in so much, and that we cherish and need for a balanced environment, and without compromising the economic needs – and I want to stress that – of States Parties and their citizens?

The conflict between heritage and development is probably the greatest challenge to the implementation of the World Heritage Convention today. Many World Heritage properties are faced with little choice in terms of allowing developments nearby in the name of poverty alleviation. Yet, there is nothing in the *Operational Guidelines* on how to reconcile these conflicting interests, except for a statement of World Heritage properties being a 'no-go zone' for resource extraction. For economically disadvantaged countries with rich natural resources, this is a major challenge in deciding what is best for the country and its people. How can the Convention work in the interests of all, without undermining the principles on which it was developed? It is, however, clear that this can no longer be seen as States Parties wanting to have their cake and eat it too, or be ignored as a passing phenomenon.

Conflicts are not similar, either, as seen recently in Mali where the World Heritage sites of Timbuktu and the Tomb of Askia at Gao were gravely threatened. Unlike many other places of conflict, this one is based on what is supposedly religion and a call for self-determination by a group that sees heritage as heresy. The danger is made even worse as criticism of their actions leads to more destruction. As soon as the sites were Danger listed, they went on to destroy more to make a statement. The *Operational Guidelines* treat this in a similar way to cases where States Parties have not complied with the Convention. Is it not proper to consider these cases differently and remove the burden of corrective measures from the shoulders of those States Parties only and spread it around the international community, to be reflected in the State of Conservation Reports? It is clear that as long as the burden of corrective measures is with the States Parties concerned, we cannot talk of sustainable development and sustainable conservation. We can forget about it.

Another thing worth noting is that the world is still rich in both tangible and intangible heritage. Many of the heritage sites have been managed by communities for centuries using indigenous knowledge of conservation or traditional management systems. While the World Heritage Committee through the *Operational Guidelines* has come to recognize such management systems, there is insistence on the need to document it. Here also the *Guidelines* do not provide direction of how this knowledge should be used, and whether on its own it is enough as a tool for managing World Heritage properties. Yet all the years of sustainability from this particular heritage site have been based on cultural practices. Should there not be greater synergy and collaboration among States Parties with respect to the implementation of the 1972 Convention and the 2003 Convention on Intangible Cultural Heritage? I remember very well in Dr Matsuura's time as UNESCO Director-General that the collaboration between these Conventions was stressed. And if the knowledge relating to managing the properties is something that the community promotes and has particular mechanisms that are secret, what is it at the end of the day that needs to be documented? Do we document that you remove your shoes when entering the sites? That you plant the trees? That if you visit the Director-General you have to behave in a particular way? What is it that we have to do? These are questions that the Committee needs to answer. They do have a direct impact on sustainability, as well as the economic empowerment of communities.

In this discussion it also has to be made clear that development can work both ways and has the capacity to destroy – and I want to stress this – destroy the World Heritage that the Convention is striving to safeguard. However, the argument is that wholesale denial of any kind of development in and around World Heritage properties has become unrealistic and counter-productive to conservation, as States Parties are now willing to withdraw their sites or are reluctant to nominate sites in some regions; and I know of some States Parties that have refused to put sites forward. While there is no solution at the moment, it is suggested that this issue has to be intellectualized rather than bureaucratized. There is a need for serious debate and dialogue with an open mind. Even more, in dealing with issues of sustainable development it is important to

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adopt a bottom-up approach that brings the community into the centre of the discussion. The community has not been empowered to control politics, so all these issues, as well as heritage, are ripe for debate.

There is a need for a clear connection between the global and the local, and to recognize that indigenous knowledge and traditional management systems are at the core of this discussion today. There is a need to develop a language understandable at local level when talking about sustainable development and sustainable conservation, a language that the communities dream in, as that is the only way they will turn these resources to their and the world communities' advantage.

Research and capacity-building in the heritage sector are crucial, in order to develop heritage personnel and research methodologies that respond to constantly evolving and emerging issues. It can no longer be business as usual, and the upstream processes are a good start, a commendable start; but there is a need to push for new horizons and new boundaries. It is clear that conflicts will continue to affect World Heritage properties, but these should not be treated as normal challenges. Clear direction on how to deal with such situations should be ingrained in the workings of the *Operational Guidelines*. And always in the wings are disasters to be expected and predicted. In the last few years there have been serious disasters in different parts of the world, notably the disaster that befell Japan with an earthquake followed by a tsunami that destroyed whole communities and a great heritage. A few days ago, Hurricane Sandy caused enormous damage to the cities and landscapes of the eastern part of the United States. The Indonesian tsunami had repercussions beyond its borders a few years ago, with its effect felt across continents. Fires, floods, winds and climate change leading to rising ocean levels are directly affecting heritage properties through erosion and at times even submersion. Acid rain created elsewhere is a constant threat caused by the human need for development and changing industrial landscapes. All these factors need to be addressed by the Committee.

The approach, however, should not be to wait and react but to predict and prepare; and of course, those are the opportunities. And in this all knowledge systems are valuable. It is only through partnerships, inclusiveness, knowledge development and proactive response to challenges that we will be able to achieve sustainable development and sustainable conservation, and put in place proper mechanisms for disaster prevention and disaster recovery. We cannot move alone; neither can we continue to decide for others. Either we are with them and for them or not, and therefore the saying 'Not for us without us' is a valid one.

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### Panel Discussion B: Our life and heritage: sustainable development of World Heritage and World Heritage for sustainable development

**Moderator, Mr David Sheppard**

**Director General, Secretariat of Pacific Regional Environment Programme (SPREP), Australia/Samoa**



Discussions regarding the relationship between sustainable development and World Heritage conservation were held during Panel Discussion B. The panel discussion was moderated by Mr David Sheppard.

### Summary of the presentations

First, the ICOMOS expert gave his viewpoint that the true foundation for sustainable development is culture and that benefits not only the present but also the future, if heritage can be utilized in a sustainable manner. It was emphasized that development must not be at the expense of heritage. In Africa, World Heritage sites were placing a heavy burden on development and the crucial issue is the balance between the conservation of heritage and development. Specific viewpoints regarding the role of regional communities concerned were presented. Using Japan's Shiretoko World Heritage site as an example, it was indicated that tourism was both important for the regional economy and a possible threat to the conservation of nature. A strategy for creating balance through ecotourism was proposed, with the participation of the regional community as the key.

Furthermore, under the conviction that the conservation of cultural heritage is important for sustainable urban development, the World Bank representative explained that the bank has been carrying out various activities and providing support for World Heritage sites around the world and is involved in the development of future projects.

A reference was made to the fact that the advantage of the World Heritage Convention is that it deals equally with cultural and natural heritage, and with sustainability as the focus, its accomplishments were presented while citing examples of leading-edge initiatives. Furthermore, it is important that World Heritage becomes a learning model for thinking about even broader possibilities of sustainability and that it indicates the role of local communities as well as presenting solutions.

Finally, the importance of capacity-building in the sustainable development of World Heritage was emphasized. There is also a need for international cooperation from perspectives such as risk preparedness and the conservation of heritage in conflict situations – before, during and after the conflicts.

Panel Discussion B

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### Sustainable conservation of World Heritage or World Heritage for sustainable development

#### Mr Gustavo Araoz

President, ICOMOS International



As part of this celebration, the Japanese Government last week convened a group of experts in Himeji to study the achievements of the Nara Document, whose 20th anniversary we will be celebrating in two years. Our mandate was to discuss the new challenges that Nara's conceptual expansion has ushered in, and in which in many ways Prof. Abungu has already summarized in his excellent presentation. The outcome of this meeting was a set of recommendations called the Himeji Recommendations.

Sustainable development has been presented as being dependent on three types of sustainability: environmental, economic and socio-political. Without necessarily disagreeing with this and as we already proclaimed at the World Urban Forum in Naples last month, ICOMOS feels that the true foundation stone for healthy and sustainable human development is culture. When economic and social development ignores the cultural identity, cultural heritage, cultural traditions and cultural emotions of the communities it is intended to benefit, it is doomed to eventual failure. We are now coming to terms with the realization that over the past half century, billions of well-intentioned dollars, euros and yen were wasted on development projects that failed because they were based on alien cultural models and aspirations that came about in order to fill the needs that were perceived by the donor countries, not by the recipient communities.

As we have all heard many, many times, the concept of sustainable development was first coined and defined in *Our Common Future*, the Brundtland Report of 1987, as Mr Sheppard has already quoted.

Since then, the term 'sustainable' has proliferated and become a catchphrase for anything wanting to acquire a veneer of political correctness; sustainable food, sustainable jobs, sustainable transportation, etc., or sustainable brands. But let us leave aside the sustainability trendiness, and get to our topic.

Over the past years the relationship between heritage and sustainable socio-economic development has gathered great legitimacy and momentum, which is welcome as a reaffirmation of the tenet that has always been at the core of the ICOMOS mission, which is that heritage conservation is not an end in itself but an activity intended to bring unending social benefits. The foundational document of ICOMOS, the Venice Charter, clearly asserts this when it says 'the conservation of monuments is always facilitated by making use of them for some socially useful purpose.'

Eight years before the World Heritage Convention and twenty-three years before the Brundtland Report, the Venice Charter of 1964 expressed in its preamble not only what would become the spirit of the World Heritage Convention, but also all the main elements of the Brundtland Report; a unified determination across the entire planet to face a universal threat, the need for internationally coordinated action, and perhaps most surprising of all, the Venice Charter addressed the core topic of intergenerational equity, thereby providing a very similar definition to that of Brundtland as to what constitutes sustainable conservation. I simply quote that the common responsibility is to safeguard our monuments for future generations. It is our duty to hand them on in the full richness of their authenticity, and I end the quote.

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The common theme of sustainability that links the Brundtland Report, the Venice Charter and the World Heritage Convention is the commitment to the intergenerational contract that binds each living generation to refrain from benefiting at the expense of our children and grandchildren.

The present-future relationship of sustainability is worth recalling because, in my experience, I often see that sustainable development is interpreted to mean development that is economically viable or feasible in the medium or long term; but that is only one of its aspects. It is wrong to think of sustainable development merely as development that can be maintained. When that flawed line of thinking prevails, the linkage of sustainable development to the World Heritage context is misinterpreted as a special licence to limitlessly exploit these treasured properties, as if they were ore deposits whose significance and authenticity can be extracted for profit until exhausted.

Like fossil fuels, our heritage properties are non-renewable resources resulting from the passing of time. They are what they are, the rationale for why they are significant may change in time and space; but physically they cannot be enlarged, they cannot be re-created, and they cannot be reconstructed. When they are gone, they are gone. But unlike fossil fuels, which are used up and gone forever, World Heritage properties, if used wisely, gently and sustainably, will never be depleted of their values, and they will serve society indefinitely and bring great benefits to living communities and generations yet to come. That is what the Venice Charter and the World Heritage Convention tell us. World Heritage has no replacement; it has no alternative.

When improperly guided or ill-conceived, attempts to reconcile sustainable development of World Heritage, and World Heritage as a tool for sustainable development, inevitably will lead to a difficult negotiation process torn by two very different goals at each polar extreme. On the conservation side, the aim becomes to avoid the loss of Outstanding Universal Value. At the other extreme, the objective is to maximize economic benefits at the cost of losing Outstanding Universal Value.

I say all this because we are increasingly seeing proposals that perhaps inadvertently will deplete and erode the Outstanding Universal Value of World Heritage properties, in order to achieve benefits that ironically may not even qualify as sustainable development in that they will only be beneficial to the current generation of investors and politicians.

We need to set realistic sights on how much we can really squeeze out of the culture–development partnership. We also need to understand which attempts to marry culture and development will be successful and which will lead to a messy and painful divorce. If development is expected to occur at the expense of heritage, a happy marriage will be impossible, as eventually a choice will have to be made for one over the other. We saw that in the case of the Dresden Elbe Valley (Germany), and we are seeing the story repeated, as some World Heritage properties are dangerously and recklessly approaching the same situation by pretending that certain development initiatives are compatible with maintaining their Outstanding Universal Value.

ICOMOS is aware that governments must make difficult choices to meet the needs of their people: transportation, energy sources, education, housing, food production, etc. We know that conservation of the cultural heritage in many ways is only one of the many pressures that they face, but this is the main interest of ICOMOS and it is our overarching mission.

As we move forward into the next forty years of the Convention, one thing has to be kept perfectly clear. The goal of the World Heritage Convention is and will always remain conservation, and not development. The Convention is not against development; in fact we embrace it. But when a choice has to be made between one and the other, no one should be surprised as to what option ICOMOS will recommend.

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### World Heritage in Africa: a constraint or an opportunity for sustainable development?

**Dr Ishanlosen Odiaua**

Lecturer, Abubakar Tafawa Balewa University, Nigeria



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Since the inception of the World Heritage Convention forty years ago, eighty-six World Heritage sites have been inscribed in Africa. These include: forty-seven cultural, four mixed and thirty-five natural sites, as showcased in UNESCO's publication on *African World Heritage – A Remarkable Diversity*, which I had the privilege of co-editing with Lazare Eloundou of the World Heritage Centre.

Most of these sites are undergoing some form of development pressure, as indicated in the results of the second cycle of Periodic Reporting in Africa in 2011. These pressures include infrastructural development such as large hydropower dams, tourism facilities and urban growth.

Finding a balance between conserving heritage and ensuring much-needed development is a fundamental challenge to these sites. There is a lot of academic and bureaucratic debate about reconciling these two imperatives, but translating them into action in the field is extremely difficult.

Nowhere is this more evident today than in Africa, where the growing question is whether conservation is an opportunity or a constraint to much-needed development. So, what are the issues at stake?

Let me illustrate first with cultural sites. African World Heritage cultural sites testify to the resilience of management systems that have ensured the survival of populations of many centuries. Their conservation is often wholly dependent on communal efforts, complemented by economic activities linked to the tangible and intangible aspects of the sites. For example, in the Old Towns of Djenné (Mali), communal organization and mobilization have ensured the conservation of the town's remarkable urban architecture. In Lalibela (Ethiopia), daily life is centred on the rock-hewn churches that play a major role in the celebration of life and death. In Malawi, the Chongoni Rock-Art Area is central to female rites of passage amongst the matrilineal Chewa population.

World Heritage status can also be an opportunity for development. Appropriate branding can bring considerable revenue from tourism. The inscription of a World Heritage site can catalyse much-needed infrastructural development. Local communities are often proud of their World Heritage status and appreciative of the international support that this garners for their direct benefit.

However, inhabitants of many African cultural sites are concerned that World Heritage status limits their aspirations for modernity and comfort. For example, by hindering urban infrastructure such as roads, or basic housing improvements such as water, sanitation or electricity, or the modification of living quarters to better adapt them for modern living. The major challenge is to address local needs and aspirations, while avoiding the 'museumification' of the site in the pursuit of 'authenticity' and 'integrity'. In particular, it is important that the development of tourism should not undermine the inherent values that define the site. For cultural heritage conservation to succeed, it must promote a form of sustainable development that combines continuity and change, building on what already exists rather than introducing new things.

Concerning African natural sites, the sites cover 30 million hectares on the continent. They are samples of nature that have been set aside for present and future generations, providing habitats for rare or endemic flora and fauna, and preserving invaluable landscapes. In their natural, undeveloped state, they have substantial and often underestimated value. They provide environmental services indispensable for the livelihoods and economic survival of neighbouring communities. Some

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sites also have considerable cultural significance. Okapi Wildlife Reserve (Democratic Republic of the Congo) and Bwindi Impenetrable National Park (Uganda) are home to rare species. The protected properties of the Central African region in general are vital to the survival of indigenous pygmy populations, such as the Baaka and Mbuti peoples.

At global level, the forest sites are in line with the efforts to avoid climate change. The 2011 Periodic Report reveals that many of the natural African sites face serious challenges, because they contain high-value natural resources, such as minerals, oil or gas, and trees. The commercial exploitation of these resources can be a major source of income for certain countries. Thus, faced with the choice between conservation and economic advancement, decisions are often difficult to make in view of the realities on the ground, far removed from the theories of development thinking.

However, making a choice for economic benefit can have far-reaching and unforeseen immediate and long-term effects. It is important to understand the interactions between the human and natural environments in Africa. How did local communities manage the natural resources in their immediate environment? The protection of natural sites is sometimes perceived as an obstacle to infrastructural development that is important for economic growth.

Thus in conclusion I ask the question: what is the relationship between conservation and sustainable development? First of all, we all must accept that development is an expectation and a right for every community. Heritage conservation and sustainable development must be considered as partners. It is impossible to conserve without development, and conservation best succeeds when fully integrated into development planning. Thus, conservation must take into account the development paths of the communities associated with heritage resources. Effective and sustainable development requires building on existing local value systems, not only for cultural sites but often also for natural sites. The challenge is to preserve natural and cultural resources for future generations, while also ensuring that the present generation is able to live to its full potential. Rather than being prescriptive with a focus on specifications, conservation solutions should give space to the creativity and adaptability of men to reach their desired outcomes. The conservation measures should be site specific, and should always include the active participation and consent of stakeholders.

Finally, I want to outline two key and often neglected issues. The first is a need to increase partnership for knowledge sharing, appropriate technology transfer and the development of local technologies. The second issue is the role of women, the often forgotten 50 per cent in conservation efforts. Women play a primary role in the sustainable transmission of cultural values that are central to the core of many communal practices, and necessary for the effective protection of many heritage properties. This important role needs to be recognized and built upon as one of the pillars of sustainable development within local communities. We are hopeful and see solutions and opportunities despite the challenges, but success will require a great deal of effort and attention from all stakeholders.

### Sustainable tourism management in Shiretoko World Heritage area: innovation by participatory approach

**Prof. Asami Shikida**

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I would like to talk about innovation by a participatory approach. First, a brief explanation of the Shiretoko World Heritage site. Shiretoko is the northernmost natural World Heritage site in Japan, situated in the north-east of Hokkaido. It was inscribed in 2005, and is a national park that spans a 70,000 hectare peninsula.

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In 1999, there was a request from the local people to inscribe the park on the World Heritage List. In 2004, the Shiretoko World Natural Heritage Site Scientific Council was established for preparation, and the park was given World Heritage status in 2005. Then in 2008 the park received a monitoring mission from the UNESCO World Heritage Centre and the IUCN, and in 2009, a heritage site management plan was established.

The attraction of the Shiretoko World Heritage site is the inseparable connection between the land and marine areas. It is also a treasury of wildlife, such as the brown bear and Blakiston's fish owl. The criteria for inscription concern the ecosystem and biodiversity. The ocean, the southernmost seasonal sea-ice area in the Northern Hemisphere, has formed an extremely unique ecosystem. As for biodiversity, many rare species inhabit the park, making it extremely biodiverse.

On the other hand, the Shiretoko site attracts many tourists. Over 1.8 million tourists experience the primeval nature of Shiretoko each year. Tourism is important for the local economy. In just one town, tourist consumption reaches 12 billion yen, or 150 million US dollars. However, 60 per cent of the tourists are first-time visitors. The concentration of tourism is arousing a sense of danger concerning the conservation of the natural environment – 400,000 people visit the areas protected with wooden paths each year.

One effect of the inscription of Shiretoko on the World Heritage List was an expansion of government authority. Due to the increased involvement of the Ministry of the Environment, the Forestry Agency, and the Government of Hokkaido, the level of site management has improved significantly. We have seen a high level of scientific management. On the other hand, this has meant the implementation of a controlling and bureaucratic management style, at a cost of 300 million yen a year.

It was under these circumstances that in 2008 the UNESCO World Heritage Centre and the IUCN representatives visited the site in the framework of a monitoring mission and recommended establishing an ecotourism strategy. The point was that we needed such a strategy in order to simultaneously achieve three goals: to let tourists experience nature, to revitalize the local economy, and to conserve the natural environment. In response to this, in 2010 the local community began to work on creating a strategy. Local workshops were held repeatedly and involved all parties in their discussions. We were able to reach a final agreement in 2012.

One important characteristic of this strategy is that it is participatory, not focused on achieving a major goal, but rather on the participation process. It uses a bottom-up system that elicits voluntary suggestions from participants. At the same time, this system leads to the self-motivated capacity-building of participants. On the other hand, because of the diversity of opinions collected, those that have been involved from the beginning must learn to be flexible and open-minded, listening to many different suggestions.

To sum up, until the inscription of the Shiretoko World Heritage site in 2005, management of the national park and voluntary management of local communities coexisted. However, with the inscription in 2005, although the country's authority expanded and the level of management improved, management moved away from the local community. Now, with the World Heritage ecotourism strategy established in 2012, voluntary management by local communities is returning in a swing-back effect.

Here are some things that we can learn from Shiretoko. There can be a change from a system of obligatory management through scientific knowledge to a system that lets local communities utilize scientific knowledge with support from experts. Ecotourism strategies can lead to innovative heritage management. This is because the goal is not definite, it is a strategy to be improved. Moreover, local participation facilitates capacity-building, and this ultimately leads to the advancement of sustainability.

Finally, the most important point is that the local communities understand the World Heritage system and utilize it well. This is, in a sense, a wise use of the system, and it will enable the communities to truly improve the value of World Heritage.

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### The role of cultural heritage conservation in sustainable development

**Ms Rana Amirtahmasebi**

Urban Development Specialist,  
World Bank



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The role of the World Bank in conservation is pretty minimal compared with the World Bank's portfolio in general, but I think it is worth mentioning and knowing about. As I work with the urban development unit, and by nature we focus more on built heritage; so my presentation is mostly focused on built heritage. To give you an overview, the World Bank has been active in cultural heritage conservation in the past two decades. Conservation of cultural heritage is well aligned with the World Bank's mission of alleviating poverty and sustainable development. Conservation of built cultural assets is especially important in sustainable urban development, because it adds to the liveability of cities. It creates a strong sense of place, identity and social capital, and is a measurement for sustainable green urban growth. It develops energy-saving measures through reusing built assets. It is essential in the development of small and medium-sized enterprises (SMEs). It generates jobs, particularly for women and local artisans, and it has economic multiplier effects through cultural tourism revenues.

The World Bank's approach to the conservation of cultural heritage has evolved significantly, especially in the past two decades. In general, there are three phases that are identifiable in its approach. Phase one was before the 1980s, and it was a 'do no harm' phase. In this phase, the Bank tried to avoid harm to cultural heritage assets in its project implementation. Phase two from 1980 to 2000 was a 'specific interventions' phase, where the Bank invested in specific cultural heritage assets and monuments with a focus on tourism. Phase three from 2000 to date is an integrated approach, in which the Bank integrated historic city regeneration with local economic development, job creation, tourism development and improved livelihoods. So these phases correspond to specific events and actions of the World Bank team.

The Bank's activities in this field started in the 1940s, naturally with the reconstruction of Europe after the war. In 1986, the Operational Policy 11.03 was approved, which calls for the protection of cultural property impacted by World Bank projects. In 1999, the Bank organized a milestone conference in Florence, called Culture Counts. Then in 2000, the Italian Trust Fund on Culture and Sustainable Development was launched. In 2006, safeguard policies on physical cultural resources were approved. And in 2011, a Memorandum of Understanding was signed with UNESCO, and the Government of India joined a trust fund and multi-donor trust fund for cultural heritage and sustainable tourism that became effective.

So the World Bank's portfolio on cultural heritage projects has grown significantly in the past decade. So far, the Bank has approved 177 operations, totaling US\$2.6 billion in cultural heritage and sustainable tourism across sectors and regions, and these are only cultural heritage numbers. If you add the natural heritage numbers to this, it will go over US\$6 billion. A study to find out the overlaps and synergies between UNESCO and World Bank projects that we could work on led to the Memorandum of Understanding between UNESCO and the World Bank. The World Bank is definitely involved in developing projects in World Heritage sites around the world. Of all its projects with cultural and natural heritage components, 120 have focused on World Heritage sites. These figures are a couple of years old and we are actually renewing the portfolio at the moment, so they are sure to increase soon.

These projects have provided investments, conservation and rehabilitation policies, site area management plans, physical improvements and technical assistance on 188 UNESCO World Heritage sites – 112 are cultural sites, seventy-one natural sites and five are mixed sites. Now I will provide you with some examples of World Bank projects in the cultural heritage conservation field. The Russian Federation Preservation and Promotion of Cultural Heritage project was designed to spur on economic and social development. The Russian Government aims to support heritage conservation in four oblasts, which have witnessed events that are essential to the Russian national identity. The project components included integrated heritage

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site development, protection of museum assets and project management, monitoring and evaluation. Another example from China is the Shandong Confucius and Mencius Cultural Heritage Conservation and Development project, designed to assist Shandong province to enhance cultural heritage conservation and tourism development. The key components of the project were conservation work, improved signage and interpretation and displays, urban development and improvement for water supply and waste-water infrastructure, conservation of historic houses and capacity-building.

The next example is the Georgia Regional Development project. The Government of Georgia asked for World Bank assistance to develop the local economy in the Kakheti region, which was a key juncture on the Silk Road and has long been the heart of the country's ancient culture, history and economy. The components of the project were the upgrading of urban infrastructure in the cities of Telavi and Kvareli and the heritage village of Dartlo, restoration of the façades of 150 publicly and privately owned buildings with historic architecture, redevelopment of eleven cultural heritage sites, incentives to the private sector to invest in tourism in Kakheti, improved management of tourism destinations, and the development of two leisure travel clusters. In addition to these projects the Bank does a lot of what we call knowledge production. We try to document some of the achievements of these cultural heritage projects that have been done in the past two decades, in order to make the case for future projects and convince countries to take on more of these projects; because there are some measurable outcomes that could be applicable in other instances.

### The role of World Heritage as a learning model in pursuit of sustainability

#### Prof. Nobuko Inaba

Chair, World Heritage Studies Program, Graduate School of Comprehensive Human Sciences, University of Tsukuba, Japan



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I have worked with the World Heritage Convention for twenty years. Ever since Japan ratified the World Heritage Convention, I have worked inside and outside Japan. And in relation to World Heritage I have also worked on international cooperation, mainly in Asian countries. Now I am involved in educating the next generation. The theme of this session is The World Heritage Convention at Present, which is about life and heritage. It is a great opportunity to be able to talk about my experiences, and I am deeply honoured.

What is World Heritage? It is better to see a site before it becomes a World Heritage site, because tourism ruins World Heritage sites. What is World Heritage to you? I ask this question every time I speak about World Heritage to a general audience in Japan. I can now say with confidence that World Heritage has played an important role. Everyone can agree that the good thing about the World Heritage Convention is that it deals with both cultural and natural heritage. Based on this history, experts in both cultural and natural heritage have worked in separate domains with fundamental differences, such as government organizations. There may be many disagreements in the field, but I think the form of the World Heritage Convention today will not fail.

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I would like to talk about the achievements of the World Heritage Convention with a focus on sustainability, which is the theme of the 40th anniversary. Many participants have already commented on this, but since the 1990s, or rather a little before that, there has been a new approach to heritage that focuses on the cultural landscape and much research on the global strategy in different countries. These have played a wide role in raising public awareness of cultural and natural diversity in international society, with sustainability as a keyword.

Time has passed since the paradigm shift. One major accomplishment was the acknowledgement that agriculture, forestry and fisheries sites, such as rice terraces and minority peoples' villages, are also World Heritage. In Asia, the rice terraces of Ifugao in the Philippines was the first agriculture, forestry and fisheries site inscribed on the World Heritage List; this was in 1995. In the same year, a Japanese mountain village with Gassho-zukuri houses became a World Heritage site.

These inscriptions influenced heritage conservation policies around the world. In heritage related to agriculture and nature related to religion, the wisdom of people who have lived together with nature can be found. One issue that is being worked on across borders – that must be worked on – is how we can relatively understand the communities' natural and cultural heritage and give them back to the local communities for their sustainable development. That is, the policies and efforts at the actual sites, which is where the communities are.

In Japan, these efforts progress through the cooperation of, for example, the Agency for Cultural Affairs, the Ministry of Land, Infrastructure, Transport and Tourism, and the Ministry of Agriculture, Forestry and Fisheries, without mentioning Japan's Satoyama Initiative. I am certain that without these pioneering initiatives under the World Heritage Convention, with its distinction, there would not have been such a movement across the globe.

I agree with many experts who say that World Heritage is a learning model, a flagship, for a sustainable Earth and for the future of human society. Often these days I visit symbolic World Heritage sites, whether natural, cultural, tangible or intangible, and think about what World Heritage should mean. These photographs are of the World Heritage site of Koutammakou, the Land of the Batammariba (Togo). The entire village is a World Heritage site. It does not have water, electricity or gas. This does not mean that the World Heritage Convention wants the villagers to maintain their lifestyle without infrastructure. I think the important thing is that, ten or twenty years from now, we will be able to prove that this village fared better than others.

This shows the Rice Terraces of the Philippine Cordilleras that I mentioned earlier, an Asian site that survives on rice production. While social structures continue to change due to globalization, youths work hard. On the front line are women who work at the local government offices. It is important that this site becomes a model community of sustainable development for neighbouring villages and presents a feasible solution, because it is close to achieving sustainability. For this to be achieved it is necessary to think about the local social system that will support World Heritage, and about capacity-building through international cooperation.

I recently visited the Japanese village I mentioned earlier, which forms part of the Historic Villages of Shirakawa-go and Gokayama World Heritage site, to hold a meeting on this issue with international experts who are also attending this event in Kyoto. A village elder said that the people living there must first be happy. Otherwise, young people will not stay. What can we do to achieve this? What is a broader possibility of sustainability modelled on World Heritage, broader than the mere sustainability of World Heritage? I think local government, local governance, is a key point for connecting local people and international society. On a separate occasion, we will present the results of the meeting in Toyama as the Toyama Proposal.

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### Mr Lazare Eloundou-Assomo

Chief, Africa Unit, UNESCO World Heritage Centre



I will quickly share with you some brief remarks. First of all, I agree with all that the panellists have said and the issues they have raised, which in my point of view constitute guidance for a sustainable development of World Heritage. I particularly agree with the importance today of the participatory approach as a way of finding solutions for responding to the need to use World Heritage as a vehicle for sustainable development.

What I would like to emphasize here is the role and importance of reinforcing capacity-building. The Periodic Reporting exercise is very important, as it can be used to turn this concept of 'taking contributions from local communities into account' into action.

But to make it possible, it is also vital to recall the role of international corporations and partnerships at all levels. As mentioned by George Abungu, a bottom-up approach, uses of traditional management systems, community outreach and also focusing on management effectiveness are equally significant.

International cooperation is also important for risk preparedness. A good example of international cooperation is, of course, around one of the African sites, the Tombs of Buganda Kings at Kasubi, which burned down in 2010. With the help of the Japanese Government and experts from Japan, we will start working with the Government of Uganda to rebuild this important shrine. The final thing I would like to share with you is the importance of considering the issue of sites in conflict situations where communities are particularly affected. Due attention should be given to them, not only during a conflict, but before and particularly after it.

## Summary of Question and Answer session

**Christina Cameron** (Canada) asked **Ishanlosen Odiaua** how local communities in Africa were able to negotiate with large multinational companies that were interested in resource extraction from World Heritage areas. Dr Odiaua replied that often the state authorities overrode the local communities when it came to negotiating with large foreign entities. However, she also noted how the general trend was to give more prominence to local communities and was confident that, with time, the appropriate mechanisms would be put in place to empower them to drive their own development strategies.

**Mounir Bouchenaki**, noting the significant number of heritage-related projects implemented by the World Bank in developing countries, asked what results these had given in places such as Lebanon and Yemen. **Rana Amirtahmasebi** explained that Implementation Completion Reports (ICR) were independently prepared at the end of each project, and that these were all available publicly. Examples of projects which had given good results included that of the Medina of Fez (Morocco) and that of Copan (Honduras), where indigenous peoples had been involved and empowered.

**Mechtild Rössler** (World Heritage Centre) noted how the World Heritage Convention had been a forerunner under many aspects, for example in introducing the notion of cultural landscapes, but considered that no satisfactory answers had been provided, to this day, to address the challenges for their conservation and management in the long term. In response to this, **Nobuko Inaba** stated that many good models and projects showed sustainable practices for the conservation of cultural landscapes. The challenge, however, was to adapt these to local realities and governance systems and build the capacities of those concerned. This is where the experts should direct their efforts as a priority, and could be facilitated by the establishment of horizontal networks.

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**Ratish Nanda** (Aga Khan Trust for Culture) directed his comment to **Gustavo Araoz**, stressing how if heritage was to contribute to sustainable development it needed to be integrated into a larger strategy that included interventions across a wide range of sectors, including education, health and infrastructure. Mr Araoz acknowledged that, as strongly emphasized by the Nara Document on Authenticity, heritage was very much about people. It was therefore essential that heritage concerns should have been embedded in all kinds of plans. This however did not depend only on heritage practitioners and institutions. Conversely, it was important to ensure that heritage conservation initiatives embed the needs of people. He considered, in this regard, that the main implications of the addition of the fifth 'C' (Communities) to the Strategic Objectives of the *Operational Guidelines* to the Convention had not yet been drawn.

**Collins Chipote** (Zambia) observed that the World Bank was also supporting extractive industries and asked how much influence the Bank had when it came to ensuring that no harm would be caused to precious heritage resources. **Rana Amirtahmasebi** stated that in some countries, national or even city authorities were very empowered, while acknowledging that the possibility of conflict between different objectives existed. The World Bank had established safeguard policies for environmental and cultural heritage resources, which were very rigorous and strictly applied in all projects. The problem was, however, that many countries were now borrowing money from the capital market, as interest rates there were approaching those offered by the World Bank, which meant that many interventions were taking place outside any form of control.

**Kazanembo Kazanembo** (Namibia) highlighted the dilemma facing African countries, where imperatives of development often conflict with longer-term goals of conservation. He also observed that multinational companies engaged in extractive industries did not appear to be bound by any rules or guidelines as regards the conservation of heritage, and asked **Ishanlosen Odiaua** to comment on this. Dr Odiaua noted that it was first of all up to the countries concerned to ensure that their own laws and regulations were enforced. In addition, international legal instruments such as the World Heritage Convention could be used, as was the case for the agreement reached between UNESCO and the mining industry. What was crucial, at any rate, was to reinforce capacities to integrate heritage concerns in development planning and implementation.

**Baba Keita** (Mali) asked **Gustavo Araoz** to clarify his statement regarding the prevalence of conservation over development. If this was the case, what would the 'paradigm shift' often referred to then consist of? He also reiterated that ensuring the effectiveness of the legal framework within each country was the responsibility of States Parties. Mr Araoz acknowledged the need to develop better arguments to explain how conservation could work with development. He agreed that in many cases development initiatives were indeed sustainable, particularly in contexts such as Africa, where the cohesion of communities enabled more meaningful negotiation. Sometimes, however, development projects were presented as sustainable whereas in fact they were short-sighted and led to the depletion of essential resources. This was the danger to be avoided.

**Hamady Bocoum** (Senegal) stated, with regard to sites inscribed on the World Heritage List in the early years of the Convention, and for which no clear statement of Outstanding Universal Value was available, that he wondered if it would not be possible to develop this, taking into account the current development context, in order to anticipate potential tensions between conservation and development needs.

**Seiichi Kondo** (Japan) addressed his question to the representative of the World Bank, asking which arguments could be used to convince governments to adopt the long-term view, in the interest of conservation. **Rana Amirtahmasebi** stated that it was very difficult to convince developing countries to borrow money from the World Bank to support heritage conservation projects, particularly when they faced more pressing needs such as ensuring food and health to their populations. This was probably why the projects focusing on heritage were only a very minor portion of the entire portfolio of the Bank's initiatives.

**Ahmed Skounti** (Morocco) asked **Asami Shikida** to elaborate on the strategy adopted at Shiretoko to reconcile a scientific approach and social considerations. Prof. Shikida explained the efforts made to bring together the scientific knowledge and the often tacit local knowledge within a fully integrated and participatory process, which would also include mechanisms to provide feedback from lessons learned.

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**Mike Turner** (Israel) recalled that the eradication of poverty was one of the main objectives of sustainable development already in the definition of the Brundtland Commission in 1987. He added that conservation and the interests of local communities were often diverging and asked **Gustavo Araoz** to suggest processes to ensure that communities be involved in development planning and implementation while maintaining heritage values.

**Dawson Munjeri** (Zimbabwe) reacted to the idea expressed by some of the previous speakers that the solution to address tensions between conservation and development objectives would reside in the application of national legislation. He considered, in this regard, that much of the legal framework in his region, Africa, was still outdated or did not cover heritage at all. He asked what could be done by UNESCO to address this issue.

**Ishanlosen Odiaua** noted that the gap between different visions on heritage could be bridged through education. She also noted that a number of countries in Africa had in fact developed a legal framework covering heritage in recent years, such as Kenya. These, however, now needed to be tested and possibly improved in the light of experience.

**Lazare Eloundou** pointed out two aspects which were important concerning national legislation on heritage: the need to harmonize this legislation across all sectors of public interventions, in order to avoid conflicts, and to respect the rights and aspirations of local communities.

Thanking the panellists and all those who had contributed, the Moderator **David Sheppard** summarized the main points he had retained from the discussion. First of all, the debate had clarified that sustainable development was essential and that World Heritage could play a key role in achieving it, particularly with regard to local communities, through a bottom-up approach. Mr Sheppard had also noted five main points raised during the session:

- The need to integrate World Heritage in regional and national planning, for example with reference to extractive industries.
- The importance of always planning for the long term and to aim at passing heritage values to future generations.
- The consideration of tourism as a key dimension linking heritage and sustainable development, to be carefully planned and managed and about which experiences should be shared.
- The major role to be played by donors and partners, such as the World Bank, and at the same time the need to consider how to ensure the sustainability of heritage conservation initiatives.
- The critical role of capacity-building, particularly focused on local communities and not just experts and practitioners. The latter, in fact, could often learn from local communities.

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### Panel Discussion C: Disaster prevention, recovery from disaster with communities

**Moderator, Mr Tim Badman**

**Director, World Heritage Programme, IUCN**



Discussions regarding the impact of disasters on World Heritage and preparedness, with particular emphasis on disaster prevention and recovery with communities, were held in Panel Discussion C. It was moderated by Mr Tim Badman.

#### Summary of the presentations

First, the example of Angkor (Cambodia) was given with the background and efforts that allowed the site to be removed from the List of World Heritage in Danger. Measures and steps taken against the risk of natural disasters, especially towards floods, were discussed. On the central theme of disaster prevention and communities, the situation of Japan after the Great Hanshin-Awaji Earthquake (1995) and the Great East Japan Earthquake (2011) was raised and specific examples were given of heightened disaster prevention awareness towards cultural heritage sites, disaster prevention in collaboration with communities, and the reinforcement of disaster recovery frameworks. Meanwhile, in Afghanistan, the Cultural Landscape and Archaeological Remains of the Bamiyan Valley was inscribed on the Danger List in 2001, as part of efforts for the transition from a culture of war to a culture of peace. The Government of Afghanistan has been implementing many measures in collaboration with UNESCO. It was said that the challenge being faced is the continuation of efforts to raise awareness of the value of the nation's heritage and to heighten the sense of responsibility towards protection and conservation for the next generation.

Also, natural disasters were defined as natural hazards that result in damage to human habitats. Data concerning past natural disasters indicate there will be an increasingly higher risk of damage being incurred in the regions surrounding World Heritage sites of Asia. Examples of countermeasures were given, and also based on the Japanese experience of the Great East Japan Earthquake, it was emphasized that proactive natural conservation is important for natural disaster prevention and the reduction of damage. Fires and the impact of climate change were given as examples of damage to cultural heritage properties, not only through natural but also human-induced disasters. Just as traditional houses show superior resilience than modern architecture, historical cultural heritage has the potential of becoming assets towards reducing disaster risk. The issue of the conservation of cultural heritage and disaster risk management was touched upon, and it was said that the role to be played by local communities as stakeholders was extremely large.

It was pointed out that the issue of disaster risk management is very often neglected at heritage sites and that 'homework' should be done at each site.

Panel Discussion C

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### Angkor: twenty years of implementing the 1972 Convention

#### Mr Ros Borath

President, National Committee for World Heritage, Cambodia



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The Angkor site was listed both on the World Heritage List and on the List of World Heritage in Danger in December 1992, at the session of the Committee in Santa Fe (United States). It was probably the first monumental area of 401 square kilometres, over 40,000 hectares, to be registered. The Angkor site was removed from the Danger List in July 2004, and it remains so. The eco-historic site of Angkor is a vast, much-frequented site, visited and above all long-inhabited in a permanent manner in the form of dispersed habitat. Angkor, a symbol of the Khmer people, is located in the province of Siem Reap in northern Cambodia. The living monument includes the Angkor Archaeological Park. The Angkor site falls within a specific landscape; it is a plain watered by three rivers, in the centre of a very horizontal landscape mainly consisting of rice fields. This topography is the result of changes in the environment by man over time. To our knowledge, Angkor contains no less than 1,000 archaeological sites, including sixty major monuments which are among the 191 on the registration list. It is in this context that twenty countries with twenty-five of their institutions went to work on the site, in seventy project sites – completed or under way – for almost two decades.

The coordination of the international conservation efforts is followed closely by the International Coordinating Committee (ICC) for the Safeguarding and Development of the Angkor Region, co-chaired by France and Japan with a permanent secretariat provided by UNESCO. This committee was created as a result of the Inter-Ministerial Conference in Kyoto in October 1993. The Angkor Park is one of the largest sites inscribed on the World Heritage List, sheltering on its territory a population estimated in 2010 at about 120,000 people in 112 villages. The Royal Government's policy is to maintain this population in the community; and it is, with its surroundings, one of the important components of the heritage of Angkor, with its own traditions and customs. The challenges are the active participation of the population in the management of the park, and involving these communities in the preparation, implementation and improvement of the risk reduction strategy, as well as in drawing up the management plan.

The other, equally important, aspect is the training and assistance provided to the community regarding the risk of natural disasters or anthropogenic hazards. As for the human effect, going back no further than 1974–75, the site was abandoned until 1986 when repair and maintenance work was first resumed, despite the presence of the Khmer Rouge in Angkor. During this period, the crossing of the site by armies was not uncommon; some monuments have also been used for ammunition storage, and mines were laid in the surroundings of a number of assets – also found and disposed of thanks to specialized demining personnel and international aid. Illicit trafficking of art objects intensified during this period, with better-organized networks. As for the forest, which had contributed to the ecology of the area, it has been slowly disappearing over the last ten years or so in a process commonly known as 'deforestation', with flooding as a direct outcome.

Human error and mismanagement, at both political and operational levels, can seriously endanger both the community and heritage. The risk of natural disasters, foreseeable threats identified for the site of Angkor are of two types: water – floods and fire – forest fires. Fortunately, to this day there have been no declared fires. Only floods have become increasingly virulent since 2008–09. In October 2011, South-East Asia suffered enormous damage caused by floods, with hundreds of deaths, including sixty in Cambodia. As for water management, the importance of water on the site has already been proven. Water has always played the role of stabilizer in the foundations of buildings, mostly laid on sandy terrain. Because of the symbolic and aesthetic role of water, a delicate balance has to be found to maintain its presence. The devastating effects of floods are not to be neglected either, from the economic and the conservation point of view.

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Hence the need is to implement a water policy. The whole site-village of Angkor, Siem Reap City, is located on a plain where flooding can occur at any time during major storms. In recent years, after careful reflection on the problem, the maintenance of the flood evaluation systems and of main roads, mostly built in the east-west direction, have enabled these works to continue to play their role in storing and delaying water flows, and in diverting water into streams. Old canals have been cleaned and others created from scratch to meet the needs of distribution and drainage. But what about the measures taken against these risks at the national, local and management authority levels? At the government level: information, communication and forecasting future risk through media releases. And at the local authorities and APSARA management level: preparation, prevention, information and arrangements with village religious communities.

Forecasting and intervention groups have been established, with training facilities under construction; but this is only a beginning. Interventions and first aid measures, hygiene, food, health, first material necessities, are commonly in short supply.

### Disaster prevention, recovery from disaster with communities

#### Mr Satoshi Yamato

Councillor on Cultural Properties,  
Cultural Affairs Agency of Japan



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I would like to talk about this panel's theme of disaster prevention and recovery with Communities through the disaster recently experienced by Japan.

Throughout the long history of cultural asset conservation, much effort has been put into disaster prevention for cultural heritage, including World Heritage sites. There seems to be endless damage to cultural assets and heritage due to natural disasters, and human disasters such as warfare. However, there have also been continual efforts for disaster prevention to cultural heritage, and many achievements have been made. Against this background, one point of recent attention is the use of active participation of local communities to strengthen the disaster prevention of cultural assets. As Mr Badman mentioned in his introduction, the word 'resilience' is often used in Japan with regard to cultural heritage conservation.

The Great Hanshin-Awaji Earthquake of January 1995 was a trigger that made our country more aware of the relationship between the disaster prevention of cultural heritage and of communities. Many cultural heritage sites were damaged in this great disaster. After the earthquake, more measures were implemented in order to raise public awareness of cultural heritage conservation and better protect cultural heritage, such as amendments to national laws and new methods. Also, there was increased capacity-building in the field of cultural heritage conservation and more support for non-profit organizations. These changes came from local citizens becoming actively involved in cultural heritage conservation and disaster prevention.

We had made these efforts, but as you all know Japan suffered another great disaster – the Great East Japan Earthquake on 11 March 2011. The earthquake and tsunami damaged many cultural heritage sites over a wide area. The disaster was more devastating than any other we have faced in the past. The relationship between cultural heritage and disaster-struck communities was very complex, with wider and different aspects than we had formerly known.

In disaster-struck areas many lives were lost and people continued to struggle through a life of extreme limitations. However, there are also areas that lost everything to the tsunami, where communities have been destroyed. In these areas, with the move towards reconstruction, the local people are becoming more aware of the importance of the intangible and tangible cultural heritage that they have inherited. Reconstruction of cultural heritage is now crucial for the regional restoration and securing community identities.

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From these experiences, many activities are now being conducted, such as investigations and emergency evacuations of damaged cultural heritage and other efforts for reconstruction, founded on the initiatives of local societies and cooperation with local communities.

In the report of the Reconstruction Design Council, Japan's basic reconstruction policy in response to the Great East Japan Earthquake, the restoration of communities is emphasized as one of the seven basic principles for reconstruction. Also, the report clearly specifies the necessity of restoring cultural heritage, which is the treasure and spirit of local areas.

Another point that must be emphasized is the need to hand down records of disasters. The Great East Japan Earthquake has notably drawn attention to past disasters in the country's history. One by one, it became clear that our ancestors had also experienced great disasters and tsunamis, which we had forgotten, and had left records and taken measures against them. We can learn much about disaster prevention from history. We must recognize the significance of cultural heritage as a medium for recording past disasters in these regions.

In Japan, 26 January is Cultural Property Fire Prevention Day. On and around this day, fire drills are held at cultural asset locations across the country. The day was initiated after a 1949 fire of the main building of Horyu-ji Temple when a valuable cultural heritage was lost, and this memorial event has continued for over sixty years, every year. Self-defence fire brigades, which are organized by local people and collaborate with fire stations, play an important role. We will continue to further strengthen our efforts towards disaster risk reduction to cultural heritage in communities, as well as reconstruction. We recognize that we must accomplish disaster prevention and reconstruction together with communities.

### Bamiyan and the cultural heritage landscape

#### Dr Habiba Sarabi

Governor, Bamiyan Province,  
Afghanistan



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images

First I would like to talk about Bamiyan, the province that I run, and its historic and cultural heritage. Steps have been taken for future needs and objectives after three decades of armed conflict, and a measure of normality is gradually returning to many parts of Afghan life; but the results of the terrible devastation of the war years are still with us. Peace remains elusive, but since 2001 we have taken a decisive step to make the transition from a culture of war to a culture of peace. In 2003, the Bamiyan cultural landscape was inscribed on the List of World Heritage in Danger.

Also in 2003, the Afghan Government and UNESCO initiated an International Coordination Committee (ICC) in order to raise funds to allow the coordination of actions to safeguard Afghan heritage to the highest international standard in key areas. The preservation of the Bamiyan World Heritage site is one of the most important projects in Afghanistan, for which more than 6 million US dollars have been generously donated by the governments of Japan, Switzerland, and recently Italy, through UNESCO since 2003. The objects of these UNESCO projects are to develop a cultural master plan, ensure the overall presentation of the site, to consolidate the Buddha, cliff and niches from an imminent risk of collapse, and to conserve fragments of the Buddha statues. The red site you see here is on the World Heritage List, and the pink one is a National Heritage site; the green area is the site of the cultural master plan, and the grey area is the development site. Altogether they constitute the universal value of the Bamiyan landscape.

Thanks to the Government of Afghanistan and UNESCO, the situation has improved on many levels since the destruction of 2001. The stabilization of the niches, reconstruction of the mural painting and archaeological site, demining the different components of the site, and the development of the cultural master plan and further steps toward an effective management

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system of the entire World Heritage site and the Bamiyan valley, have advanced considerably since the inscription of the site in 2003. However, all these efforts were outside initiatives or channelled through UNESCO, rather than being localized, thus there is not enough collective understanding about them.

Now I am talking about disaster recovery with communities. Most of the time, the community does not take part in the preservation of cultural heritage. One reason is poverty among the people; the majority of the people are thinking about how to feed their families today. Because of that, sometimes they even loot the archaeological artefacts and sell them at the market to make some money. Another reason is they do not know their history, so the majority think it is a foreign or outsider heritage. I have witnessed and experienced this in the community and among the community elders.

More importantly, Bamiyan is a mountainous region where most people live in the higher parts where not much land is suitable for house-building. According to the cultural master plan, we have to maintain a green belt, and also can only build on the development area; but people are not following this rule and are building their own residential area. Therefore, while the Afghan Government and UNESCO are making every effort to safeguard the country's cultural heritage for future generations, our strategy should be to reestablish a link between the population and their cultural heritage, helping them to develop a sense of ownership of the monuments that represent the cultural heritage of the different segments of society and the links between heritage and the economy, including the development of tourism. Our overall objective is thus not only to rehabilitate the tangible and intangible cultural heritage of Afghanistan, but also to raise public awareness of the value of Afghan cultural heritage and the responsibility to protect and preserve it for the next generation. The other issue that I wanted to share is to establish a community council among the people, especially the elders. An awareness programme is very important so that elders and communities living around the heritage site can help to preserve it.

### Natural disaster prevention / damage reduction and recovery through conserving natural ecosystems

**Prof. Yoshitaka Kumagai**

Vice Regional Chair of East Asia,  
IUCN/WCPA



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I will briefly mention natural disasters and how natural conservation can contribute to their reduction and prevention. I would first like to establish that we must differentiate between the processes of nature and natural disasters. There are typhoons, floods, lightning, volcanic eruptions, tornados, and forest fires, but if these occur in areas without human habitats they are merely natural hazards. We must first acknowledge that this type of natural process is what formed the ecosystem of the Earth. But if these critical natural phenomena occur within human habitats, they result in various disasters. We must acknowledge that the degree of damage can critically increase if natural hazards occur in areas with vulnerable disaster prevention measures.

Japan faces many types of natural disaster, including earthquakes, volcanic eruptions, typhoons, cold-weather damage and snow. Our ancestors have accumulated much practical knowledge in facing these various natural disasters, and we continue to do so today.

Concerning trends in natural disasters for the past 100 years and 25 years, the graph shows data on damage in Asia. For the past 100 years, there has been an average of 400 natural disasters a year. The sudden increase after 1980 is because we were able to centralize data in a new international system for sharing information on the occurrence of natural disasters around the world. Also the population in coastal cities has increased greatly, so if a disaster occurs in these areas the damage is severe.

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Damage by floods, cyclones, typhoons and hurricanes has increased sharply, often as a result of vulnerable disaster prevention measures. Furthermore, when natural disasters occur in populous areas, the number of casualties and victims increases. We can also say that deforestation around the world impairs alleviation mechanisms against flooding, and, in a wider sense, can be considered a part of climate change. Moreover, I cannot stress enough that the number of climate-related disasters has increased significantly.

Of casualties caused by natural disasters in the world, 82 per cent are recorded in Asia. If we add the number of victims as well as casualties, the total rises to 94 per cent. The total amount of damage in Asia is not 50 per cent, as shown here, but 88 per cent. This means that Asian World Heritage sites are particularly vulnerable to natural disasters.

There are many different types of preventive measures, such as embankments, dams and other alleviation structures. Other measures include decentralization and more robust construction laws in urban areas. Improvements in prediction accuracy will help to mitigate a certain degree of damage. Damage can be reduced by disaster prevention drills and clearly marked evacuation routes. And, as with today's theme, we can alleviate the damage of natural disasters by natural conservation.

What we experienced from the Great East Japan Earthquake is that maritime forests can help to dampen storm surges or a tsunami's energy to a certain extent, block debris during a tsunami, or act as something for people to hold onto when caught in a tsunami. Similarly, there are the roles of floods and forests, for mitigation of landslides, and as windbreaks and sand-breaks. In Switzerland, experience has shown that proper management of forests can help to prevent avalanches. In a broader sense, forests contribute greatly to tackling problems resulting from climate change.

In conclusion, Japan is now fostering plans for Sanriku Reconstruction National Park to renew the earthquake-struck areas and the Pacific Coast in Tohoku. The local people and related authorities are engaged in very constructive discussions around concepts such as the ideal relationship between man and nature, disaster prevention education, environmental education and ecotourism. I would like to again stress that active efforts for natural conservation are essential for the prevention and reduction of natural disasters.

### Building capacity for the disaster risk management of cultural heritage: opportunities and challenges

**Dr Rohit Jigyasu**

UNESCO Chair Professor, Research Center for Disaster Mitigation of Urban Cultural Heritage of Ritsumeikan University, Kyoto/Consultant India



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I would like to relate how communities are so important in building capacity. Cultural heritage is highly vulnerable to disasters. Every year many heritage properties are damaged due to natural disasters, as well as to human-induced disasters. For example, a very important historic and religious fort in Bhutan, which is incidentally on Bhutan's Tentative List of World Heritage sites, was recently damaged by fire.

The massive floods in Thailand of 2011 caused immense loss to cultural heritage in Bangkok, and also to the World Heritage site of the Historic City of Ayutthaya. An earthquake in 2010 led to the loss of a Roman Catholic cathedral in Christchurch (New Zealand), which was one of the prominent symbols of the city, and the fight to save the important symbols is still continuing in this area. Increasing instances of hydro-meteorological hazards due to climate change are putting cultural heritage in

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sensitive regions at greater risk than ever before. For example, cloudbursts in Leh (India) caused immense damage to the adobe houses, unused to such heavy downpours.

But the point I want to make is that we should not look at cultural heritage merely as a victim. What is important is that we also look at heritage as an asset for disaster risk reduction. There are plenty of examples around the world that demonstrate how to do that. Let me show you the first example from the Kashmir earthquake in 2005, when many of the newly constructed buildings were badly damaged; whereas many historic buildings or traditional houses performed much better because of the way they were constructed, based on knowledge generated over time, through trial and error on the part of the communities through which the wisdom developed.

Not only in Kashmir, but in many other regions in the world, for example in Gujarat in India, or in Haiti, traditional houses survived much better than modern constructions. Not only historic religious and other public buildings, but historic open areas and water systems, have great potential for utilization as emergency refuge. As in this case in Nepal's Kathmandu valley, traditional communities have evolved efficient mechanisms for development planning to cope with natural hazards such as floods, to which they are regularly exposed. The predominant approach is sustainable by living with disaster risks rather than fighting against them. These traditional knowledge systems have contributed to building the resilience of communities against disasters. Local communities are in fact the true bearers of heritage.

However, the strength of communities is undermined in disaster risk reduction initiatives. Social and religious networks and indigenous management systems have proved to be very effective in responding to the needs of heritage after disasters. I give an example from Shirakawago village here in Japan, where local communities have taken the responsibility to be the first responders in case of fire. Even the name of the community member is marked on the equipment they are responsible for operating, such as this fire extinguisher. Heritage also has a positive role to play in the psychological recovery of affected communities. It has been shown time and again that people in post-disaster reconstructed villages, even when relocated, maintain links with their traditional village through religious structures, trees and rituals. The Great East Japan Earthquake wiped out many traditional fishing villages; however, the social and cultural links with the ancestral land are too firm to be severed by such a devastating event.

The biggest challenge in reducing disaster risk to cultural heritage is the current wide gap between the field of cultural heritage and conservation, and that of disaster risk management. As a result, there is a lack of coordination between stakeholders from these two fields, including managers of heritage properties, decision-makers, civil defence agencies, international and national non-governmental organizations, and individual professionals. Local community is the key stakeholder that can facilitate this link at local level. The many existing tools and methodologies that can facilitate community participation in planning for the disaster risk reduction of cultural heritage properties should be further developed and disseminated to target audiences through training and capacity-building programmes. We have been trying to do this in our international training programme on disaster risk management of cultural heritage, which is organized by the Ritsumeikan University Research Center here in Kyoto, in cooperation with UNESCO and ICCROM.

Besides practical skills for communication and dialogue, and the use of emergency equipment, active participation of the community living in and around heritage properties, especially as volunteers, should be taught for effective emergency response. This is so important because we tend to concentrate on experts but forget that communities are very important participants and have to be trained as well. Even in conflict situations, the role of the community as first responders to save cultural heritage is invaluable. Therefore, the course that has been developed at ICCROM on first aid for cultural heritage is vital in times of conflict. Here again the community has a very crucial role to play. Building the capacity of various stakeholders, including the local communities, is therefore key to disaster risk reduction for cultural heritage, and this should be encouraged at international, national and local levels.

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### Mr Giovanni Boccardi

**Focal Point, Sustainable Development, Disaster Risk Reduction,  
Capacity Building, UNESCO World Heritage Centre**



I have noted some points that I wish to make, and then one sort of conclusion. The first point was the recognition once again of the inextricable link between the natural and the cultural in disaster risk, because the two work as a system that supports the resilience of site and people, if we needed another reason for bringing the two together.

The second, related, point is the increasing recognition that disasters are less and less 'natural'. Of course hazards might be natural in some cases, but we have also heard of human-made hazards, and the vulnerabilities of sites and peoples have a lot to do with their environment and their organization in societies. Sometimes this aspect is neglected in the terminology and discourse on disaster risk as if there was nothing we can do about it, reinforcing the point made by all the speakers of the important role of communities, if only because can benefit from disaster risk reduction at World Heritage properties because of their active contribution to reduce these. Now, Rohit Jigyasu has mentioned interesting cases in the north of Japan. I would like to emphasize that there is a splendid example here in Kyoto too. For example at the wonderful Kiyomizudera Temple a community association led by the local monks is organized to respond within minutes should a fire break out.

I would like to stress another ambiguity often found in 'disaster risk', and 'risk in general'. Disaster risks are often included in the larger notion of risk management, but they have some specific challenges that set them apart in many ways. When a disaster occurs the local government, including heritage governance, is disrupted, and the capacity of the local community to respond is also affected. Typically, new actors emerge that were not intended to take care of heritage. This is why we need to prepare in advance, but this issue is not sufficiently taken into account within the World Heritage Convention. We at the World Heritage Centre have looked at site management plans and responses from Periodic Reporting, and even circulated a questionnaire a few years ago to States Parties. The result of this analysis shows a general neglect of disaster risk across both cultural and natural sites in developed and developing regions all over the world.

This is particularly worrying considering the contribution of heritage to sustainable development and to disaster risk reduction in general. As we try to bridge the gap with the disaster risk management community, so that they take World Heritage into account, I think we should also do our homework and better prepare for disaster risks in World Heritage.

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### Summary of Question and Answer session

**Mounir Bouchenaki** (ICCROM) asked Habiba Sarabi what can be done to raise community awareness towards all heritage sites, whether they belong to cultures of the present or the past. **Dr Sarabi** agreed that the local people would take care of the Bamiyan archaeological sites if they were Islamic heritage. She stressed that it was important to nurture a sense of ownership among the local people, especially the younger generation, by teaching them local history and heritage. It was also crucial to raise understanding that heritage could generate sustainable income – at the moment, people considered it as a source of immediate income, and sold pieces of the artefacts.

**Mike Turner** (Israel) commented that responding to disaster damage could be restoring the lost symbols, but at the same time, an opportunity for change. He then asked the panellists how the two might be balanced. **Rohit Jigyasu** agreed with Mr Turner that culture was not static and constantly changing. Continuity, evolution and change are always an important part of culture.

Responding to a question by **David Sheppard** on how the World Heritage Committee and Centre could better engage with the political process of the UN Framework Convention on Climate Change, which has the attention of political leaders, **Giovanni Boccardi** introduced an important upcoming event as an example of such efforts. UNESCO, together with ICOMOS and ICCROM, has secured a place at the Global Platform for Disaster Risk Reduction, scheduled to take place in Geneva, May 2013, to organize a panel session of heritage and resilience. UNESCO intends to demonstrate the positive roles of heritage in this field and explain why some of the resources could be invested in conservation heritage.

The Moderator **Tim Badman** summed up some key points raised during the session.

- Changing and evolving recognition of disaster risk.
- Risk preparedness – need to have risk-based approach to foresee disasters before they happen.
- Key emphasis on people in building resilience of society and community. Community need to ensure its preparedness for disaster risk in heritage protection, and at the same time for the arrival of outsiders in case of emergency.
- World Heritage has made a significant contribution to the discussions. World Heritage can also show what the best practices look like. The forum of discussion now needs to be extended to mainstream disaster risk reduction.

## Session 5: Future of the Convention

### Capacity-building and international cooperation for the future of the 1972 Convention

Dr Mounir Bouchenaki

Former Director-General of ICCROM



My presentation covers three main topics. The first repeats some of what has been said already of course, the new concept and new approach for protection of the world's cultural and natural heritage. Then I address some problems that will lead us to think about the future; and finally I concentrate on a comprehensive strategy for training and capacity-building, which is the key to the future of the Convention, and the importance, the necessity, of involving local communities and young people as custodians of their cultural and natural heritage. This 40th anniversary event is focused on the essential issues of the authority and role that the Convention is playing and will play for the next forty years. And as indicated by several speakers, and particularly by Dr Cameron, UNESCO in the 1960s brought a new concept and new approach to the protection of cultural and natural heritage; and she reminded us of two of the drafters of the Convention, Michel Batisse and Gérard Bolla, who reported on what they referred to as *l'invention de la Convention du Patrimoine*. They said that it was like a dream for them, and Mr Batisse wrote that 'the irreplaceable contribution of our Convention is that it opened the minds of man to the duality of our existence'.

You know we are composed of matter and of spirit. The idea that nature is not only the environment but also our heritage was introduced with the Convention. This concept grew out of the desire to safeguard heritage so we can transmit it to future generations. To succeed the Convention needs to be widely known, and not only by some circles of experts and specialists responsible for cultural heritage. It needs to be known by *all* people, of *each* country, *each* local community worldwide, and in particular – and this has been stressed by the young participants here today – by the new generation coming to responsibility tomorrow in their work. I have also seen in many places, where we were handing over the certificate of inscription of a World Heritage site, how the whole population would come into the streets and dance all night. I remember, for example, although the Government of Ecuador of course received the certificate for the inscription of the Historic Centre of Santa Ana de los Ríos de Cuenca, the people danced all night in the street. I also remember when UNESCO Director-General Mr Federico Mayor brought the certificate to Morocco's Historic City of Meknes, all the women wore their wedding dresses – the fact that their city was recognized as a World Heritage site was like a great wedding for them.

So here in Kyoto we should acknowledge that both cultural and natural heritage is an essential factor of *our* life, as well as for the identity of the nations and community groups to which we belong, but above all to each and every one of us as individuals with our own personal histories. The World Heritage Convention was considered in the late 1960s as a utopia or a dream, but today it is recognized by nearly all UNESCO Member States. And the former president of the World Heritage Committee, Prof. Francioni, recently noted that the world's cultural and natural heritage has gained increasing importance as a topic of conservation over the past three decades. This success is largely attributed to the efforts of UNESCO and the World Heritage Convention, which have set up the foundations for a complex and multi-connected system for the protection of cultural heritage. As heritage protection becomes more and more internationalized, the international community must be ready for the challenge. We should not lose the results of the implementation of this Convention, which is much more than a collection of the most beautiful sites in the world, and remember that it has made significant progress in less than four decades of intense work well-documented in books, articles and documentary films, and now as subjects of research and study in a number of universities with UNESCO Chairs, as well as UNESCO Category 2 Centres in various regions.

However, despite the quasi-universal acceptance of the terms of this Convention and some remarkable results and success stories, notably through innovative networking systems and mechanisms of international cooperation, its future is now raising

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some concerns. To protect our common heritage from the many dangers that threaten it, the international community has at its disposal a legal instrument, an internationally agreed nominative text and the only one to place cultural and natural heritage protection under a single framework. Its acceptance and popularity are attested by the fact that to date nearly all Member States have ratified the Convention, and 962 properties have been voluntarily placed by 157 sovereign states under international protection. But what does this List mean today in terms of international protection? Can the international community continue to support an increasing number of sites having Outstanding Universal Value, which will soon reach the symbolic number of 1,000? Since the early years of its implementation, the spirit of this Convention aimed to secure and develop international cooperation, because neither the World Heritage Centre nor the World Heritage Committee have the means to prevent damage to cultural and natural heritage. The power of the Convention is based on moral persuasion and international solidarity among Member States, who have pledged to support the collective protection of World Heritage, particularly when in danger.

Are the States Parties ready to reinforce their commitment towards a growing number of sites, and at the same time the growing number of issues related to their preservation and protection? The credibility of the Committee and the World Heritage Centre depends on their ability to respond to calls of distress from States Parties, non-governmental organizations and individuals, with the attention that each case deserves. The Committee's recommendations must be accompanied by tangible support to those States Parties who do not have the technical and financial means to take corrective measures on their own. You all know that on 2 and 3 October, Ms Bokova organized an important meeting between the States Parties and the Advisory Bodies, and as always questions were asked on the credibility of the List, the representativity of the List, the sustainability of the conservation and protection of the properties inscribed, in addition to the danger of politicization of the inscription process. But these questions were already mentioned in Dr Matsuura's speech when he became Director-General of UNESCO in 1999.

So how can we respond to all these challenges? I will concentrate on two aspects. One is training and capacity-building as a key to the future. Among the specific actions to address some of the major issues evoked by all the panel discussions, it is important to emphasize the utmost importance of reinforcing training and capacity-building for all those who have responsibility for the conservation, management and valorization of World Heritage sites. Having competent human resources in all countries would certainly facilitate the necessary dialogue between States Parties and Advisory Bodies. I am convinced that if we could avoid the present imbalance in expert representation from all geocultural regions we would encourage appropriate dialogue and understanding. There is a real need in a number of countries for professional training and training of trainers in the field of cultural and natural heritage, which is becoming more and more complex.

Quoting Prof. Jukka Jokilehto, who has long experience in this field after a career totally dedicated to research and training at ICCROM, the aim of training is to guarantee appropriate heritage conservation management, taking into consideration the qualities and values of each site as well as their specific conditions, the cultural, social and economic context, and the risks that each site may face. Training should provide the necessary skills for the professionals, craftworkers or administrators involved. Training should also address collaboration among the disciplines as well as communication to the general public. Conservation training must take the specificity of each area into consideration. Given that conservation is understood as a cultural issue, education, training and related research should be seen in specific sites and cultural areas, as well as in the widest national, regional and international management strategies. This should be done with respect to the specificity of cultural heritage, which requires the integration of approaches to conservation, taking into account the contemporary economic and social goals well understood by the communities concerned.

We know that a number of study courses and training centres have been established in various parts of the world, generally linked with existing academic structures; but the gap unfortunately remains considerable between Europe and North America and the countries of Africa, Asia, Latin America and the Caribbean, and the Arab States. For example, in Africa there are only two specialized regional centres, L'École du Patrimoine (Benin) and the Centre for Heritage Development in Africa (Kenya). The Kenyan centre is having financial difficulties. Member States should therefore encourage the establishment of research and training centres and reinforce the existing training centres linked with universities and higher education institutions, but also linked to non-formal education. We have heard that the approach to conservation should be on the basis of scientific,

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technical and modern considerations that include the traditional knowledge and experience that the masters have in their minds, because although they may not have written a doctoral thesis they do know how to deal with conservation.

A trend has been developing recently, as mentioned by Mr Bandarin, in the important galaxy of UNESCO Category 2 Centres created under his leadership, and the improvement and enlargement of the UNESCO Chairs and Centres of Research, but also the new networking in cooperation with, for example, the Organization of World Heritage Cities. So the protection of World Heritage and its presentation and transmission to future generations are now considered as ethical imperatives, inseparable from respect for human dignity and the desire to live together on the part of peoples and communities with different cultural identities. Human rights and fundamental freedoms, and in particular access to education, allow us to exercise within a democratic context individual as well as collective responsibility linked to our attachment to heritage. The fact that a young girl student was shot because she was going to school is something that the international community cannot accept.

My last point concerns the local communities and young people as custodians of their cultural and natural heritage. This is an important point stressed by a number of speakers. I only want to repeat that we have to consider that what we may cherish as a cultural landscape, a monument or a historic city, exists around living people. Local communities, therefore, should become the custodians of this heritage and gain the means to preserve it. Recent documents adopted by several expert meetings recommend integrating whenever possible local communities, so that all groups – and particularly the more marginalized such as women and youth – can become active agents. I salute the courage of the new Government of Afghanistan to have nominated women at one of the very important heritage sites, the Bamiyan Valley; and we are always pleased to discuss these very important topics with Dr Habiba Sarabi, who as a politician attends the meetings organized with ICOMOS and the German, Italian and Japanese experts dealing with the aftermath of the destruction of the Buddha statues.

We are also working on the master plan for the valley, as Dr Sarabi showed us; therefore, new policies are needed to help these local communities to help themselves. Deal with protection and conservation from the bottom up, and the most durable return on this investment will not be only financial but educational, social and cultural. Only by instilling a deep sense of responsibility for our common heritage in tomorrow's decision-makers can we hope that the planet's cultural heritage and natural heritage will endure into the future. This is why it is worth investing in heritage. Heritage, whether tangible or intangible, is increasingly perceived as leverage for economic resources in less-developed countries; however developing economies cannot afford to invest in conservation on the same scale as developed countries.

Moreover, spending on historic preservation, for example, remains difficult to justify in the midst of poverty. The challenge is therefore to reconcile economic opportunities and conservation. In this case the cultural capital should not be diminished, it should be replenished. This principle has rarely been taken into account, and the failures of top-down approaches have resulted in a profound hiatus between ordinary civic life and official concern for an understanding of the cultural past, all too often in uncontrolled private exploitation. This is why in collaboration with the German National Commission for UNESCO, the Rathgen Research Laboratory in Berlin, ICOMOS and the Getty Conservation Institute, ICCROM organized a seminar in June 2007 on public-private partnership in the management of cultural heritage assets, where experts and decision-makers discussed the current and future perspectives of public-private, since it has become obvious that states' capacities as safeguarder and provider of public funds and services are, at least in financial terms, limited in the context of an economic crisis. The Berlin seminar was followed by another in Catania (Italy) with the support of the Italian National Commission for UNESCO and the Foundation of the Bank of Sicily.

These topics must be stressed if we want to address seriously not only ideas but practical measures, as Ms Bokova said to the States Parties and Advisory Bodies in October. We must concentrate on the need for more finance, particularly in regions suffering from a lack of human and economic resources. International Assistance to the States Parties should be reviewed in order to meet the growing number of requests. We should not forget that the main philosophical principles and the spirit of the Convention are based on promoting a better understanding of the values of *all* cultures and sharing the burden of their protection through international solidarity.

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The future of the Convention also resides in better coordination between the UNESCO Conventions dealing with the protection of cultural heritage, in line with the Yamato Declaration on Integrated Approaches for Safeguarding Tangible and Intangible Cultural Heritage (Nara, Japan, 2004). Despite the undeniable success of the Convention, the enormous efforts made and the greatly increased popular attachment towards cultural and natural World Heritage, this heritage is seriously threatened in some regions and not always well preserved. Most observers agree that a variety of factors have combined to produce a spectacular and inexorable acceleration of human and natural causes of loss and deterioration. Given the shortage of financial resources, if we want States to fulfil their responsibilities with contributions from the private sector, World Heritage should be integrated into a central cultural policy at the national planning level. This policy should give sufficient weight to those institutions and specialists, together with the local communities who are directly responsible, when interests are in conflict and heritage is threatened.

World Heritage, with today's information technologies and tourist development in a globalized economy, must be appropriated and made accessible in more imaginative ways, shared more widely within and between nations, used more creatively to reinvent a living culture that will be valued as the heritage of the future, and last but not least, nurtured more wisely as an important source of income and employment. In the spirit of the 2002 Budapest Declaration celebrating the 30th anniversary of the Convention, The Kyoto Vision 2012 should be another milestone in the continuation and improvement of this normative instrument to be applied in all its diversity for dialogue, mutual understanding, peacebuilding and sustainable development.

40<sup>th</sup>  
Anniversary  
World Heritage Convention

## Session 5: Future of the Convention

### The World Heritage Convention: looking ahead

#### Mr Kishore Rao

Director, UNESCO World Heritage Centre



It is an almost impossible task to follow a speech by my illustrious predecessor. The very topics that I wish to highlight have been touched on by him and previous speakers. Nevertheless I will give it my best shot, and if nothing else I hope it will be complementary to what has been said and at least reinforce the points that in my opinion are important to the future of this Convention. I will make my presentation in three parts: an introduction, then a brief analysis of the current situation, followed up with some proposals for your consideration.

As in the title of my talk, in order to look ahead I believe that we have to reflect upon the past as well. In many ways, when the Convention was conceived in the 1960s it was a very visionary instrument and well ahead of its time. When it was being negotiated, it was not easy to conceive of a global partnership for protecting our common heritage for the future. It was also not easy to conceive of both culture and nature as a continuum of that common heritage. Yet the framers of the Convention had the foresight to conclude this remarkable treaty, and it is now time for us to reflect on whether or not we are responsibly carrying forward its noble principles. In the recent past there have been several reflections, particularly since 2009, on the future of the Convention, as a result of which the General Assembly of States Parties adopted last year a vision and strategic action plan for the coming decade, and several reform measures have also been put in place and others are being contemplated. And as Dr Bouchenaki said, in October the Director-General of UNESCO convened an open dialogue between the States Parties, the Secretariat and the Advisory Bodies, to reflect upon what needs to be done to strengthen the credibility of the Convention, in pursuit of this reform objective.

But why the sudden concern about the future of the Convention? Has it lost its appeal, relevance and credibility? Not if we judge by the numbers: 190 States Parties and over 900 sites in 157 countries. So its appeal and relevance is certainly not lost. Nevertheless, some questions about the credibility of the Convention are coming to the forefront. It is now common knowledge that a number of disturbing developments have come together recently that threaten to weaken the basic principles enshrined in the Convention.

In making this reflection, allow me briefly to draw a parallel between the Convention and human life. When young we spend a lot of time learning, acquiring knowledge and gaining experience, and so it was with the Convention. In the early years of its life various rules, procedures, guidelines and institutions were put in place to facilitate effective and efficient implementation. Our youth is often the most productive period of our lives when we make some important achievements. And so it was with the Convention. It succeeded in identifying and safeguarding many of the world's most iconic and precious places representing our common heritage. And when we reach the age of 40 people begin to say 'don't worry, life begins at 40'. We give up some of the reckless practices of our youth and begin to take better care of our health. For the Convention as well, the 40th anniversary, I believe, marks a turning point in its life, a time for making a new beginning and perhaps recovering some lost ground. Therefore, let us consider this occasion as an opportunity or a variant of the so-called mid-life crisis, and reflect on the need for some changes in direction in the life of the Convention.

There follows a brief analysis of the current situation through a series of questions, which I think are among those we should collectively examine. First, is the Convention maintaining the high standards that it was meant to uphold? As I just mentioned, it is common knowledge that some issues are calling into question the credibility of the Convention. These include the declining standards in the state of conservation of sites, particularly in the face of mounting development-related pressures – and we heard a very eloquent presentation to that effect from Dr Abungu. Without due process and scientific regard, there is a tremendous push to get sites inscribed on the World Heritage List. These issues, which relate fundamentally to the decision-

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making processes under the Convention and specifically to the role and responsibility of the World Heritage Committee, have already been debated at length in several expert meetings mandated by the Committee itself and also within the framework of reflection on the future of the Convention. Furthermore, the external auditor of UNESCO has drawn attention to these problems in the evaluation of the Global Strategy for a Representative, Balanced and Credible World Heritage List. These various analyses have yielded some specific proposals that now have to be taken seriously.

Second, the issue of representativity. Does this notion mean that every State Party to the Convention must have a site on the World Heritage List? The Global Strategy aims to ensure that it reflects the world's cultural and natural diversity of Outstanding Universal Value. It does not mean that all countries and geographical regions have to be fully represented, because the overarching requirement for a site to be considered for inscription is for it to meet the criteria for Outstanding Universal Value irrespective of where it is located. To my mind, reserving a seat on the Committee for a country that has no site on the World Heritage List gives the impression that if a State Party is elected as a member of the Committee, the chances of inscription are enhanced. This view is also endorsed by the findings of the 2011 evaluation of the Global Strategy by UNESCO's external auditor, which notes that 'the countries most present on the Committee have nearly four times as many properties inscribed than the average country'. Therefore such a provision in the election rules is counter-intuitive to my mind. It also calls into question the Committee's decision-making processes.

The third issue is the growing typologies of heritage and whether they are diluting the notion of World Heritage as a select list of the world's most outstanding places. Without specifically referring to any particular typology, the point I wish to emphasize is that the Convention itself envisages under Article 12 that the cultural and natural heritage that is not listed should not be considered any less outstanding. In other words, not every type of heritage can or should be automatically considered for inclusion within the World Heritage List. Yet a trend seems to be emerging contrary to this understanding, which seems to be based more on chauvinistic considerations than on the rigorous application of the criteria for assessment of Outstanding Universal Value. This trend is further compounded by the definition of new typologies of heritage covering a variety of themes, epochs, regions and cultures, which can eventually result in an infinite number of sites on the World Heritage List. I do not think that it would serve the Convention well if it evolves from being a list of select sites to a list of common or representative sites. I will not elaborate more on this particular subject, because I know that it can be very sensitive and controversial.

The fourth question is whether safeguarding our common heritage for present and future generations is the real motivation for identifying and adding sites to the World Heritage List, or has it been eclipsed by other considerations, such as economics and national prestige. Following on from my previous point, we also need to discuss the motivation for seeking to nominate sites to the World Heritage List. While acknowledging that there are differing perspectives on how World Heritage is valued in different parts of the world, the general impression is often of intense pressure to have sites designated as World Heritage because of the expected economic benefits or the prestige involved. Perhaps we are failing in our narrative to effectively communicate a coherent message about the true objectives of the Convention, so much needs to be done to remedy this situation.

The last point of my analysis concerns international cooperation. Why has it taken so long to discuss this idea of a system of international cooperation, which is really at the heart of the Convention? The Convention is fundamentally about international cooperation for safeguarding the common heritage of humanity. This message of establishing an effective system of collective protection of the cultural and natural heritage of Outstanding Universal Value, which is organized on a permanent basis and in accordance with modern scientific methods, is not only clearly articulated in the preamble to the Convention, but more explicitly emphasized in Articles 6 and 7, under which it is considered the duty of the international community as a whole to cooperate through the establishment of a system of international cooperation and assistance. Yet one of the speakers has called for the adoption of a sixth 'C', for Cooperation, as a Strategic Objective, which I believe is completely redundant because the Convention is about international cooperation.

Although cooperation is a core principle of the Convention, the manner in which the implementation procedures have evolved over the past four decades seems to have made the system less collaborative. Consequently, there are now growing calls for greater assistance, communication, dialogue and cooperation. We have also seen the development of new

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procedures, such as the upstream process for supporting nominations. However, this collaboration and assistance is most lacking in promoting the conservation of sites, particularly those on the Danger List. I think that it is time to seriously consider adopting specific measures that would help the Convention to revert to its original spirit of international cooperation, and for this purpose I believe that there is also great potential for south/south cooperation, which has not been fully taken advantage of so far.

Finally, I would like to present some proposals for your consideration. As we look forward to the next forty years and beyond, I hope that they might contribute to reinforcing the relevance and credibility of the Convention.

- In order to effectively follow up the theme of the 40th anniversary, I feel that we should position the Convention squarely within the ongoing debate on the post-2015 Development Agenda. The Convention has the potential to contribute to this process, and we should ensure that the conservation and wise use of heritage is fully taken into account and integrated in the development of the new set of Sustainable Development Goals. The commitment to sustainable development is not only enshrined in Article 5.1 of the World Heritage Convention, but it is also underscored in Goal 3 of the Strategic Action Plan, which calls for the Convention to contribute to the sustainable development of the world's communities and cultures by ensuring that heritage protection and conservation considers present and future environmental, societal and economic needs. At the same time, we have to seriously consider how development imperatives can be better harmonized with the conservation of Outstanding Universal Value of World Heritage sites because this is crucial for development to be truly sustainable. I think that Dr Abungu and Dr Aroz both dealt with this issue very comprehensively in their presentations, emphasizing that sustainable conservation of sites is a prerequisite to their contribution to sustainable development. As such development pressure will continue to grow in the future, more attention needs to be paid to this particular area.
- Although the coming years will be crucial and provide a potential window of opportunity, in order to fully justify a case for sustainable development we must document and demonstrate the contributions of sites to sustaining livelihoods, economies and the environment. The role of tourism is self-evident, but heritage contributes to sustainable development in many more ways, and we need to make this case through evidence-based examples. It is precisely as a contribution to this effort that we have prepared the publication *World Heritage: Benefits Beyond Borders*, which will be launched tomorrow. This volume showcases a variety of knowledge drawn from a diverse range of twenty-six World Heritage properties from around the world. We would like to update this portfolio of relevant experiences on a continuing basis on the World Heritage Centre website. Many good practices exist across the world, and we must share them more widely and also scale up their implementation.
- As many speakers have emphasized, greater stakeholder engagement in all processes of the Convention will be key to its long-term success. Lately there have been growing calls for more civil society engagement in the various processes of the Convention, particularly of local communities and indigenous people and of non-governmental organizations. Although communities are a particular focus for the Convention, the achievements under this Strategic Objective have been far from impressive. The United Nations Permanent Forum on Indigenous Issues has also appealed for the principle of free, prior and informed consent to be introduced within the *Operational Guidelines*, as is the case under the *Operational Directives* of the 2003 Intangible Heritage Convention. I feel that the World Heritage Committee will have to seriously consider this, and discuss modalities for giving more opportunities for NGO perspectives to be heard at its meetings.
- Continuing with this theme, the issue of enhancing collaboration among all stakeholders is central to reforming the working procedures of the Convention. The need for greater communication, dialogue and transparency between the States Parties, the Advisory Bodies and the Secretariat has repeatedly been raised in the recent past. The Committee will have to consider appropriate changes to the *Operational Guidelines*, including reviewing the timelines for submission of nominations, and for reporting on the state of conservation of sites. This revision of the timelines is very important to fully achieve the vision of cooperation and assistance that is fundamental to the Convention.

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- Another important issue concerns Article 5 of the Convention. We need to consider how the policy and practice of World Heritage conservation can more effectively influence national policies, laws and institutions for promoting heritage conservation in general. There is mounting evidence to show that heritage sites that are not inscribed on the World Heritage List are often neglected and suffer from a serious lack of resources and proper management. This is contrary to the spirit of Article 12 of the Convention, which recalls the value of heritage that is not included on the World Heritage List. Therefore the inspirational or motivational role of the World Heritage programme to impact positively on heritage conservation as a whole needs to be emphasized.
- My last point is the potential of heritage in promoting appreciation for other cultures, mutual respect, tolerance, reconciliation and the building of peace, and I believe that this objective has not yet been fully realized. Although there are examples of good practice in this respect, these are greatly overshadowed by the current news about heritage becoming the victim either of conflict or deliberate acts of destruction because of intolerance. With this in mind, the UNESCO Director-General in 2011 launched the global initiative called Culture: a Bridge to Development, which seeks to build cultural bridges among professionals, civil society and authorities, and create networks and platforms to facilitate participation in heritage and socio-economic development projects. One component of this flagship initiative is dedicated to heritage and dialogue, and seeks to develop innovative and creative approaches to heritage safeguarding and culture-sensitive development projects as powerful tools for promoting dialogue and reconciliation. As you can imagine, heritage-based tourism and various cultural and creative industries hold great potential to contribute to this objective. There are similar examples and initiatives in other parts of the world: for example the initiative of promoting the understanding of shared heritage, launched between Israel, Jordan and Palestine, or the IUCN Peace Programme.

In concluding I would like to return to my original question and strongly affirm that the World Heritage Convention has, without doubt, stood the test of time, and its relevance is beyond question. I am sure that we can confidently look forward to the next forty years. However, it is also clear that its implementation procedures will have to keep pace with and adapt to the changing times and context. I also think that we as custodians of this Convention must act in the interest of the larger common good, rather than in the pursuit of our own parochial interests. If I may paraphrase a famous saying, I would say, ask not what the Convention can do for you but ask what you can do for the Convention.

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Anniversary  
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### Panel Discussion D: Capacity-building for enhanced implementation of the Convention, communication activities for raising awareness, and sustainable development connecting conservation and communities

Moderator, Prof. Yukio Nishimura  
President, Japan ICOMOS National Committee



In Panel Discussion D, the main topics specifically related to capacity-building, communication activities on raising people's awareness of World Heritage properties, and sustainable development. The discussion was moderated by Prof. Yukio Nishimura.

### Summary of the presentations

First, there was an exchange of opinion on the development potential, conservation and usage of World Heritage properties, as products of the local community and tradition, and their relations with the general public. Next, issues concerning the three main themes of this session – capacity-building, communication and sustainable development – were brought forward. The Strategic Action Plan adopted in 2011 was mentioned, and it was stated that solutions for multifaceted problems must be multilayered too. Furthermore, the ICCROM expert expressed his misgivings over capacity-building, and emphasized that States Parties should create their own training strategies to strengthen the capacities of local community stakeholders. In addition, the Director of Japan's Museum of Nature and Human Activities touched upon society's general recognition of the World Heritage Convention and people's awareness of heritage properties. He also stated the need for a structure of cooperation from various angles in order to achieve heritage conservation. The case of the Medina of Marrakesh (Morocco) was used to illustrate the importance of community involvement from the viewpoint of conservation of World Heritage properties and sustainable development.

Panel Discussion D

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### Sustainable and sustaining development – sustainable life of communities and sustainable conservation of cultural heritage

#### Dr Tamás Fejérdy

Former Chairperson of the World Heritage Committee; Vice President, National Office of Cultural Heritage, Hungary



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I wish to raise five points.

First, on sustainable and sustaining development: the sustainable life of communities and sustainable conservation of cultural heritage. The first point is about heritage and communities: cultural heritage as both a product and a source of the life of communities. Cultural heritage does not exist in itself; it is a result of human activities and, as such, has substantial interrelation with communities at different levels: local, regional and national. From an outside perspective this heritage can be seen and appreciated as a valuable product, but in many cases for the local community it is simply recognized as an obvious part of their life conditions.

This heritage, rooted in the past production of a community, is determined by its traditional character. Recognizing and keeping alive these 'heritage-sustaining traditions' in a radically changing and globalized world may create situations in which the cultural heritage is seen as an obstacle to development.

Another scenario is when heritage is evaluated as something that belongs to the past. The result is often a 'musealization' of cultural heritage, which can be sold as a 'heritage product' but with no living background. The heritage product might raise income for a given community – for example through tourism – but will certainly lose its capacity to sustain the non-material qualities of community life. Considering that in many cases the greater percentage of the income goes to 'global actors' rather than local people this scenario is even less supportive of local communities.

One of the most serious challenges of cultural heritage conservation is to maintain heritage without putting it into cold storage or alienating it from the community's everyday life. This is even more challenging in the case of internationally recognized sites of cultural heritage where the pressure of tourism is higher.

My second point concerns the development potential of cultural heritage: needs and methods to reach a better and deeper knowledge about heritage. It is a commonplace that to be able to explore the potential inherent in cultural heritage, first and foremost it is important to have knowledge and awareness of this heritage. The question is how to achieve this target? Awareness-raising is part of the means by which the interest in cultural heritage can be awakened, but knowledge is more substantial and certainly needs a lot of work – both at the personal and the community level.

Awareness-raising is a tool for making needs known, and it must be followed by a number of activities exploring and recognizing our own cultural heritage in its complexity and totality. Outside initiatives are important but never enough to reach a really deep, organic and living knowledge about our heritage. Another crucial feature is that cultural heritage is created by both tangible and intangible components.

There are no recipes on how to disseminate knowledge, but there are some proven methods. The involvement of elderly people on one side and children and young people on the other gives the opportunity of bridging generations, something which is normally based on cultural heritage. One possible method is to invite local communities to explore their cultural heritage, and launch programmes under which they are motivated to introduce themselves, preferably through their own cultural heritage.

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My third point is how to reach and stabilize a balance between conservation and usage: the carrying capacity of cultural heritage. When dealing with built heritage, all elements have development potential but with inherent limits. The so-called carrying capacity of a given property is predefined by the complexity of the qualities of this very property. To reveal the special qualities of a heritage property, for example a new use that allows value-based development, always needs detailed and multi-faceted knowledge and inspiration.

Heritage can remain true to itself only when the limits of its carrying capacity are respected. Therefore, capacity-building has not only to deal with strengthening the local community's knowledge of their heritage, but also to sensitize potential developers and all kinds of enterprises dealing in or with cultural heritage items. The conservation of cultural heritage is always a long-term activity, which has to have a sense of continuity too.

The most suitable conservation is based on traditional and therefore sustainable processes, which take the carrying capacity into account. The new uses or functions introduced in order to renew a heritage property are often developed on the basis of generating income and producing short-term profit, an approach that can push the use of heritage beyond the borders determined by the carrying capacity.

The fourth point is like an invitation and presentation on a larger scale: World Heritage property as a hub – the potential to attract and radiate. When attempting to build capacity in order to improve the integrated conservation of cultural heritage items and especially World Heritage properties, it is important to highlight that different properties do not exist in isolated boxes. The organic network of heritage items remains vital, even where some are better appreciated than others. It is a real challenge, but at the same time offers huge potential, to explore the possibilities of World Heritage recognition.

The intention to maintain valid high standards for World Heritage selection makes clear that not every example of cultural heritage could be inscribed on the UNESCO List. The temptation to appreciate only 'top' properties is obvious; it was not difficult to quote cases in which public sources were concentrated and used almost exclusively for them, leaving the other heritage properties to a more uncertain future. Another temptation, which nowadays has become more and more common, is to nominate sites for inscription not so much because they are outstanding but because they need an impetus for economic development.

In one sense, capacity-building also has to reach decision-makers at all levels and make it clear to them that the networking of heritage properties can be an important tool for both preservation and maintenance, or even more for sustainable development. The symbiosis between World Heritage properties and adjacent cultural heritage sites allows a fair distribution of tasks. A given World Heritage site has the capacity to attract tourists, sometimes too many of them, threatening the authenticity and integrity of the property.

It can be very useful to establish a network involving neighbouring sites and communities that may be equally interesting but without World Heritage status. This cooperation allows a less destructive use of World Heritage property and radiates potential for a prosperous, sustainable life in the vicinity. The communities need to be aware that they are not really competitors but they are sharing tasks in order to assure a cultural heritage based on complementarities, which can be a means of sustainable preservation of their heritage values and quality of life.

My last point is how to live in or with a cultural heritage: an impossible scenario of locals and visitors as members of the same heritage family. The cultural heritage is an organic part of the life of people and communities. In a globalizing world, this harmonious coexistence is strongly challenged. Maintaining the identity of communities is only possible through the consciousness of heritage values as part of life.

Strong and healthy communities are always attractive, but only if they are able to keep their heritage authentic. Artificial or fake heritage products replacing the original ones can only result in temporary success while destroying living communities. For the long-term, sustainable and, even more important, sustaining preservation of cultural heritage, the most important requirement is to satisfy community needs and fulfil aspirations in an alternative way.

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Do nothing exclusively for visitors but create a welcoming environment for them as guests, who are allowed to become part of the local life for a while as if they were returning family members. This approach moderates ambition as to possible income and optimal development, but it does provide a sustainable and balanced quality of life in the long term. It can resolve the contradiction between the fragility of cultural heritage attributes and the growing aspirations of both the local community and groups of visitors.

### Future of the Convention

#### Dr Greg Terrill

Assistant Secretary, Heritage and Wildlife Division, Department of Sustainability, Environment, Water, Population and Communities, Australia



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My talk briefly focuses on the three topics of this panel: capacity-building, communication and sustainable development. But I have two preliminary remarks. One is to pick up a theme relating to climate change that has come up again and again. On 11 December 1997 at 10am in this very room, the Kyoto Protocol was agreed. It was adopted in the main plenary on the other side of this building at about 5pm that same day, so we are in a place of remarkable historic significance. It is a tribute to our Japanese hosts that they have led processes of international engagement on such diverse and important topics over the past fifteen years.

The second is just to echo what Prof. Nishimura has said, and I think also picks up on the leadership that our generous hosts have provided. The Second Cycle of Periodic Reporting for the Asia-Pacific publication, available here, was generously funded by Japan Funds-in-Trust..

Now for a glance back in time, a quick reminder of what we were doing in 1982: for a start, we were celebrating a budget with a healthy surplus; now times have changed. In 1992, the World Heritage List had 358 sites, just over a third of current numbers. Also in 1992, the 'strategic goals and objectives' that Prof. Cameron has mentioned, a seminal document adopted by the Committee that is detailed and forward-looking. In 2002 at the time of the Budapest Declaration, the reading of the documents there was in a tone of celebration, comfort, forward consistency of direction.

We are probably at a different stage in 2012, and two issues I think reflect the difference. First, compared with any of these previous anniversary moments, the States Parties and other participants agree that we do actually have a substantive set of challenges in front of us. The Director-General of UNESCO has emphasized this and we just heard from the Director of the World Heritage Centre – the tone is different. Second, I think there are many complex challenges and there is no simple solution in front of us. Having said that, 2014 is an important stage and one very worth a celebration in its own right.

Turning to the relation to community, the first question when we speak of community is how many of us are there? This is a graph of the world population from 1800 projected forward to 2100, so covering a 300-year period. And in the last ten years, roughly covered by the period at the end of the blue line and the start of the coloured lines, the world population grew by about a billion people. It took the previous thirty years for a billion people to be added. On these projections, based on United Nations figures issued a couple of years ago, the world may add another billion people in well under the next decade, or indeed may add only 500 million. There is quite a challenge in front of us. I think the key message when we think of community is that there are going to be many more of us. And that poses some significant challenges to the pace of change and development.

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Second, capacity-building – and we have heard many very eloquent addresses in relation to capacity-building based in communities – involving site managers and so forth. This is a little reflection upon the need for capacity-building among the members of the World Heritage Committee and those who attend its meetings. The first graph shows the increasing number of pages per Committee, not including nominations. It rises quite steeply. The second graph shows the number of minutes per decision taken, that includes decisions under the new approach for the State of Conservation reports, wherein in fact a block group is adopted for a number of the decisions. So the key message is that we have more to do. Complexity is the hallmark, the challenge is to develop the capacity of the Committee to be able to follow our rules, and the capacity of those not present to be able to understand what we do.

The third issue, development – and this perhaps is one reason why we heard from Mr Abungu this morning about so many of these challenges – over the period from 1960 to 2050, as in this graph, so roughly a hundred years. And the world where these scenarios were developed appropriately for climate change, about seven years ago, is essentially tracking on the blue line; a fast-growing economic line despite the global financial crisis and slowdown in growth. Whether or not that continues is obviously a challenge, but the message is that a lot of past development has affected us, but there is going to be more and it is going to get faster in the future. Our challenge is to adopt and adapt ways to address this before it becomes even more difficult. Of course the fundamental question is whether we are running down our natural capital in favour of building our financial capital.

Three more slides now on some solutions, picking up on a couple of points made by others. There has been a significant and growing gap between the recommendations of the Advisory Bodies and the decisions of the Committee. That does not mean that the Committee is breaking any rules, as it is the role of the Advisory Bodies to advise and the Committee to decide. But this system is often used as a way of bending certain rules. No Committee of course is credible if it does not follow the rules it sets for itself.

Next slide, technology. It is often remarked that new technology moves from the power one has to communicate with many people, from the power of many people to communicate with many other people. We are beginning to tap into this in some innovative ways and the live streaming of the Committee meeting in Saint Petersburg is an obvious example. There is obviously further to go in that and indeed other realms of technology, but technology does offer a relatively cost-effective way to achieve multiple voices. We need to find ways to enable those multiple voices to tell multiple stories in contribution to the goal, that role of sharing.

Third slide, partnerships. Again this is future potential only just being tapped into, and as the Partnerships for Conservation Initiative (PACT) evaluation shows, there is enormous potential to improve how we use this tool. The ability of partners to speak on our behalf as third-party advocates is a major area for future development.

This is my final slide, to recall the six goals from the Strategic Action Plan adopted by the General Assembly in November 2011. These are the summary or shortened versions of each of the six goals that are designed to communicate the intent. We have heard many versions of the problems and challenges that we face and many of the solutions. This seems a pretty good summary of the things we need to get right, and a reminder that the problems we face are multifaceted and so the solutions themselves need to be multilayered.

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### Paradox: pessimism, distrust or protectionism? Towards a new paradigm

**Dr Gamini Wijesuriya**

Project Manager, Sites Unit, ICCROM



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ICCROM has been involved for forty years in trying to improve capacity within the World Heritage system and is committed to continue its efforts in the future. In fact, one item missing from the long list of activities carried out in relation to the 40th anniversary theme was the development and implementation of a week-long course module on World Heritage and Sustainable Development by ICCROM, available to all of you.

My former Director-General, Mr Bouchenaki, made an excellent presentation on the subject I am going to talk about, capacity-building. I have three questions and will try to answer one of them, and I have one suggestion and one observation of good practice.

I was looking at some figures from a meeting we had in October 2012 with the Director-General of UNESCO. In contradiction to the views of Mr Bouchenaki, there appears to be an abundance of capacities, although these are a very small proportion of the capacity available from practitioners around the world, and also the many sites on the list – almost a thousand.

However, we have heard that there are insufficient capacities and demand for more capacity development. On the one hand this is correct, as capacity-building is an ongoing process. On the other hand, I have two questions which feature in the title of my presentation. Question one: looking at the figures and the claims of lack of capacity, one could ask whether there is a paradox or contradiction. I will leave this for you to think about.

And next, if there is no paradoxical situation, what is the problem? Can the problem be attributed to these very unpleasant words, pessimism, distrust and protectionism? This question has many dimensions that have been mentioned previously. I will not go into detail and we can ask many more questions. These are not very comfortable questions when we are in a mood of celebration, but you may wish to think about them.

Now to my third question: does capacity reside only with the practitioners, or professionals? As promised I will try to answer this question. We have moved away from training to capacity-building. In the heritage sector, capacities or the ability to perform functions, solve problems, and set and achieve objectives, resides not only in practitioners but also in practitioners who make up different audiences, as well as in institutions with different types of audiences and communities and networks.

Therefore, let me go to my proposal for the future. It is a very simple one. Think of building the capacities of all audiences as echoed throughout this conference. Indeed, this is the key principle enshrined in the World Heritage capacity-building strategy adopted by the Committee in 2011.

That too proposes that States Parties think of developing national strategies. This will give you an opportunity to revisit your own situation and if necessary ask some of these questions. National heritage institutions should play a leading role in this process, with a view to strengthening their own framework as required by Article 5 of the Convention.

As my final point, let me share my observation of good practice regarding strengthening the capacities of all audiences that I have experienced in this country, with not only practitioners or professionals but all kinds of other people involved in the heritage management process. I have had the good fortune to attend five such meetings over the last ten years, which were organized by local authorities and involved practitioners, policy-makers such as mayors and governors, with the majority being representatives of communities and networks. They discussed nominations, a range of themes and management

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strategies, and at the last one a proposal to nominate a site. These are excellent examples of capacity-building for all, and can even be considered as part of the upstream process that we are talking about.

Strengthening the capacities of communities is not about teaching them, rather it is about learning from them; but more importantly, empowering them to strengthen their ability to engage in decision-making and managing heritage. It is a question of making them a part of the decisions made on their behalf.

I conclude by paying tribute to our training and capacity-building partners, universities and regional institutions, sister Advisory Bodies and the World Heritage Centre for their contribution to continuing efforts to develop capacities.

### Promotion of the principal concept of the Convention

#### Prof. Kunio Iwatsuki

Director, Museum of Nature and Human Activities, Japan



I would like to speak about today's topic from a perspective that differs from that of the previous three panellists.

It has been forty years since the establishment of the World Heritage Convention. The Convention is now well publicized and well known, but there is some question as to whether or not the general public truly understands its principles. We can see from the discussions that people who are deeply committed to the Convention consistently base their thinking on these principles. I believe that of all UNESCO's activities, we are most familiar with the principles of the World Heritage Convention, but I also think that this 40th anniversary is a good opportunity to consider how clearly the public sees them.

Although World Heritage inscription began twenty years later in Japan, the public is now highly aware of World Heritage sites, not only in Japan but around the world. However, they are mainly recognized as sightseeing spots. Although sites have contributed to providing travelling destinations, unfortunately they have not been recognized in a way that respects the Convention's initial purpose. I am afraid this is a worldwide tendency, not only in Japan.

Recently I had the opportunity of discussing World Heritage with a group of people from Kew Gardens in the United Kingdom, which is inscribed on the List, and a group from Bogor Botanical Gardens in Indonesia, who are very interested in World Heritage inscription. During these types of encounter there is often talk about strategies for inscription and changes that occur after inscription, but there is usually little discussion regarding what they wish to achieve by inscription.

I work only with natural heritage, but it is clear that the formation of cultural diversity follows nature. Respect for irreplaceable and remarkable nature is an honourable intellectual concept only possessed by man, and I believe it is exceedingly fundamental to acknowledge this through World Heritage.

In reality, public relations activities for World Heritage seem to be no more than technical descriptions for introducing and conserving each site. If possible, I would like to see a broader introduction regarding the intellectual resources that World Heritage can offer. Ideally, these activities would not be limited to the World Heritage Centre and other related organizations, but could be incorporated into school curricula or used as lifelong learning resources in cooperation with museums and other institutions.

In this respect, I believe there are some positive results from recent efforts in Japan for natural heritage. Ideally, conservation of World Heritage must be carried out in cooperation with local residents. For this there must be adaptive management policies

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based on scientific knowledge of natural phenomena at each site and a cooperative system for scientific management and conservation with local communities.

The Shiretoko and Ogasawara Islands sites initiated regional liaison committees and scientific committees for World Heritage natural site inscription, at which scientists from various fields used expert knowledge to promote research and acquire information, and made various proposals regarding management methods based on their findings. Prof. Shikida introduced one example earlier. In both of these regions, one a peninsula and the other an archipelago, it was necessary to preserve harmony with the fishery industry. These problems have been solved and conservation is promoted with minimal effect on the lives of local residents.

The committees have published scientific papers on new findings from research, problems accompanying adaptive management, and the outcomes of their solutions, offering practical models for conservation management at natural heritage sites. Accumulating knowledge and contributing to the conservation of each site in this way is the least we can do to sustain mankind's unparalleled World Heritage for our descendants.

Furthermore, the Convention maintains that World Heritage sites should be conserved under an international cooperative system, rather than separately at each site. It is obvious that for better management and protection of World Heritage we must create a network among similar heritage sites, regions and cities for sharing information on conservation, and promote better utilization of World Heritage intellectual resources. With regard to natural heritage, UNESCO promotes conservation activities at various types of site, such as wetlands designated under the Ramsar Convention, Biosphere Reserves under the Man and the Biosphere (MAB) programme, and the Geoparks network. These all have unique characteristics although they overlap in some areas. Therefore I recommend that interested parties thoroughly exchange information when advancing plans.

On capacity-building I will just say that achievements in capacity-building for professionals in lifelong education can be expected through collaboration with lifelong education institutions. However I enjoyed the motivation of the young people introduced at this meeting. I hope to see youth work together for World Heritage and become promoters of World Heritage projects, and an even higher degree of collaboration between youth at UNESCO Headquarters as well as in each country.

There is one more thing I would like to add – next week I am scheduled to give a keynote speech at the conference of the International Association of Botanic Gardens held once every few years, this time to be hosted in Hangzhou (China). After listening to the discussions here, I have decided to include the subject of World Heritage and its principles in my speech. I hope to help spread the Convention's principles among my colleagues in the botanical garden circle, as many are involved in the Ramsar Convention and Biosphere Reserves. Increasing the network through these activities will help to raise awareness of the World Heritage Convention's principles among the general public.

## Communities and World Heritage: the case of Marrakesh, Morocco

### Prof. Ahmed Skounti

Anthropologist, National Institute of  
Archaeology and Heritage Sciences,  
Morocco



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My brief contribution on communities and World Heritage begins with the case of the Medina of Marrakesh, the historic city, and offers a general view of possible cooperation between the World Heritage Convention and the Intangible Cultural Heritage Convention of 2003.

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Marrakesh, in the centre of Morocco, was founded in the 11th century and was the country's capital twice between the 11th and 13th centuries and again in the 16th century. Like Kyoto, it is the ancient capital of the country. Now the capital is Rabat. The Medina of Marrakesh, the World Heritage site, has a population of 160,000 people among 1 million for the whole city.

Here is a plan of the site. Marrakesh is one of the thirty-one historical living cities in Morocco. It was inscribed in 1985 on the basis of four criteria and the only Moroccan site inscribed under criterion (i) – to represent a masterpiece of human creative genius. Marrakesh played an important role in the medieval centuries in the whole western Muslim Mediterranean. It has had influence on North Africa and Andalusia, and there are several impressive monuments such as Koutoubia Mosque and Jemaa el-Fna Square.

Marrakesh has gone through two Periodic Reporting processes, in 2000 and 2009. The reports underlined the general good state of conservation. The requalification through gentrification of the Medina during this last decade had global positive effects. At the same time, the reports indicated many problems regarding poverty and decay of the urban fabric, the impact of tourism, the lack of social and cultural infrastructure, problems of transportation, circulation, air pollution, and heritage presentation, among others. The report pointed out, in general, the sustainability of the development model.

Regarding the community and heritage, at the beginning the community had a very limited role, mainly in the nomination process of the site for inscription on the World Heritage List, and the inscription itself had a remote impact on the population during the first decade and a half.

Since the mid-1990s, with the development of tourism and the influx of foreigners buying houses in the Medina, and the problem of resources, mainly water, consciousness is rising about heritage and people are now beginning to care about their place in the debate on the future of this heritage.

Apart from the Medina of Marrakesh having World Heritage status, the Cultural space of Jemaa el-Fna Square in the centre of the medina was recognized as a masterpiece of intangible heritage under UNESCO's Masterpiece Programme in the late 1990s, and added to the Representative List of the Intangible Cultural Heritage of Humanity in 2008.

This double international recognition is an opportunity for better community involvement in heritage policy-making, and the bottom-up approach that emerged in many of the interventions here was highly encouraged by the 2003 Convention and suitable for the management of the property as a whole.

The World Heritage Convention is about protection, and the Intangible Cultural Heritage Convention is about safeguarding. Reconciliation of protection and safeguarding is possible under full cooperation between the two international conventions. I also believe that the communities have an important role in putting together these two legal instruments. In a paper published in 2011, I addressed a list of at least fifteen sites on the World Heritage List associated with elements inscribed as intangible cultural heritage. Further, I think that it is possible to make these two conventions work with communities on the ground for protection of the World Heritage sites and safeguarding of the associated intangible cultural heritage.

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### Summary of Question and Answer session

**Jean-Louis Luxen** (Belgium) remarked that the 1972 Recommendation had not been mentioned during the meeting. The founders of the Convention created two parallel entities: the Convention, which is a normative (*juridique*) instrument and the Recommendation on policy that the General Assembly is encouraged to adopt. The two texts are complementary; to manage sites well, policy must be allied with practical application. Regarding sustainable development and the implementation of the Convention, there are sites without Outstanding Universal Value that deserve conservation policy, so the Convention should look more closely at the preservation of heritage in general.

**Jukka Jokilehto** (Finland) commented that a World Heritage nomination usually focuses on particular parts of a larger territory that has a local community with their activities. When thinking of management systems and plans, a distinction should be made between the World Heritage property and the management system, as the latter needs to be understood in a broader context. How the setting contributes to the value of a site is well explained in the Xian Declaration, adopted at the ICOMOS General Assembly of 2005.

**Tim Badman** (IUCN) agreed with **Kunio Iwatsuki** that UNESCO should connect the Convention with other tools of UNESCO, such as the Intangible Heritage Convention and the Ramsar Convention. Mr Badman then asked **Greg Terrill**: while there have been many evaluations and attempts at a more structured approach to the Convention, is there any way that the Committee can hold on to the ideas of the Strategic Action Plan? Mr Terrill replied that the participants at this event were among the most influential and must keep the plan in mind. He stated that the World Heritage Committee did extremely well and the Advisory Bodies also took issues on board. Some of the questions about the Committee's decision-making process showed that it had still to internalize the contents of the Strategic Action Plan – States Parties too have only just begun to do so.

**Rodolphe Imhoof** (Switzerland), referring to comments of **Christina Cameron**, **Kishore Rao** and others, recognized that there were several instruments for improving the work of the Convention, such as the Strategic Action Plan, recommendations of the auditor, and decisions of the General Assembly. He stated that we had work to do to put the political will into action: first, get back to the core business of conservation and International Assistance; second, slow down inscriptions in order to invest the available funds in training, Tentative List preparation, and the preservation of sites – not only those on the World Heritage List, but heritage in general; and third, develop programmes to meet the specific interests of partners.

**James Warden** (Australia) said that the indigenous people of Kakadu National Park have found the Convention processes helpful and that they also reiterated their concern about the Japan earthquake disaster, as uranium from their land is used in the Fukushima reactors. He cautiously asked the panel to reflect on the fact that the indigenous people had inadvertently suffered harm as a consequence of World Heritage status.

**Webber Ndoro** (African World Heritage Fund) commented that he liked the idea of 'capacity-building for all' but questioned how practical it was. How effective has the programme of the last twenty years been, and how do we define heritage?

**Gamini Wijesuriya** (ICCROM) pointed out that capacity-building did not only mean three-month training seminars, but could happen in different ways by engaging the community with the sites, institutional frameworks apart. The individual circumstances and particularly the work already under way need to be looked at. Compiling Tentative Lists can bring everyone together.

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### Panel Discussion E: International cooperation and partnerships: engaging civil society and public and private sector partnerships in the implementation of the World Heritage Convention

Moderator, Ambassador Seiichi Kondo  
Commissioner for Cultural Affairs, Japan



In Panel Discussion E, the discussion focused on the importance of various types of partnership, such as between the States Parties, between UNESCO and other international organizations as well as UNESCO and public and private partners, in order to tackle the various challenges concerning the implementation of the World Heritage Convention, including the issue of capacity-building. This panel discussion was moderated by Ambassador Seiichi Kondo.

### Summary of the presentations

Based on the example of Africa, emphasis was placed on the necessity of international cooperation and collaboration with different agencies, as well as cooperation from other countries and NGOs in capacity-building. Moreover, from the conservation viewpoint, it was concluded that cooperation from the private sector was indispensable. The unequal relationship between developing and developed countries was pointed out, and a further proposal was made to define partnerships founded on mutual respect. As examples of the private sector partnerships of the World Heritage Centre, presentations were made on activities by the three partners: Panasonic, Jaeger-LeCoultre and TBS (Tokyo Broadcasting System). The substantial impact of assistance through private partners was stressed in order to promote awareness of UNESCO activities and of World Heritage properties.

Regarding the relationship between tourism and World Heritage properties, it was pointed out that it encourages the recognition of cultural values and delivers economic merit. However, concerns have been raised that if care is not taken tourism can directly damage properties. A presentation was made on the approaches taken for sustainable tourism by the United Nations World Tourism Organization (UNWTO), and discussion was facilitated on the role played by tourism for coordination with local communities. Furthermore, the partnership in development work of Community Management of Protected Areas Conservation (COMPACT) with the United Nations Foundation and the World Heritage Convention was taken up. In conjunction with highlighting efforts to emphasize the sustainability of the environment, the need to extend people's involvement and coordination at global level was expressed. In addition, using Japan's natural heritage as an example, the sharing of benefits was sought between the government and local communities as well as partnership-building within World Heritage property areas that goes beyond borders. Going forward, support for establishing Bhutan's legal infrastructure for participation in the World Heritage Convention was taken up as one of the ways to partner. Similarly, long-term and multifaceted partnership is considered to be important and respect for local sentiments crucial.

Finally, UNESCO efforts to build strategic partnerships with the private sector and civil society were stressed.

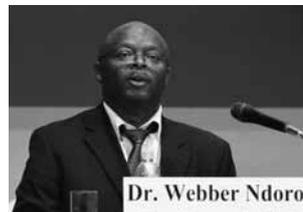
Panel Discussion E

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### Partnerships and challenges in Africa

#### Dr Webber Ndoro

Director, African World Heritage  
Fund, South Africa



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We have heard many examples of successful collaboration and partnership among states with the private sector and other organizations. Partnership and collaboration is one of the cornerstones of the Convention and perhaps one of its success stories. My brief presentation is not so celebratory, but my comments are meant to inspire reflection on partnership and collaboration. Perhaps some of them will be useful as we go into the next forty years and look at how we can improve on our partnerships and collaboration.

I believe that since the construction of the Aswan Dam on the Nile and the subsequent rescue of the Nubian antiquities in the 1960s and 1970s, international cooperation and partnerships have always marked the Convention's efforts to save the world's cultural and natural heritage. As indicated by many speakers, the driving forces behind the Convention's collaborative efforts to save World Heritage have come from two main areas. First of all, threats and impact on heritage from conflicts, as exemplified by the two World Wars. This led to the thinking behind the Convention and how to save some heritage sites. The second is threats from the impact of development, for example, the case of the Nubian monuments. The spirit of collective responsibility has led to partnership and collaborative efforts to save our heritage. We could perhaps argue that the threats to World Heritage sites by conflict and modern development which led to the Convention and to collaboration are still plaguing the world today, and hence greater need for collaboration among States Parties. The conflicts in Afghanistan, Mali, and elsewhere indicate that there is still a need for collaboration to make sure our sites are saved.

In most of Africa, partnerships with developing countries, development agencies, the Advisory Bodies and NGOs has been the main driving force behind the development of capacity and the conservation of heritage. In the past forty years, Africa as a continent has experienced conflict, natural and human-made disasters, and extreme levels of poverty. These experiences in themselves are a major threat to the safeguarding of heritage. This has led to many governments neglecting the conservation and management of cultural and natural heritage sites. However with the cooperation of States Parties to the Convention and other well-wishers, a number of capacity-building programmes, such as the Global Strategy workshops conducted between 1994 and 2002 and the Africa 2009 programme, were implemented on the continent. Advisory Bodies such as IUCN and ICCROM have also organized successful partnerships with African States Parties.

Recently, in partnership with the Flanders Government and IUCN, Africa was also able to launch the Africa Nature programme, aimed at capacity-building for nature site management. However, most partnerships have been forged specifically to address crisis situations. For example, when fires destroyed part of rare palaces, this led to international cooperation, and we were told that the Government of Japan also assisted in this endeavour. International collaboration has also been witnessed as well in conflict areas, such as recently in Mali, and I think that for the past fifteen or twenty years, international cooperation has been present. These situations have clearly exposed Africa's lack of preparedness and management skills. Very often when such situations arise, the heritage sites are not well documented or inventoried, and they lack any risk management plans. In this crisis situation, international development agencies and States Parties have been willing to collaborate with Africa to render quick support. In my view, this is like remembering to buy an umbrella when the rain has stopped. Very often, partners are reluctant to invest in long-term capacity-building programmes to ensure that skilled people and resources are available to rescue the situation. Understandably, crisis situations generate publicity, as in the Nubian Campaign. However, a visit to the museum in Khartoum will reveal that what was saved is today being destroyed by neglect and a lack of trained personnel and also a lack of resources because there was no preparation for what would happen after the crisis. The hype is gone and the international collaboration has also disappeared.

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One of our major problems is that other countries come to help when there *is* a crisis. One of the major issues in Africa is the absence of the private sector in contributing to conservation. Although they cause most of the problems, they have not been able to come to the rescue, and I think we should talk to the private sector so that it can participate in this. Again, the other issue is the unequal relationship between developing and developed countries. Most developing countries lack resources, therefore cannot actually implement some of the partnership agreements. On their part there are also unrealistic demands in terms of trying to implement projects, and a lack of understanding of cultural development. There is also a lack of understanding in terms of the constraints that these countries have and this has led to many, many challenges.

My main point is that, in my view, partnerships between unequal entities need to be based on mutual understanding, mutual benefit and transparency. They require a redefinition of the basis and goals of the partnership in mutual respect. In most partnerships there seems to be a paternalistic attitude, which does not help in furthering the interests of conserving World Heritage sites.

### Environmental protection at World Heritage sites and international contributions from the viewpoint of corporate social responsibility

**Ms Michiko Ogawa**

**General Manager, CSR & Citizenship Group, Groupwide Brand Communications Division, Panasonic Corporation**



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In 2018 we will celebrate the 100th anniversary of our founding with our 100th anniversary vision of aiming to become the No. 1 Green Innovation Company in the Electronics Industry. Also, ever since our start in 1918 we have worked globally in a variety of business fields, based on our Management Objective of contributing to society through business activities. Our Management Objective includes the mission to devote ourselves to the development of the world's cultures as industrialists. With the desire to find social harmony as corporate citizens and global citizens, the determination to contribute to humanity and the world, and the intention of realizing a sustainable society, we signed a strategic partnership agreement with the UNESCO World Heritage Centre in June 2011.

Panasonic, which aims to be a Green Innovation Company, puts a lot of effort into capacity-building – our philosophy being 'make people before making products'. The priority fields of our corporate citizenship activities are narrowed down to two: the environment and supporting the next generation. Under this fundamental idea, a major objective of the strategic partnership with the World Heritage Centre is to foster a higher awareness of environmental conservation in the next generation and to promote capacity-building through World Heritage conservation and environmental education.

Panasonic supports the development of the next generations in various ways in its 'Kids School' programme. One of them is the Eco Picture Diary global programme with its perspective on environmental education. The photograph is the Eco Picture Diary global award ceremony held in February 2012 at UNESCO Headquarters in Paris.

In fiscal year 2012, 300,000 children from fifty-one countries participated in the Eco Picture Diary activities. Out of these 300,000, 2,000 children participated in the UNESCO World Heritage Eco Learning Programme in which they visited a World Heritage site, received environmental education there, put what they learned and realized into their Eco Picture Diaries, and connected that to their next actions. These activities have also been conducted in the United Arab Emirates, Indonesia and Turkey.

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Panasonic has just hosted the fiscal year 2012 award ceremony at Nijo Castle in Kyoto. A total of thirty-three children from thirty-three countries, who received awards of excellence, gathered for international exchange. UNESCO Director-General Ms Irina Bokova was also present. Today the children will enjoy international exchange with other elementary-school children participating in the Eco Picture Diary, as well as visiting Kiyomizu-dera Buddhist temple at the Historic Monuments of Ancient Kyoto World Heritage site, where a talk will be given on the temple's environmental conservation.

Besides this activity, in the partnership between Panasonic and UNESCO we have used UNESCO's official World Heritage calendar as our corporate calendar since 1995. Next year will be our 19th year doing so. In fiscal year 2012 we sold approximately 200,000 calendars, of which 75,000 to the general public. This number is unparalleled by any other corporate calendar in Japan.

In addition, we have a single sponsorship for a global programme in partnership with UNESCO. We broadcast the 60-minute Panasonic Presents the World Heritage Special on the National Geographic Channel in 183 languages. The content of the programme is not only broadcast but is also available for browsing at UNESCO Headquarters as a 3D programme, streamed over the internet, and used in many ways in various places. In this way we contribute to the international community by increasing environmental awareness with a global partnership.

## Jaeger-LeCoultre and the World Heritage Marine Programme

### Mr Stefano Bossi

Brand CEO, Jaeger-LeCoultre Japan



Click to see accompanying images

My brief presentation today is of course about the partnership between Jaeger-LeCoultre and UNESCO and especially why we decided to start this cooperation and why we believe it is strategic for the brand, not only now but in the long term.

The manufacturer Jaeger-LeCoultre has been a leader in fine watchmaking since 1833. It is located in the Vallée de Joux in Switzerland, which is a beautiful natural environment that inspired invention and creativity in generations of watchmakers. Jaeger-LeCoultre takes very seriously its responsibility towards preserving the natural environment of its production site and is committed to minimizing any impact its activities may have on it. In line with this approach, the brand has decided to contribute to environmental projects at the international level. In 2008 we started a partnership with the World Heritage Centre, which works within the framework of the World Heritage Marine Programme and aims at protecting and safeguarding outstanding marine sites that require specific and immediate intervention. Those marine sites are special because they are sanctuaries for marine ecosystems, habitats and species.

To increase public awareness of these UNESCO programmes, Jaeger-LeCoultre joined forces with the *International Herald Tribune* to create the Tides of Time newspaper page that highlights UNESCO World Heritage marine sites throughout the year. There are eight issues a year of the Tides of Time pages and visibility is also provided on the *International Herald Tribune* website on the day of publication.

This is how we finance the programme. Online watch auctions, conducted since 2009, have already enabled Jaeger-LeCoultre to contribute to the protection of Tubbataha Reefs Natural Park (Philippines), Sundarbans National Park (Bangladesh/India) and Malpelo Fauna and Flora Sanctuary (Colombia).

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This year, prototype number 1 of the Jaeger-LeCoultre Deep Sea Vintage Chronograph that you can see in the slide was auctioned online and the proceeds have been donated to the Puerto-Princesa Subterranean River National Park in the Philippines. The site features a spectacular landscape with an underground river that emerges directly into the sea and represents a significant habitat for biodiversity conservation.

Seven marine sites have been selected by the World Heritage Centre in the Tides of Time campaign 2012–13. You can see the names on the slide. The Gulf of California in Mexico, the Three Parallel Rivers of Yunnan in China, the Aeolian Islands in Italy, the Socotra Archipelago in Yemen, the Ogasawara Islands in Japan, the Brazilian Atlantic Islands, and East Rennell in the South Pacific. This month's Tides of Time page has been dedicated to the Ogasawara Islands and was issued on 6 November.

And now a few words about our experience in the partnership with UNESCO. We believe that it has been and continues to be a win-win relationship, bringing many positive returns to the brand.

First, it works as a powerful tool to prove and communicate the commitment of the brand towards the environment. The brand has been historically rooted in the beautiful landscape of the Jura Mountains, and caring for the environment has always been part of the DNA of Jaeger-LeCoultre. Second, the partnership is working internally on the 1,300 employees of the manufacturer to raise and strengthen awareness of the environmental identity of the brand and make everyone proud of this partnership. Finally, it also works at the product level, reconnecting the present with the past and giving new legitimacy to the diving watch collection, which started with the Deep Sea models back in the 1950s.

On 7 February 2013, in cooperation with UNESCO and the *International Herald Tribune*, we will host a special event at the new flagship boutique of Place Vendome in Paris. The event will be an occasion to illustrate the achievements of the marine programme, promote its future objectives, and inspire other potential partners to join. We are very much looking forward to the future of the partnership and sincerely hoping to inspire other private companies to join this partnership and make their contribution to the future of the planet.

### Hand in hand with the World Heritage Centre: bringing World Heritage to your home

Mr Jun Ogawa

Director, International Affairs, Tokyo  
Broadcasting System (TBS) Japan



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First of all I heartily thank the Japanese Government and UNESCO for giving us this opportunity to participate in this celebration of the 40th year. I hope everybody enjoyed our production yesterday. It was the crystallization of our sixteen years of partnership with the World Heritage Centre. Media play an important role in communicating, in sending a message to the public, but we cannot do it alone. The cooperation and information are very important, and the partnership with the World Heritage Centre was a key to our success. For many Japanese people, the words 'World Heritage' and 'TBS' cannot be separated, but for those who have come from abroad, let me briefly introduce the company. We are a private commercial broadcaster in Japan, and with our twenty-seven affiliates we cover the whole nation. Our flagship documentary programme, *The World Heritage*, has been broadcast since 1996, when our partnership began. Today I would like to show you our partnership. It goes beyond just awareness.

[a video clip was presented]

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The most cutting-edge 4K technology – obviously this video is not 4K resolution, but you still can enjoy it, or rather, experience it, just outside this room and see the potential of our documentary's technological advancement and the role it could play in the conservation of World Heritage sites.

### World Heritage and sustainable tourism

#### Dr Luigi Cabrini

Director of Sustainable Tourism Programme, United Nations World Tourism Organization (UNWTO)



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Tourism has grown dynamically over the last few decades, from 25 million international tourists in 1950 to 900 million in 2011. The number is expected to reach 1 billion by the end of 2012, and 1.8 billion in 2030. This growth reinforces the critical need to manage tourists in a sustainable and responsible manner. Just yesterday we launched a campaign: 'One billion tourists, one billion opportunities.' We've asked everyone to visit our website to vote for an idea that can improve travelling. The five top ideas so far include 'protect heritage' and 'respect local culture'. So we can see how important culture is for tourists.

Tourism is also one of the fastest global economic sectors, representing 5 per cent of global GDP and 30 per cent of services. It generates US\$3 billion per day and is a job creator, especially for women and youth.

Tourism and culture are strongly linked. Tourism would not exist without culture. Culture is in fact the main motivation for travel, and any form of tourism actually provokes a cultural effect on the visitors as well as on the host. Tourism also enables the cultural heritage of the region to be recognized and valued, not only by its own people but by the rest of the world. Tourists finally can help societies to reframe their cultural identities by sharing their heritage with visitors and taking pride in it.

World Heritage sites are attracting increasing numbers of tourists who provide important economic benefits and often generate development, not only at the sites but in the whole region. While tourists can be a vehicle for heritage protection and local development, if unplanned or mismanaged they can be economically, socially and culturally disruptive. Responsible planning and sustainable management of tourists is therefore one of the most pressing challenges for both tourists and heritage stakeholders.

UNWTO has dedicated a great deal of work to the relationship with heritage. I would like to mention these publications – *Management of the Flow of Tourism at Heritage Sites*, and the most recent one, *Communicating Heritage*, a handbook for the tourism sector. We believe that the manner in which heritage is communicated at the site influences the quality of visits and also transmits their value, which is what tourism is about.

The reason for my presence, the World Heritage Sustainable Tourism Programme, which was adopted by the World Heritage Committee at its session in Saint Petersburg in 2012, is led by the World Heritage Centre, a steering group of States Parties representing UNESCO regions, and UNWTO. UNWTO contributes principally through experience in policy and visitor management tools such as carrying capacity, congestion management and interpreting. Although a United Nations specialized agency, UNWTO has a strong representation of the private sector in its membership, and therefore is an important link with the private sector in tourism. The Sustainable Tourism Programme aims to bring together World Heritage and tourist goals to develop a new approach to tourism at World Heritage properties. If I were to define in one sentence what the programme is about, I would say that it is to integrate a sustainable tourism perspective into the mechanism of the World Heritage Convention.

The activities planned for the programme include integration of sustainable tourism indicators in Periodic Reporting, State of Conservation reports, and reports on mechanisms, or identification of capacity-development training and education needs

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among stakeholders relating to world tourism and sustainable tourism, creating incentives that encourage responsible actions in terms of property conservation, and providing economic benefits to the local communities.

Another goal is the identification and promotion of authentic, sustainable and responsible tourist products and services that provide a high-quality and low-impact visitor experience at World Heritage properties and at destinations as a whole.

Although this programme has been approved it will of course need to be supported financially. Tomorrow an appeal will be launched on the programme I anticipated today. In conclusion I would like to say that the World Heritage Sustainable Tourism Programme is an opportunity to reach a common purpose between culture and tourist communities, to preserve the value of our heritage, and to make it known and understood by people worldwide.

### Local to global partnerships: more than a decade of COMPACT small grants work in World Heritage sites

**Dr Delfin Ganapin Jr**

Global Manager, Global Environmental Facility Small Grants Programme, United Nations Development Programme (UNDP)



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The UNDP-implemented Global Environmental Facility Small Grants Programme (SGP), which I represent, is honoured to be able to share with you our lessons learned from more than ten years of work to facilitate the engagement of local communities, civil societies, government agencies, as well as the private sector, in joint efforts to protect natural World Heritage sites. This work was in recognition of the fact that natural World Heritage sites are large landscapes and have faced many challenges that make it impossible for solely government organizations or a single stakeholder sector to do the difficult and challenging work of conservation. Thus, in the year 2000, the effort by the UNDP Small Grants Programme, the United Nations Foundation and the UNESCO World Heritage Centre was launched to engage local communities and civil societies in landscape-wide management of select World Heritage sites. This global support in implementation of the World Heritage Committee's fifth Strategic Objective, 'Communities', was named COMPACT, which stands for Community Management of Protected Areas Conservation. This programme covers natural World Heritage sites in eight countries, plus one in Madagascar which is on the national Tentative List, as pilot sites representing values in consistent situations. The engagement of many actors requires a coordination framework that allows individual efforts yet is designed to create synergy between them. The first step to this consists of baseline assessments that combine science and technology, and support with appropriate participatory approaches the engagement of communities within an adjacent World Heritage site.

With landscape-wide knowledge of the baseline situation, all the non-governmental and governmental stakeholders were able to develop conceptual models that identify the factors affecting the site, how they relate to each other, and objectives that valued stakeholders must pursue to protect and conserve the site. This commonly accepted conceptual model facilitates coordinated engagement of various stakeholders, not just in implementation but also in later monetary valuation. Then from the conceptual model was developed the site's strategy, which lays out different conservation and sustainable development, sustainable livelihood projects, in a way that eventually supported an overall landscape-level impact.

The UNDP Small Grants Programme had already provided US\$10 million in grants, and the United Nations Foundation US\$6 million in core financing to support more than 400 projects. It must be emphasized, however, that capital for this project came not just from global financing, but also from the social capital of communities and local stakeholders that was

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released through their close engagement in planning and decision-making. In this, the recognition of the role of local culture and the use of adopted management that brings more than science and traditional knowledge together, are vital elements.

Many conservation projects were entered, such as the protection of ecosystems and endangered species. To date about 788,000 hectares within the pilot sites have been strengthened in their protection and conservation. But equally important were the sustainable livelihood projects that provided alternatives to what would otherwise be destructive utilization of fragile ecosystems. More than a million community participants have become project partners and benefited. As a result, over 2.4 million hectares of buffer zones have become a living fence of protection against unsustainable exploitation. The importance of sustainable livelihoods consequently leads to engagement with the private sector. The COMPACT approach supports engagement by clustering sustainable production for issued delivery at volumes attractive to the market and by minimizing the risk of doing business through community capacity-development initiatives. Thus, as a further development, COMPACT has established additional partnerships with the United Nations Foundation in the Conservation International World Ventures Programme, and a World Heritage local ecological programme designed to provide business development support to community-based enterprises and to strengthen engagement with the business sector.

Support for environmentally sustainable livelihoods, however, is not enough. Empowerment of communities and local stakeholders is needed for the initiatives to be sustained and scaled up. Social ecological programmes have to be strengthened through networking and different governance arrangements based on the sharing of power and also responsibilities must be institutionalized. The formation of multi-stakeholder local consultative bodies as well as the recognition of indigenous and community conserved areas and territories, and the design of homogeneous arrangements, are critical in facilitating positive engagement between community and civil society and their government counterparts.

SGP COMPACT was designed to engage other stakeholders at the global level. A Memorandum of Understanding was signed in 2004 between the UN and the UNDP Small Grants Programme, the World Heritage Centre and the Secretariat to the Convention on Biodiversity to jointly foster reciprocal learning and to facilitate sharing of good practices and be informed by policy debate. As the UNDP SGP now covers 126 countries, the plan is to broaden the partnership with others in the World Heritage Convention community to replicate the COMPACT model to more natural World Heritage sites, for example, to be prepared to share with site managers, and the expectation is for eventual mainstreaming of best practices such as the adoption of local consultative bodies. Engagement with other organizations has grown over the years with so many natural sites that still need to be covered with effective multi-stakeholder protection amidst intensifying pressures brought about by worsening poverty, unsustainable consumption and development, and even climate change. The future we must build cannot be anything but one in which our partnership at all levels grows at a broader and much faster pace.

### Benefits Beyond Borders: building partnership in and around World Heritage sites

**Dr Masahito Yoshida**

Chairman, Japan Committee  
for IUCN



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I would like to talk about establishing partnerships inside and outside of World Heritage areas. The title 'Benefits Beyond Boundaries' was also that of the 5th World Parks Congress held in 2003 in Durban, South Africa. Also, the similar 'Benefits Beyond Borders' is the title of the book of World Heritage good practices that UNESCO published for the 40th anniversary. In other words, I think the idea is that sharing the benefits of World Heritage areas and protected areas with neighbouring residents leads to the establishment of partnerships and their preservation.

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The word 'Boundary' in this context does not only signify national borders. Of the 108 natural heritage sites, more than fifteen lie across national borders, and there are some transborder protected areas. But in addition to this, we mean the benefits beyond the division between protected areas and neighbouring residents.

However, 'benefit' is not limited to economic benefits. For example, there are many benefits from conserving World Heritage sites and natural sites. There is water and air, and also disaster prevention, which can prevent floods and droughts, and forests can weaken the force of a tsunami. What we call ecosystem services include all of these benefits combined, and local residents can benefit from them thanks to protected areas and natural World Heritage sites.

Protected areas in Japan, in particular national parks, are based on a law passed in 1931, so there is a history of almost eighty years. They are slightly different to American national parks in that they are area-based; that is, the areas are designated regardless of ownership. I believe there are other national parks of this type in Asia and some in Europe. When one tries to place regulations, provide education, build capacity, or conduct other such activities in these protected areas, it becomes crucial to form partnerships with the Ministry of the Environment or the Forestry Agency that manages the protected areas as well as local municipalities and residents. We call these partnerships 'Cooperative Management', which I believe will probably become very important for management in Asian parks and natural heritage sites in the future.

A specific example is the scientific councils initiated for Shiretoko, inscribed in 2005, and the Ogasawara Islands, inscribed in 2011. These scientific councils are foremost scientific experts, as well as non-governmental organizations, people from groups that had already conducted scientific studies. Based on their discussions they created natural heritage recommendation documents and management plans. In addition, the Ogasawara Islands had the problem of non-native species such as rodents, cats and goats, and these were exterminated according to the scientific council's advice.

Besides the scientific councils, there were regional liaison committees. These regional liaison committees were a collaborative effort between authorities managing the protected areas, local municipalities, and local residents. They included fisheries businesses, agricultural businesses, and tourist groups, and they created ecotourism plans and other related matters.

This is the World Heritage area of the Ogasawara Islands. The black parts are the World Heritage areas. Over 90 per cent of the islands are World Heritage areas, so we were not able to actually create a buffer zone. Also, we designated a wide area, 5 km outside of the island, as the World Heritage management area. This idea actually came from a workshop held in 1992 at the 20th anniversary of the World Heritage Convention by UNESCO and IUCN. The idea makes the management area wider than the buffer zone. In fact, the management plan targets all regions from the Ogasawara Islands to the sea routes bound for Tokyo. I believe this is a very new way of thinking. The World Heritage management plan of Yakushima, which was inscribed earlier, only includes the black areas, the areas inscribed on the World Heritage List. However, there is potential if we expand the area a little.

In conclusion, this is my suggestion. Right now we only establish a buffer zone for World Heritage property areas, but we could establish a wider area as the World Heritage management area. I think it is extremely important to draw up appropriate plans for sharing benefits with the local residents in these areas. For this, there are over eighty places in the world where World Heritage property areas overlap with Biosphere Reserves, but in Japan, Yakushima is the only one. We must strengthen the relationships between these things. The Aichi Targets were adopted at COP 10 (Parties to the Convention on Biological Diversity), held in 2010 in Nagoya. The 11th Aichi Target concerns integrating surrounding landscapes. From these developments, I also think it is necessary to strengthen partnerships with local residents through management that integrates surrounding landscapes, instead of merely managing each World Heritage site like an isolated island.

## Session 5: Future of the Convention

### 'Partnership' from experiences of drafting a heritage bill in Bhutan

#### Prof. Toshiyuki Kono

Member of Executive Committee,  
ICOMOS International



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accompanying  
images

I would like to offer you something to think about concerning partnerships, based on my experience in drawing up a cultural heritage law for Bhutan. First, I will show you some typical Bhutan architecture and scenery.

This is a private home or public office called a *dzong*. This is one type of cultural landscape. Beautiful Bhutan became a State Party to the World Heritage Convention on 22 October 2001. However, Bhutan has not been particularly proactive in nominating properties for World Heritage inscription so there are currently none in the country, although eight are on its Tentative List. There are almost no laws for protecting sites, in particular, cultural heritage sites. This means that the country does not satisfy the requirement for relevant legislation and regulations as established in the *Operational Guidelines*. Therefore, there was a need for a law and since last year I have been helping with this work.

What became clear immediately after I began working on this project was that there is no conception of heritage. That is, the past and present are not severed but are tied together, and there is no clear way to demonstrate the concept of heritage. Moreover, it is only four years since the country was democratized so there is no accumulation of know-how regarding technology for ensuring heritage. The process of preparing the law has been based on these circumstances – the current circumstances, that is, the social circumstances – and we have had many long discussions with attention on practical tasks necessary for conservation, efficiency, and consistency of legal structure. We began in spring 2011, and I am certain that it will be a very long-term project.

In 2012 we signed a partnership agreement between the UNESCO New Delhi Office, Bhutan's Ministry of Home and Cultural Affairs, and the Kyushu University Faculty of Law. The agreement is for three years, but we will be able to extend it if necessary. However, it does not include financial aid so each year I apply for the Official Development Assistance Grants for UNESCO Activities from the Japanese Ministry of Education, Culture, Sports, Science and Technology. If I get the grant I can go to Bhutan. Fortunately, I have been able to receive the grant for two consecutive years so the project is still running, but our financial situation is in this way extremely risky.

Furthermore, there is a peculiar circumstance in Bhutan society, a strong urge for change of an intangible sort. This means that a major issue is how to address the problem of 'authenticity,' a basic factor in the regulatory framework for World Heritage. It is related to how strong the intangible factors are in Bhutan. For example, the picture on the top left is of local residents celebrating the completion of a temple, which was very brilliantly remodelled. Under that is a section where monks live in *dzongs*, although they are government offices. This sort of thing is demonstrated in the 2,000 temples across the country, which is about the size of the island of Kyushu, and has a population of less than 800,000. I think you will understand how strong this social pressure is.

This is a scene of studying or sutra chanting in a temple. This is Punakha *dzong*, where the wedding of the king was held in 2011. The photograph on the left is before reconstruction, on the right is after. This major reconstruction took place from 1986 to 2006. This is considered one of the greatest feats of the previous king. Concerning this pressure to change, for example, this is part of the temple *dzong*. You can see the elaborate embellishments from left to right. This is a result of society's pressure. How Bhutan should handle this problem of authenticity is one of the country's major issues.

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We held a pre-conference meeting in Himeji before this event, where we considered the Nara Document on Authenticity. It has been twenty years so it is about time to reconsider the problem of authenticity. We discussed the five problems you see in this slide, such as 'Value and Authenticity', and 'The Definition and Problems of Integrity'. We invited business representatives from Bhutan and considered case studies.

From this experience, of a little less than two years, I learned that an ideal stance for partnership is that it is multi-levelled. In other words, in my case, I am not only creating a law: I must think about capacity-building in order to train people who can create and revise the law. I intend to receive exchange students from Bhutan next year, and this type of multi-levelled partnership is necessary. A long-term partnership is also necessary. The same people must work on the issue over a long period. And I think it cannot be helped that financial aid covers one year at a time, but I strongly believe long-term financial support is necessary.

Finally, the most important point is to respect the perspectives of the local residents. I had heard that there are some who would sell hard for their own interests. But that is not true, and I believe it is important to lend an earnest ear to what the locals want and face them frankly. I think it most likely we will come to see more clearly in the future.

### Ms Vesna Vujicic-Lugassy

Chief, Communication, Education  
and Partnerships Unit, UNESCO World  
Heritage Centre



Thank you very much for giving me the opportunity to say a few words about our partnership strategies in UNESCO and at the World Heritage Centre. UNESCO is currently working on establishing a strategic framework for engaging more partners from civil society and the private sector to work hand-in-hand with UNESCO and its Member States. As for the World Heritage Centre, we have been relatively successful already in this regard, since the establishment of the Partnerships for Conservation Initiative (PACT), which was created ten years ago, at the celebration of the 30th anniversary of the World Heritage Convention. We have many examples of long-standing cooperation and new initiatives that support World Heritage programmes directly. Our efforts will be further enhanced and measured to increase transparency and effectiveness as well as to ensure mutual benefits for long-term partnerships, as was mentioned already by Dr Ndoro and several of our partners here.

The World Heritage partnership strategy focuses on contributing to the 'five Cs', the Strategic Objectives of the Convention, in the following manner.

For Credibility, successful partnerships benefiting sites in all regions of the world demonstrate the involvement of all levels of society in preserving World Heritage, and they thus enhance the credibility of the Convention.

For the second 'C', Conservation efforts are enhanced through a number of partnerships which provide direct support for sites and World Heritage programmes in need. We have heard the example of the very fruitful collaboration with Jaeger-LeCoultre and the *International Herald Tribune* for the Marine Programme. Other examples to be given are tourism-related partnerships such as the one we have with TripAdvisor. And partnerships will be crucial, indeed, for the implementation of the new Sustainable Tourism Programme.

Capacity-building, or the third 'C', is enhanced through partnerships such as the very comprehensive one with Panasonic, which we have heard about here, but also other partners, such as Dentsu, also in Japan, who connects us with the Japanese telephone company NTT DOCOMO, to contribute to World Heritage education for Japanese youth and internationally as well.

A number of partnerships focus on Communication, the fourth 'C'. In addition to those which have accompanied us throughout this event, TBS, NHK and Panasonic, I also mention our partners in building photo archives such as Our Place,

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based in New Zealand, or Fotonauts in France, which share World Heritage images and promote World Heritage programmes through dedicated mobile apps. HISTORY®, in particular, has helped us to build awareness of the 40th anniversary of the Convention through producing and disseminating short video clips on World Heritage. And it is also important to mention our co-publishers for our publications, such as HarperCollins, and Cambridge University Press, as well as Publishing for Development for the *World Heritage* review.

The fifth 'C' is for Communities. Communities are the focus of several recent partnerships, and I would like to mention in particular a new partnership with the Swiss Franz-Weber Foundation, which will help us to preserve Dja Faunal Reserve (Cameroon) through capacity-building and preservation of the livelihoods of the local Baka pygmy communities. I would also mention the Smithsonian Institution, which has partnered with us to produce a very original virtual exhibition on community involvement in preserving a number of World Heritage sites, which can be viewed on the Smithsonian and World Heritage Centre websites. So successful preservation of World Heritage and sustainable development will be the focus of our partnerships for the coming years as it will become more and more important to work hand-in-hand with civil society and the private sector. And this is not only because most of the partnerships come with financial contributions and help to increase the all-too-meagre resources available for implementing the Convention, but also because the outreach capacities of our partners and often their technical expertise can help us to achieve what we cannot do alone.

Finally, I would like to extend our heartfelt thanks to all the partners who are with us here today, and also to those who are absent but maybe watching through the live streaming technical arrangements, with the wish to continue working together to preserve our heritage.

## Summary of Question and Answer session

Answering a question by **George Abungu** concerning his most frustrating and most fantastic experience, **Webber Ndoro** said it was frustrating when the partners either did not understand or were not interested in the specific tasks and objectives of his organization, but were only concerned about matters such as tourism. One of the main issues is how to match the interests of two entities, so that they would have common objectives. Another is that most projects are short term, whereas capacity-building and development of skills take a long time. The fascinating moment is where our interests and the partner's interests match.

**George Abungu** asked **Michiko Ogawa** (Panasonic) how to ensure that a partnership will last. Ms Ogawa replied that while it may be difficult for a company to survive, and priority is on its commercial activity, four conditions allow Panasonic's corporate social responsibility activities to endure. First, the activity matches the management objectives of the company, along with the commitment of top management. Second, it is reviewed positively in a PDCA (Plan-Do-Check-Act) cycle. From the enterprise's perspective it is important to know the impact on society and whether or not key products are utilized. The third point is how widely its worldwide employees are involved in the activity. Lastly, Panasonic evaluates the Eco Kids education programme with reference to its other scholarships and educational programmes.

**Jun Ogawa** (TBS) stated that he hoped UNESCO remained aware of the value and the impact that a partner could bring, rather than the volume of financial contribution. The media may make a smaller contribution in terms of funding, but they can generate enormous value, which in turn would help to persuade board members and sponsors to continue the partnership with UNESCO.

**Stefano Bossi** stated that corporate social responsibility is not something imposed from outside but should come from the heart as a company mission. All companies, which take something from society, customers' income, profit, etc., have to give back to society. Not only for reinvesting in the company, but also to give better service to society. We should never forget that we are connected to communities.

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**Max Ooft** (Suriname) asked how local and indigenous communities were actually involved in the development of programmes and strategies. **Delfin Ganapin** (UNDP) replied that a partnership has to be built between equals. To do that with indigenous peoples, there has to be a social recognition of the group as rights-holders and not just stakeholders. The indigenous peoples can only be rights-holders if their ancestral domain claims or their territories are recognized. In his experience, it is best to form local consultative bodies before the application [nomination] for inscription. This ensures that the stakeholders' application includes the indigenous community.

**Rodolphe Imhoof** (Switzerland) asked what arguments should be used in order to get 'one million dollars' for a long-term project from a private company. **Jun Ogawa** (TBS) replied, although there was no magic answer, a company sees the potential and marketing value of World Heritage. He suggested that the attraction was not the amount of money alone, but the value of the partnership itself. **Stefano Bossi** (Jaeger LeCoultre) commented that a company would start a partnership step by step, ensuring the activity makes sense and offers sound visibility. Asking for everything *now* may be difficult for a company to accept, but many companies would be interested to enter this field, if they knew how.

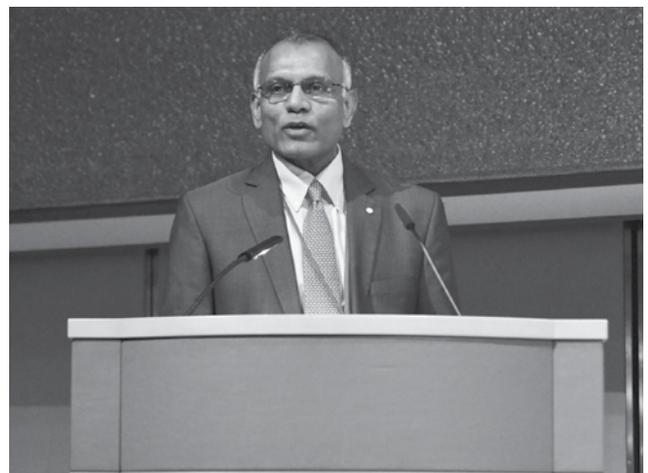
**Michiko Ogawa** (Panasonic) added that companies look for return on investment to convince their top management. Economic value used to be the main concern, but now it is more about sustainable value for the company. It is desirable to visualize or quantify the results.

Responding to the issue of the marketing value of the World Heritage, **Bernd von Droste** raised a question of how UNESCO could determine the value of World Heritage, or if it was giving it away in partnerships under value. He added that it could be said that the World Heritage community was 'selling' World Heritage places which had been unknown before inscription, but suddenly widely known, at no cost.

**Mike Turner** asked about the policy for evaluating a partnership. **Jun Ogawa** (TBS) said that their long-standing TV programme generated the popularity of World Heritage in Japan, which in turn created a market for tourist publications and programmes by rival stations. **Stefano Bossi** (Jaeger LeCoultre) added that his company had an internal assessment recently that was very positive; he thinks every company has its own guidelines.

**A representative of the Korean National Commission** asked what are the difficulties at the beginning of a partnership and when maintaining it. **Vesna Vujicic-Lugassy** (World Heritage Centre) answered that it was important to discuss each other's intentions and goals, in order to find mutual benefits. Sometimes a partnership starts on a small scale and develops over time. It is a win-win situation that the World Heritage Centre seeks to develop. With regard to the value of the World Heritage brand, increasing numbers of partners lead to increased interest and an increased value of the brand.

# Session 5: Future of the Convention



## Commemorative presentations for the 40th anniversary

### The World Heritage Convention in the post-2015 International Development Agenda

#### Mr Francesco Bandarin

Assistant Director-General  
for Culture, UNESCO



This meeting, a celebration of the 40th anniversary of the Convention, has in reality been much more, and I have the impression that it has been of a high standard and very professional, open and frank, responsible and forward-looking, a gathering of the World Heritage community. We have many opportunities to meet, but seldom in this format, so our first conclusion is that it is very important to maintain this level of professional standard and, again, to keep the spirit and purpose of the Convention alive through meetings such as this, which have no decision-making purpose but certainly play a fundamental role in fostering the Convention.

My presentation concerns the post-2015 International Development Agenda, which I propose because this meeting is about the future of the Convention, and about the future of many initiatives and policies that UNESCO is trying to develop. The World Heritage Convention is a great success story, but at the same time it needs to find a connection with the broader world, because the system surrounding the Convention is bigger than the Convention itself, and the issues it faces come from many different angles that require a multifaceted view of the world. In the past few years UNESCO has been trying to strengthen a key policy referred to as 'culture for development', by which of course we mean sustainable development. The first aim is to place culture on the International Development Agenda. The reason we at UNESCO want to do this is because culture is not on the agenda today, sadly enough, as we believe that culture is a fundamental tool for human, social and economic development. We have had to acknowledge the fact that UNESCO has not been successful so far as an international community in placing culture at the proper level in the larger framework of international development.

The second reason why we have developed this policy is that we think the activities and international standard-setting instruments that UNESCO has developed throughout its history comprise a store of material that can be exchanged. So we have created a kind of umbrella idea in 'culture for development' in which UNESCO's different initiatives find common ground. In recent years more work has been done to coordinate, at least from a logistic or cultural point of view, UNESCO activities in other fields and other conventions, in museums, in dialogue, and so on. While all the things that UNESCO does have their own specificity, and clearly the Convention has its own, at the same time they share a common goal, which is respect for cultural diversity, something that is a very important part of our philosophical approach, the goal of fostering dialogue, and last but not least, support for development. These three elements constitute the 'three Ds' of diversity, dialogue and development – thus we want to see the world in 3D, not in 2D.

Now let me present a few ideas around this overarching strategy. The World Heritage Convention has forty years of history. It has achieved a record number of ratifications, a very wide commitment from States Parties, great public awareness, and the requisite mechanisms are in place. The task of promoting shared values, shared responsibilities and international solidarity has been achieved in the past forty years, obviously with many imperfections like any human endeavour, but certainly with great results. We have been able to drive change in many national legislations and institutions. We have improved policies. We have built national capacities and encouraged the participation of a great range of stakeholders. There has also been progress in addressing conservation. In a way, the Convention has also been the pilot of many important innovations and changes in conservation practice. So it has been an important tool for conserving the planet's cultural and natural heritage. We are proud to say that the World Heritage Convention is the most effective of international instruments, a milestone in the world of conservation.

## Commemorative presentations for the 40th anniversary

At the same time, we are of course aware that there are many, perhaps new, challenges. In the forty years since the Convention was adopted in 1972, clearly the world has changed. Globalization has increased social and economic interdependencies and provided many opportunities for development, while presenting many challenges to the livelihood and identity of communities. There are newly identified global challenges such as climate change, conflict, war, poverty, the current financial crisis, urbanization processes that in some regions are unique in history, and environmental degradation. All this has rendered people more vulnerable to change and to the impact of natural disasters, leading to the loss of local cultures. Then there is the advent of the information society, perhaps not foreseen forty years ago: the creation of a system of global exchange, not only of more information but also of values and sharing of reciprocal histories and ventures. When an accident happens the whole world is involved; everyone sees what is mirrored in the event, although it is perhaps taking place thousands of kilometres away and the world would not have known about it before today's information systems were developed.

So this is a different world, and we have to understand and learn how to interact, also how to contribute to overcoming challenges to sustainable development, now and in the future. This is why we have chosen collectively to examine, on this 40th anniversary, the role of local communities. The promotion of conservation management of local heritage is a pillar for strengthening our communities, enabling and empowering them to face these challenges.

Within this framework, the international community has made important progress and major decisions over the past ten to fifteen years. I would like to focus on the Millennium Development Goals, which have been the most important framework for development. But first, a little history. UNESCO wants culture to be part of the Development Agenda – this is not the first but the second time that we have attempted to put it there. The first was in the 1980s when the World Decade for Cultural Development was dedicated to studying the relationships between culture and society and between culture and development. I believe that decade was groundbreaking, and it culminated in 1996 with the comprehensive report by the Pérez de Cuéllar Commission, *Our Creative Diversity*. Thus in the 1990s all the issues we are now discussing – diversity, dialogue, culture and heritage – were already identified as fundamental pillars of development. Then in 1998, UNESCO attempted to advance this thinking at a major international conference that took place in Stockholm and the following year at a conference organized jointly with the World Bank in Florence. Everything seemed to be in place.

The year 2000 arrived. The Millennium Development Goals were launched by the United Nations and, much to UNESCO's disappointment, culture was not recognized, not even mentioned in the text except in passing. So in a way we failed. The first cycle of this round was unsuccessful if the goal was to place culture at that level of the Development Agenda. Of course, UNESCO had created a wide knowledge base and was convinced, along with Member States and many partners, that culture had a fundamental role in development, but the concept was not established at that level. We were unable to show and capitalize from the links we had explored between cultural diversity and biodiversity, between conservation and natural and cultural heritage on the one hand, and environmental sustainability on the other. All our mantras were somehow echoed in other goals but not in recognition of culture.

I think that we have to learn from our own history, so we are trying again to give a second chance to this political step, as after fifteen years the Millennium Development Goals are to be reassessed in view of the post-2015 agenda. This means that 2012 to 2014 are the years in which we can again try to place culture in the Development Agenda through a two-pronged system of action. The first is strictly direct policy. UNESCO has already achieved very important results. The outcome document of the 2010 Millennium Development Goals Summit, published ten years after the Millennium Declaration, emphasized the importance of culture for development, and in 2010 and 2011 the United Nations General Assembly approved resolutions that were specifically targeted at fostering proposals for culture as a tool and a new dimension of development. Thus we hope that this policy development will also help us in the upcoming discussions for the reformatting of the post-2015 International Development Agenda.

The Rio+20 United Nations Conference on Sustainable Development held in June 2012 was concerned with the environment and development rather than culture. Yet it recognized the relationship between people, their ecosystems and their cultural heritage. It recognized the values of sustainable use of resources by populations – local communities and indigenous peoples – the need for conservation of natural and cultural heritage, the need to revitalize historic districts and rehabilitate city centres,

### Commemorative presentations for the 40th anniversary

as well as the importance of investing in cultural tourism. Although the theme of Rio+20 was not culture, all the elements concerning the role of culture that UNESCO keeps repeating and identifying as the core of our own action are there.

In order to strengthen the role of culture, however, it is not enough to have good ideas – we must also demonstrate them effectively. We also have to have a clear message. Culture is a very vague and ambiguous concept because it covers everything. UNESCO has worked on many views and facets of culture. In an internal evaluation a few years ago, UNESCO was criticized because our message on culture was not clear, and the evaluators were confused. Because we had thirty years of history of dealing with culture, we sometimes focused on cultural diversity, sometimes dialogue, sometimes heritage, and sometimes other dimensions. So we needed to clarify the message, which should be very simple, clear, straightforward and down-to-earth in order to be understood. You cannot imagine how many times ministers and officials ask ‘What do you mean?’ regarding culture in development.

My answer is very simple. It is not my own answer but the collective result of our reflections, and we have concluded that the simplest message that we can pass on is that culture in development means essentially two things: it means that culture is an enabler of development, a fundamental dimension of a development programme or project. If these programmes and projects are not culturally sensitive, they will not achieve their goal. They will probably even disrupt the communities towards which they are oriented. At the same time, culture is a driver of economic, social and human development, meaning that it is a sector of great importance, increasingly so in the world economy. The World Heritage Convention has an almost automatic impact on the development of communities through tourism and many other factors. So UNESCO is bringing this simplified message to the wider debate taking place around the world and at United Nations Headquarters in New York, in which all the dimensions that we care about – diversity, dialogue, development, and so on – are compacted.

Formulating policy alone is not enough. UNESCO would not function if it addressed only policy aspects. We have also made many initiatives concerning the importance of culture and development to other UN agencies in recent years, the most important of which has been the implementation of the Millennium Development Goals Culture and Development Window. The Millennium Goals Fund set up by Spain amounted to some US\$800 million, out of which US\$100 million were allocated to culture, to which Spain is very sensitive, so opening up this window of opportunity. This significant funding was given to UNESCO to coordinate by the United Nations Development Programme (UNDP), and we developed eighteen projects in fifteen countries. In the past three or four years these projects have been conducted with culture at the core of very important local actions. Some of the projects are directly focused on World Heritage sites, such as the Pyramid Fields in Egypt, but many have a connection with the Convention, although they clearly try to focus on communities and their respective abilities to foster culture as a factor of development. If you browse the World Heritage Centre’s website you will see plenty of material relating to all of this, which has been clearly recognized by the UNDP. This exercise has been a very important and decisive demonstration of the role of culture in development.

The second demonstration is to develop indicators of the impact of culture on development. This is not something UNESCO can address exhaustively, because it is very complex. Producing statistics may seem like a purely intellectual activity but it is the ideal way to demonstrate to policy-makers that projects are working. So we have invested in development indicators and are now discussing with the World Bank the inclusion of the impact of culture in their list of Human Development Indicators. One indicator will probably be the impact of culture on employment, because that can be quantified relatively easily and is at the core of the preoccupations and concerns of many local officials and policy-makers.

The impact of culture can be demonstrated in many other areas. Cultural tourism is clearly important because of the rapid growth in this sector. Cultural and creative industries also, as shown by various sampling around the world, are growing sectors in many parts of the economy. In Ecuador, for example, this sector contributes 5 per cent of GDP, more than some entire industries. All this offers a high level of employment, often with more opportunities for women.

So there is much to be gained by developing this kind of quantitative demonstration. The World Heritage Convention could play a key role here because the positive impact of culture on development can be clearly demonstrated through the study and analysis of sites.

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Now that we have both the policy and the demonstration, we are going to put on the 'show'. We will have three opportunities to do this in 2013. The first is the Hangzhou International Congress to be held in China in May 2013, which will involve many United Nations agencies and other organizations concerned with culture and sustainable development. The second opportunity is the annual Ministerial Review Meeting of the United Nations Economic and Social Council (ECOSOC) that will take place in July 2013 in Geneva, on the theme of science and culture in development. The third will be the World Culture Forum in Bali in November 2013, promoted by the President of Indonesia who is a firm believer in the role of culture in fostering peaceful dialogue and development. UNESCO and the UNDP will prepare a joint report on cultural development that will be submitted at the end of the year to the United Nations General Assembly, and this will be the critical moment to re-establish a role for culture in the Development Agenda. We do not want culture to be one of the Millennium Development Goals, but because the United Nations is trying to develop different systems based on Sustainable Development Goals, culture and heritage can certainly play a very important role and can perhaps even encapsulate some of the new definitions that will be discussed.

The action that UNESCO is developing is very broad, and its scope very complex, but it is essential. If we fail to achieve a fuller recognition of culture in the Development Agenda this time, many of our objectives, such as increasing the resources available for the conservation of sites, will not be achievable. Think about the success that our friends and colleagues have achieved with the environment in the past thirty or forty years. It has become a global issue, with global funds and global policies. This is not to say that they have fulfilled all their goals but certainly they are in a much better position than those who work with culture. We have to be there too. Otherwise, we will remain at a level where we are conscious of our importance, but unable to fully demonstrate and serve the purpose of the Convention and all the other programmes of UNESCO.

You will now have a clear idea why World Heritage is a very important tool in this policy. It is the tool that we can, excuse the term, 'sell' better to the international community because it is very clear and direct: the relationship between World Heritage and conservation of sites, listing of sites, and efforts to conserve non-renewable resources, maintain the livelihood of communities, preserve heritage and the many dimensions it represents, for our world.

The World Heritage Convention holds this function very clearly in mind. We always cite the role of the community, but this is not our remit. Neither is conservation a UNESCO activity per se but we do it within a framework of sustainability, where communities play an important role, both as a beneficiary of the development process induced by the Convention, and also as actors in conservation. Do we have all the mechanisms in our system to support this? I have phrased this as a question, but you probably know that the answer is no. We have to do more at all levels. The preparation of a nomination is clearly an important statement in which the role of community should be more present and the potential for development more explicit. Clearly the mechanisms linked with monitoring also have to highlight all these dimensions. The Convention should put additional effort into providing support through statistical indicators, as statistics are what the policy-makers look at first. They want to see how many jobs have been created, how much investment has been generated. So we can do more work on indicators, and on the other dimensions I have mentioned such as environmental sustainability and tourism, unfortunately not something for which UNESCO has developed a strong programme. We do however carry out very important work in valuing traditional knowledge, which not only has a role in the protection of the community but is also important in creating economic opportunities.

Again, I thank all of you, and the Government of Japan, on behalf of UNESCO. I also believe that the entire UNESCO family, those that are not represented here – the other conventions, programmes and sectors – congratulate the World Heritage Convention for its enormous achievement. We know that what has been done by the Convention is something that serves as significant capital, a huge asset for those who believe in a world where heritage, conservation and balanced development should be pursued. The Convention will fulfil its role as a driver and pilot of this important process even more in the future.

In conclusion, someone the other day said 'four more years'. I say to you 'forty more years'.

## Commemorative presentations for the 40th anniversary

### Commemorative presentations

Mr Kishore Rao, moderator of the session, took the audience through three commemorative presentations. The first was Recognition of Best Practice in World Heritage Site Management, the second was to launch the publication on World Heritage and sustainable development entitled *World Heritage: Benefits Beyond Borders*, and the third was an appeal for the World Heritage Sustainable Tourism Programme.

#### Recognition of Best Practice in World Heritage Site Management

For several years the World Heritage Committee has been considering how to reward or recognize best practice and how to share it, but there was never a consensus on whether or not to institute an award in this respect. And finally at its 35th session in 2011 the Committee decided to introduce a one-off initiative to commemorate the 40th anniversary. The proposal was to invite States Parties to show what kind of best practice in World Heritage site management had been achieved, and that best practice would be recognized. This was meant to be a one-off initiative, only for this occasion, but of course the Committee will have to consider whether or not to take it forward in subsequent years.



Click to see accompanying images

Following the Committee decision we launched a quest to all States Parties exactly one year ago in November 2011, to submit nominations for what they considered as best practice in their own World Heritage sites. The criteria were to demonstrate that successful and sustainable management has been achieved, best practice could be considered only when it has been tried and tested and applied in a variety of situations, overall good performance has been demonstrated, and whether it represents an innovative example of management. Submissions had to conform to at least one of these four criteria.

As a result, we received twenty-eight submissions from twenty-three States Parties from all regions of the world: twenty relating to cultural sites and eight to natural sites. We then set up a ten-member selection committee consisting of representatives from each of the regional groups of UNESCO, the Advisory Bodies and the World Heritage secretariat. This committee looked at all the proposals and shortlisted the following four for further evaluation: the Wet Tropics of Queensland (Australia); Gros Morne National Park (Canada); Wulingyuan Scenic and Historic Interest Area (China), and the Historic Town of Vigan (Philippines).

After another two rounds of consultation among the selection committee, finally the Historic Town of Vigan obtained the highest level of support and scores in the evaluation process.

The Historic Town of Vigan, inscribed on the World Heritage List in 1999, was recognized as the best-preserved example of a planned Spanish colonial town in Asia. This was established in the 16th century, and the architecture of Vigan reflects the coming together of cultural elements from elsewhere in the Philippines, from China and from Europe, resulting in a culture and townscape that have no parallel anywhere in East and South-East Asia.

The reason why the selection committee recognized the submission of Vigan as best practice was because it demonstrated good management practice which was achieved with relatively limited resources, and which could be adapted to situations in other countries as well. Secondly, the local community was well integrated with many aspects of the sustainable conservation and management of the property. Even before the town gained World Heritage status, public and multi-stakeholder workshops were organized to formalize a vision statement. An interesting multi-faceted approach to the protection of the site had been developed, the Vigan Heritage Conservation Programme, which is very well funded with allocations from both public and private sectors. Tourism and heritage-related economic enterprises have also been fostered. Moreover, the town authorities have established a Heritage Conservation division with trained professionals to ensure that all physical interventions within the protected zone are properly carried out according to approved engineering and architectural plans.

## Commemorative presentations for the 40th anniversary

This exercise has highlighted some of the best practices connected with World Heritage conservation specifically in relation to site management. The Committee will now have to decide whether this process needs to be carried further in subsequent years. Meanwhile we will give this recognition wide publicity. We have already disseminated the information through our website and the latest issue of *World Heritage* review, which features Vigan in an article as well as on the cover. We hope this process will stimulate good management practices in other World Heritage sites.

Mr Rao then invited Ms Eva Marie S. Medina, Mayor of Vigan, and other members of the Philippine delegation onto the stage, and presented the certificate of recognition.

Ms Medina received the certificate and made a speech expressing her gratitude for the recognition.



### Mayor Eva Marie S. Medina

We are honoured and at the same time overwhelmed by the recognition accorded to us for Best Practice in World Heritage Site Management. The journey, though, was long and arduous, especially for a small city like Vigan that had very little material resources. This limitation, however, did not hamper or discourage us in moving forward. We found hope from our most important wealth, our people and our heritage. Bearing this in mind, we used our heritage conservation programme as the major tool for development. We set forth to achieve the four objectives of the programme, which were to fortify the sands of identity and pride in the local community on their historic town; to institutionalize local protective measures and development plans; to forge local and international linkages; and finally to develop Vigan as a tourist destination where tourism programmes conserve the peoples' core values and traditions. Strategies such as educating our residents in heritage appreciation, starting with children, the youngest sector of our community, linking livelihood and employment to conservation, cultural mapping, establishing cultural tourism destinations and festivals, among others. We can use the legacy from the past that is our treasure today, to prepare a better tomorrow for future generations. We are confident that by continuing to conserve our tangible and intangible heritage Vigan's growth and development will be sustained.

Worthy of mention is that prior to Vigan's inscription on the World Heritage List in 1999, the incidence of poverty was pegged at 40.5 per cent. Today, with the multisectoral interventions, it has significantly gone down to 12 per cent. The Vigan experience shows that by maximizing the participation of stakeholders in shared responsibility, we can use the legacy from the past that is our treasure today to prepare a better tomorrow for future generations.

Our gratitude goes out to the UNESCO World Heritage Committee for coming up with this recognition, and by giving importance to the countless heritage site managers whose day-to-day missions lead them into very difficult situations of conflict resolution and safeguarding centuries-old heritage amidst the needs of the present. We thank the UNESCO Philippine Commission for their nomination. We thank the Japanese Government for their generosity in hosting the conference. We dedicate and share this award to the countless individuals who have assisted us along the way and all heritage workers of the world. We shall continue to collaborate and be inspired by the people of Vigan, our partners in development.

Ms Medina's speech was followed by a presentation of a video clip on the Town of Vigan, prepared by the town itself, showing the cultural heritage and cultural activities taking place there.

## Commemorative presentations for the 40th anniversary

### Launch of the publication commemorating the 40th anniversary, *World Heritage: Benefits Beyond Borders*



Click to see accompanying images

Mr Rao then moved on to the launch of the publication.

*World Heritage: Benefits Beyond Borders*, the book we are launching today is, I believe, a milestone publication representing work done over the past two years in close contact with well-known World Heritage experts and authors from countries throughout the world, a number of whom are with us today in Kyoto. Publication was planned to coincide with the 40th anniversary of the Convention.

The focus of the book matches the theme of the anniversary, which is World Heritage and sustainable development, and particularly the role of local communities. The collection features twenty-six case studies which have been selected typologically, regionally and thematically from diverse World Heritage sites around the world. They illustrate benefits to local communities and ecosystems, and aim to share their lessons with other World Heritage sites. The text, profusely illustrated with some 200 high-quality images, provides an understanding of Outstanding Universal Value, specifically in the context of sustainable development. A co-publication of UNESCO and Cambridge University Press, it is now available in English but a French version will be published in 2013.

One of the strengths of this volume is its emphasis on a holistic and integrated view linking World Heritage to the role that local communities play in management and protection. It raises issues of ecosystem sustainability, describes management obstacles and solutions, and dwells on maintenance of biodiversity as well as linguistic and cultural diversity. The publication is cross-disciplinary in scope, a meeting point for natural and social scientists, researchers and practitioners, professionals and community representatives. The primary target audience is the multiple and diverse stakeholders of various World Heritage sites. The secondary target is the wider public, advocating a more profound understanding of World Heritage and interested in learning more about the benefits that World Heritage status brings to local communities. It will be useful both in formal contexts, especially schools and colleges, and informal education, such as community and adult education, as well as in general awareness-raising.

To quote from the Director-General's foreword to the book, 'Many World Heritage sites carry iconic status, but it is time to look at them again in order to forge new directions for their conservation and development. This volume seeks to explore sustainability as the key goal for heritage management today and in the future.'

Mr Rao introduced the editor of the book, Dr Amareswar Galla.

Dr Galla expressed gratitude to everyone who had contributed to the publication, and then addressed those in attendance.

The whole range of issues that has arisen in the last two to three days are integrated in this book. For instance, given that within ten years more than half of the world's population will be living in cities, what does that mean for heritage? The book addresses this. It also discusses the rights and contributions of indigenous people to heritage, as well as the convergence of different forms of heritage. There is a whole chapter on living heritage in relation to World Heritage sites, and another on how we go beyond the conservation of monumental heritage toward contributions to sustainable development. These evidence-based case studies are about applying our ideas to actual practice. Out of the twenty-six case studies, the first voices are all of those who are from the site locations, thoroughly reflecting UNESCO's commitment to cultural diversity.

## Commemorative presentations for the 40th anniversary

### Appeal for support for the Sustainable Tourism Programme

Following the presentation of the new publication, Mr Rao introduced the session's final topic.



Click to see accompanying images

The World Heritage Committee at its last session (July 2012) adopted a new World Heritage and Sustainable Tourism Programme. This programme was elaborated through an extensive consultation process involving not only the World Heritage community but private travel and tourism and other related sectors. It is really the product of a collective consultation process, and in adopting the new programme the Committee also requested that an action plan be defined to state clearly what activities need to be undertaken and within what timeframe. But unfortunately the resources to put this action plan into practice are lacking. So what this session specifically plans is to launch an appeal to support the World Heritage and Sustainable Tourism Programme.

Mr Rao then invited on stage Mr Luigi Cabrini from the United Nations World Tourism Organization (UNWTO) and Mr Rodolphe Imhoof, the Swiss Ambassador to UNESCO, representing the Government of Switzerland, without the support and contribution of which 'this new programme would not have seen the light of day'. Mr Cabrini gave a brief background on the programme.

We see the role of UNWTO in this programme first as integrating a World Heritage tourist perspective into our agenda. UNWTO has today 156 Member States. Often through the work of international organizations we help also to support and build better dialogue at national level. And we hope that we can contribute to building and strengthening the relationship and dialogue between Ministries of Tourism, Ministries of Culture, and all those who are engaged with sustainable tourism and heritage.

Relations are not always as effective as they could be, and whatever we can do to continue to improve things is a welcome step. We also believe that we can help build bridges as, UNWTO has over 400 members from the private sector and relations with many other operators. It was mentioned at the proprietary meeting we held in 2011 attended by about forty experts, many from the private sector, and the engagement that could be seen from a tour operator or a cruise line representative was even unimaginable a few years ago. There is genuine interest from the private sector to engage in sustainability, and we should try to reap that opportunity.

We see tourist growth and sustainability as two sides of the same coin, and we also believe that being sustainable is also economically convenient. The main objectives of the programme are basically to integrate a sustainable tourism perspective into the mechanism of the Convention; strengthen environmental issues; promote growth; engage stakeholders; provide the World Heritage community with capacity and tools; and promote quality, authentic tourist products and services. But of course all of this will be done only if the necessary resources are available. In the past there have been many opportunities for cooperation between UNWTO and UNESCO, but I see in this programme the possibility of a structured engagement for the next year to which I can certainly pledge our full support and cooperation in its successful implementation.

*Ambassador Imhoof then made an address, explaining that he wished to offer two or three important points for consideration.*

There are many important stakeholders, and it is difficult to link sustainable tourism and heritage conservation. We reached a milestone with the adoption of the World Heritage and Sustainable Tourism Programme by the World Heritage Committee in Saint Petersburg in July 2012. The Swiss Government and the Nordic World Heritage Foundation have supported this initiative from the very beginning. All stakeholders have a paramount responsibility to preserve the long-term conservation of World Heritage. The presentation of the Youth Statement on the first day of this celebration stressed the role of tourism in sustainable development. Those interested in safeguarding our heritage need to work with those responsible for development. We believe that we need to launch this programme with a special event in Paris in order to bring aboard all stakeholders and collect the needed funds. We are optimistic that the tourism industry will be on board, World Heritage and tourism stakeholders sharing responsibility for appropriate tourism management. We wish to ensure that tourism offers benefits to local communities as well as quality visits for tourists.

## Closing Session

### Presentation of outcome document: The Kyoto Vision

#### Ambassador Masuo Nishibayashi

Chairperson of the Closing Event



The past three days have seen participants review the past and present of the World Heritage Convention and engage in comprehensive discussions regarding the future, in a way befitting this turning point that is the 40th anniversary of the World Heritage Convention. Yesterday we handed out the draft version of The Kyoto Vision, the outcome document of the Closing Event. We received valuable comments on the draft from several participants, for which we are very grateful. I will now present The Kyoto Vision, which has been adjusted to take the comments into account.

The preamble describes how in today's world the relationship between World Heritage and communities forms a foundation for addressing the many challenges. The next section identifies the World Heritage Convention's achievements over the past forty years. The first point is how, for forty years, the Convention has achieved the important function of placing the conservation of cultural and natural heritage within one framework. Also, the advancement of international cooperation through the Convention has contributed to promoting mutual dialogue, mutual understanding, and ultimately world peace. On the other hand, the Convention also has its set of challenges – in particular, the compelling lack of technology, human resources, and financial resources in developing countries necessary for heritage conservation.

The next section concerns global sustainability and the role of World Heritage. One of the biggest roles of the Convention concerns global sustainability. Today, the problem of ensuring sustainability across the world is a very crucial one, to which the Convention contributes by maintaining diversity of the world's cultural and natural heritage and helping to form a foundation for sustainable development.

The following section describes the importance of communities. One point that has been stressed many times over the past three days is that communities, including local and indigenous communities, play a fundamental and important role in heritage conservation. The participation of communities is the very driving force of World Heritage conservation and management. In today's society, heritage-related communities are becoming increasingly diverse, and it is important that these communities join hands in heritage conservation with a long-term perspective on sustainable development. The Vision points out that, for this, it is necessary to develop human resources that can work in diverse communities, and create a system that allows communities to share the benefits of cultural and natural heritage. Moreover, the last paragraph talks about how sustainable tourism is important for local communities.

The last section of The Kyoto Vision calls for action. Based on the above, we call upon the international community to take the following actions in order to achieve the Vision.

The first action is to mobilize financial resources globally. The second is to share experience, good practice and knowledge related to communities in support of World Heritage and sustainable development. This includes all levels of human resources development. The third is to share responsibilities for addressing threats to World Heritage and contributing to sustainable development and collective benefits. The fourth is to take into account World Heritage in the discussions on the post-2015 Development Agenda by engaging the international community. The fifth is to enhance cooperation and coordination among all stakeholders in World Heritage. In particular, local communities, indigenous peoples, experts and youth must be

## Closing Session

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involved from the preparatory phase of the World Heritage nomination process. The sixth is to ensure sustainability of local communities through other domains, such as intangible cultural heritage and cultural and creative industries. The seventh, and final, action is to implement as a priority the Strategic Action Plan 2012–2022 adopted last year by the General Assembly of States Parties to the World Heritage Convention. And this concludes the outcome document of the Closing Event.

I would like to take this opportunity to thank everyone for their cooperation. This document will be presented at the 37th session of the World Heritage Committee, to be held in Cambodia in June 2013 and chaired by His Excellency Dr Sok An.

Today this programme is to be followed by a tour around Kyoto, World Heritage of Japan. I hope you thoroughly enjoy the beauties of Kyoto in autumn. I would like to take the opportunity to thank the Kyoto Committee, which has sponsored this tour, for its generous cooperation.

Last but not least, I would like to express my gratitude to UNESCO for its cooperation in holding this Closing Event.

I hereby announce the conclusion of the three-day Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention.

## Annexes

### 1. Outcome documents

#### a) The Kyoto Vision

##### Preamble

We, the participants gathered in Kyoto, on the occasion of the Closing Event of the Celebrations of the 40th Anniversary of the World Heritage Convention, wish to acknowledge the generous hospitality and intellectual leadership of the Japanese authorities in providing a forum to reflect on the achievements, present issues and future evolution of this unique international conservation treaty.

We reaffirm the centrality of the theme adopted by the General Assembly of the States Parties to the Convention and by the World Heritage Committee for this Fortieth anniversary, namely 'World Heritage and Sustainable Development: the Role of Local Communities'. The relationship between World Heritage and local communities is indeed at the heart of the Convention and is fundamental to address the challenges currently facing all regions of the world, through increasing demographic and development pressures, global financial crises and climate change.

We recall, in this context, the outcome document of the UN Conference on Sustainable Development 'The Future We Want' (Rio de Janeiro, June 2012) and the 'Vision and Strategic Action Plan for the Implementation of the World Heritage Convention 2012-2022' adopted by the 18th General Assembly of States Parties (UNESCO, 2011); as well as the in-depth reflections and results from several expert and consultative meetings organized in all regions of the world under the framework of the 40th anniversary of the Convention.

##### Achievements of 40 years of the World Heritage Convention

We recognize that the World Heritage Convention, with its 190 States Parties, is one of the most powerful tools for heritage conservation, with a shared vision combining the protection of cultural and natural heritage of Outstanding Universal Value in one single instrument. We acknowledge the significant contribution of the Convention to social cohesion, dialogue, tolerance, cultural diversity and peace, through its emphasis on the common and shared importance of World Heritage for all of humankind and the promotion of international cooperation for its safeguarding.

We also acknowledge some contributions made over time in strengthening the policies and practices of the Convention as a standard-setter in heritage preservation globally; the importance of youth and future generations, especially related to the Convention's role in intergenerational equity; and all partners and stakeholders in heritage conservation at local, national and regional levels, including local communities and indigenous peoples, whom we acknowledge with respect and pay tribute to on this occasion.

We are concerned, however, about the serious challenges confronting World Heritage properties, associated with development pressures, conflicts, man-made and natural disasters, as well as the gaps in the representativity of the World Heritage List.

We also note with concern the crucial lack of technical capacity and financial resources to implement the Convention, particularly in the least developed and developing countries.

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### A Sustainable Earth and the Role of World Heritage

We are conscious of the enormous challenges our planet is facing in order to ensure its sustainability and of the need for a transformative change to be reflected in the post-2015 development agenda, which would take into consideration the broader picture of human progress beyond GDP.

We are convinced that a people-centred conservation of the world's cultural and natural heritage is an opportunity to provide critical learning models for the pursuit of sustainable development and for ensuring a harmonious relationship between communities and their environment. The concept of heritage is fundamental to the logic of sustainable development as heritage results from the dynamic and continuous interaction between communities and their environment.

Heritage sustains and improves the quality of life of people, as reinforced in the relevant internationally recognized policies such as the Strategic Plan for Biodiversity 2011-2020 and the Aichi Biodiversity Targets, the achievement of which is beneficial to both cultural and natural heritage.

The acknowledgment and conservation of the diversity of the world's cultural and natural heritage, and the equitable sharing of the benefits deriving from its use, enhance a feeling of place and belonging, mutual respect for others and a sense of collective purpose, which contribute to the social cohesion of a community.

### The Importance of the Role of Community

We reiterate the important role of communities, including local communities and indigenous peoples, in the implementation of the World Heritage Convention, in accordance with one of its five strategic objectives, the fifth 'C' adopted in 2007, and the Strategic Action Plan 2012-2022.

The Convention, in its Article 4, places the responsibility for ensuring the identification, protection, conservation, presentation and transmission to future generations of the cultural and natural heritage with the States Parties. At the same time, if one of the aims of the Convention is to 'give heritage a role in the life of the community' (Article. 5), then the concerns and aspirations of communities must be centrally involved in conservation and management efforts.

Only through strengthened relationships between people and heritage, based on respect for cultural and biological diversity as a whole, integrating both tangible and intangible aspects and geared toward sustainable development, will the 'future we want' become attainable.

Such strengthened relationships should be grounded in a multidisciplinary and participatory approach to heritage conservation, which would integrate the consideration of social, economic and environmental dimensions, paying particular attention to vulnerable groups respecting all relevant international standards and obligations. Unless such a sustainable development perspective is integrated in the management of a World Heritage property, it will be difficult in the long run to ensure the conservation of its Outstanding Universal Value.

Thus, benefits derived from well-protected cultural and natural heritage properties should be equitably distributed to communities to foster their sustainable development and there should be close cooperation with management bodies and experts. At the same time, attention should be paid to the evolving character of cultural and social contexts relevant to World Heritage, which will inevitably lead to the emergence of new groups of interest and concerns.

This new approach and these considerations will require the building of capacities and education of relevant actors, from institutions and policy-makers to heritage practitioners and communities and networks. Communities, in particular, should be empowered to harness the benefits of heritage to society through specific awareness-raising initiatives, skills-development programmes and the establishment of networks. They should be fully involved in management and conservation activities, including in reducing risks from disasters and climate change.



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Attention should also be given to the development of sustainable tourism as one of the sources of economic benefits and empowerment for local communities, and the appreciation of cultural diversities by visitors.

### A Call for Action

For 40 years, the World Heritage Convention has embodied the global ideals and ethics of conservation. While continuing to emphasize the importance of protecting a selection of outstanding sites important for all of humankind, a holistic approach is necessary to include wider dimensions arising from new emerging challenges that threaten the foundation of our societies. The question is not only to save exceptional sites from destruction or neglect, but to demonstrate, through appropriate conservation and management, strategies and a development model based on the values of continuity.

To realize this Vision, the participants wish to launch an appeal to the international community with a view to:

- mobilizing substantial financial resources for heritage conservation globally in the spirit of solidarity and cooperation;
- developing innovative responses to share experience, good practice and knowledge related to communities in support of World Heritage and sustainable development, including capacity building at all levels;
- sharing responsibility for effectively addressing threats to the world's cultural and natural heritage, and contributing to its sustainable development and collective benefits;
- taking into account World Heritage in the discussions on the post-2015 development agenda by engaging the international community - within all relevant regional and global forums - for an inclusive approach, considering environmental, cultural and socio-economic needs;
- enhancing cooperation and coordination among all stakeholders and ensuring effective involvement of local communities, indigenous peoples, experts and youth in conservation from the preparatory phase of the World Heritage nomination process, so that heritage conservation contributes to the sustainable development of the whole society;
- ensuring the sustainability of local communities through other domains such as intangible cultural heritage and cultural and creative industries, which play a crucial role; and
- implementing, as a priority, the Strategic Action Plan 2012-2022 adopted by the General Assembly of States Parties to the Convention.

Kyoto, 8 November 2012

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### b) Youth Statement

On behalf of youth around the world, we the participants of the 2012 UNESCO World Heritage Youth Programme in Kyoto, Japan, believe we have an important responsibility to conserve and protect our World Heritage passed down by our ancestors, and to pass them on to future generations.

We are a significant segment of the community and can contribute to local development and prosperity. We bridge local and global youth, tradition and modernity. The generations that came before inspire us to conserve the world's most outstanding heritage.

We have a lot of energy and passion to address issues and concerns, such as heritage management, sustainable tourism, local development and community involvement. We want to consider a new relationship between society and our World Heritage.

We ask that States Parties put in place mechanisms encouraging the local community and youth involvement in the decision-making process of managing World Heritage sites and its tourism industry. They should be involved in the entire World Heritage inscription and conservation process.

We propose that more educational programmes and tools on tourism be created to promote sustainable tourism practices. We believe that best practice responsible tourism will convey the values to conserve our natural and cultural World Heritage.

We advise to promote not only the sites but also its cultural contexts and history by involving the local community. By promoting the local living heritage we will recognize the contribution of the local community to the value of World Heritage.

Management plans should include creating job opportunities for youth and local workers. Capacity-building is vital to empower the youth to endorse those positions.

We call upon the States Parties to recognize World Heritage Volunteers as one of the ways to engage people in the promotion and conservation of World Heritage through international voluntary work.

We ask States Parties to facilitate communication between young people and stakeholders in the promotion and conservation of World Heritage.

We the participants of the 2012 UNESCO World Heritage Youth Programme call on the international community to support youth initiatives and involvement in World Heritage conservation. The future of the Convention is with us, the youth!

Youth Programme, 2-5 November 2012  
at Ritsumeikan University - Kyoto

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### 2. Programme of the Closing Event

#### Tuesday, 6 November

##### Opening Session: Celebrating 40 years of the World Heritage Convention

- Opening Remarks by Ambassador Masuo Nishibayashi, Chairperson of the Closing Event
- Greetings from Japanese Government Representatives
- Greetings from Ms Irina Bokova, Director-General of UNESCO

##### Session 1: Commemoration

- Commemorative Speech: World Heritage and peace – Dr Genshitsu Sen, UNESCO Goodwill Ambassador, Japan
- Video Presentation: World Heritage around the globe
- Commemorative Speech: Reflections on the 1972 Convention – H.E. Dr Sok An, Chairperson of the World Heritage Committee

##### Session 2: The World Heritage Convention from its dawn

- Keynote Speech: Forty years from the birth of the Convention  
– Prof. Christina Cameron, Canada Research Chair at the University of Montreal, Canada
- Statement of the Youth Programme (Kyoto, 2–5 November 2012)
- Panel Discussion A: Dealing with challenges

##### Moderator

Dr Koichiro Matsuura, former Director-General, UNESCO

##### Discussants

- ▮ Main World Heritage challenges of the last forty years – Prof. Bernd von Droste, founding Director, World Heritage Centre
- ▮ A view from the law: the World Heritage Convention as a model for ‘responsible sovereignty’  
– Prof. Francesco Francioni, former Chairperson, World Heritage Committee, Italy
- ▮ Balancing the World Heritage Convention equation in Africa – Dr Dawson Munjeri, Deputy Permanent Delegate of Zimbabwe to UNESCO, Zimbabwe
- ▮ A historical perspective on the evolution of the World Heritage Convention – Dr James Thorsell, Senior Advisor on World Heritage, IUCN
- ▮ Perspective of small island developing states (SIDS) – Ms Alissandra Cummins, Director, Barbados Museum & Historical Society, Barbados
- ▮ Mr Francesco Bandarin, Assistant Director-General for Culture, UNESCO

##### Session 3: Reports on regional events and activities during the anniversary year

##### Moderator

Mr Kishore Rao, Director, UNESCO World Heritage Centre

- ▮ International Expert Meeting on World Heritage and Sustainable Development (Ouro Preto, Brazil, February)
- ▮ Interregional Conference: ‘Living with World Heritage’ – Europe and Africa (Røros, Norway, May)
- ▮ International Conference: ‘Living with World Heritage in Africa’ (South Africa, September)
- ▮ International Symposium: Involving Communities for Better Conservation and Management of Asian World Heritage Sites (Buyoe, Republic of Korea, September)

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- ▶ 20th session of the Congress on Archaeology and Cultural Heritage of the Arab World, Arab League Educational, Cultural and Scientific Organization (Algiers, Algeria, March)
- ▶ World Heritage Volunteers Programme: Report on World Heritage Volunteers 2012: Beyond Territories and Boundaries video presentation

## Wednesday, 7 November

### Session 4: The World Heritage Convention at present

- [Speech: The Convention today for a better future: emerging issues on sustainable development and disaster prevention/recovery](#)  
– Prof. George Abungu, CEO, Okello Abungu Heritage Consultants, Kenya
- [Panel Discussion B: Our life and heritage: sustainable development of World Heritage and World Heritage for sustainable development](#)

#### Moderator

Mr David Sheppard, Director General, Secretariat of Pacific Regional Environment Programme (SPREP), Australia/Samoa

#### Discussants

- ▶ Sustainable conservation of World Heritage or World Heritage for sustainable development – Mr Gustavo Araoz, President, ICOMOS International
  - ▶ World Heritage in Africa: a constraint or an opportunity for sustainable development? – Dr Ishanlosen Odiuaa, Lecturer, Abubakar Tafawa Balewa University, Nigeria
  - ▶ Sustainable tourism management in Shiretoko World Heritage area: innovation by participatory approach – Prof. Asami Shikida, Professor, Hokkaido University Center for Advanced Tourism Studies, Japan
  - ▶ The role of cultural heritage conservation in sustainable development – Ms Rana Amirtahmasebi, Urban Development Specialist, World Bank
  - ▶ The role of World Heritage as a learning model in pursuit of sustainability – Prof. Nobuko Inaba, Chair, World Heritage Studies Program, Graduate School of Comprehensive Human Sciences, University of Tsukuba, Japan
  - ▶ Mr Lazare Eloundou-Assomo, Chief, Africa Unit, UNESCO World Heritage Centre
- [Panel Discussion C: Disaster prevention, recovery from disaster with communities](#)

#### Moderator

Mr Tim Badman, Director, World Heritage Programme, IUCN

#### Discussants

- ▶ Angkor: twenty years of implementing the 1972 Convention – Mr Ros Borath, President, National Committee for World Heritage, Cambodia
- ▶ Disaster prevention, recovery from disaster with communities – Mr Satoshi Yamato, Councillor on Cultural Properties, Cultural Affairs Agency of Japan
- ▶ Bamiyan and the cultural heritage landscape – Dr Habiba Sarabi, Governor, Bamiyan Province, Afghanistan
- ▶ Natural disaster prevention / damage reduction and recovery through conserving natural ecosystems – Prof. Yoshitaka Kumagai, Vice Regional Chair of East Asia, IUCN/WCPA
- ▶ Building capacity for the disaster risk management of cultural heritage: opportunities and challenges – Dr Rohit Jigyasu, UNESCO Chair Professor, Research Center for Disaster Mitigation of Urban Cultural Heritage of Ritsumeikan University, Kyoto/Consultant India
- ▶ Mr Giovanni Boccardi, Focal Point, Sustainable Development, Disaster Risk Reduction, Capacity Building, UNESCO World Heritage Centre

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### Session 5: Future of the Convention

- **Speech: Capacity-building and international cooperation for the future of the 1972 Convention**  
– Dr Mounir Bouchenaki, former Director-General of ICCROM
- **Speech: The World Heritage Convention: looking ahead**  
– Mr Kishore Rao, Director, UNESCO World Heritage Centre
- **Panel Discussion D: Capacity-building for enhanced implementation of the Convention, communication activities for raising awareness, and sustainable development connecting conservation and communities**

#### Moderator

Prof. Yukio Nishimura, President, Japan ICOMOS National Committee

#### Discussants

- ▶ Sustainable and sustaining development – sustainable life of communities and sustainable conservation of cultural heritage – Dr Tamás Fejérdy, former Chairperson of the World Heritage Committee, Hungary
  - ▶ Future of the Convention – Dr Greg Terrill, Assistant Secretary, Heritage and Wildlife Division, Department of Sustainability, Environment, Water, Population and Communities, Australia
  - ▶ Paradox: pessimism, distrust or protectionism? Towards a new paradigm – Dr Gamini Wijesuriya, Project Manager, Sites Unit, ICCROM
  - ▶ Promotion of the principal concept of the Convention – Prof. Kunio Iwatsuki, Director, Museum of Nature and Human Activities, Japan
  - ▶ Communities and World Heritage: the case of Marrakesh, Morocco – Prof. Ahmed Skounti, Anthropologist, National Institute of Archaeology and Heritage Sciences, Morocco
- **Panel Discussion E: International cooperation and partnerships: engaging civil society and public and private sector partnerships in the implementation of the World Heritage Convention**

#### Moderator

Ambassador Seiichi Kondo, Commissioner for Cultural Affairs, Japan

#### Discussants

- ▶ Partnerships and challenges in Africa – Dr Webber Ndoro, Director, African World Heritage Fund, South Africa
- ▶ Environmental protection at World Heritage sites and international contributions from the viewpoint of corporate social responsibility – Ms Michiko Ogawa, General Manager, CSR & Citizenship Group, Groupwide Brand Communications Division, Panasonic Corporation
- ▶ Jaeger-LeCoultre and the World Heritage Marine Programme – Mr Stefano Bossi, Brand CEO, Jaeger-LeCoultre Japan
- ▶ Hand in hand with the World Heritage Centre: bringing World Heritage to your home – Mr Jun Ogawa, Director, International Affairs, TBS Japan
- ▶ World Heritage and sustainable tourism – Dr Luigi Cabrini, Director of Sustainable Tourism Programme, UNWTO
- ▶ Local to global partnerships: more than a decade of COMPACT small grants work in World Heritage sites – Dr Delfin Ganapin Jr, Global Manager, Global Environmental Facility Small Grants Programme, UNDP

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- ▶ Benefits Beyond Borders: building partnership in and around World Heritage sites – Dr Masahito Yoshida, Chairman, Japan Committee for IUCN
- ▶ 'Partnership' from experiences of drafting a heritage bill in Bhutan – Prof. Toshiyuki Kono, Member of Executive Committee, ICOMOS International
- ▶ Ms Vesna Vujcic-Lugassy, Chief, Communication, Education and Partnerships Unit, UNESCO World Heritage Centre

## Thursday, 8 November

### Commemorative presentations for the 40th anniversary

- The World Heritage Convention in the post-2015 International Development Agenda  
– Mr Francesco Bandarin, Assistant Director-General for Culture, UNESCO
- Recognition of Best Practice in World Heritage Site Management
- Launch of *World Heritage: Benefits Beyond Borders* – publication for the 40th anniversary on the theme of World Heritage and Sustainable Development: the Role of Local Communities
- Appeal for support for the Sustainable Tourism Programme

### Closing Session

- Presentation of outcome document: The Kyoto Vision by Ambassador Masuo Nishibayashi, Chairperson of the Closing Event



## Annexes

### 3. List of participants

(Alphabetical order of country)

Note: the information presented here is as registered by the event organizing agency.

**Sarabi, Habiba Dr**

Bamiyan Governor  
Independent Directorate of Local Governance (IDLG)  
Afghanistan

**Kadare, Besiana Ms**

Ambassador  
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**Miyazawa, Yasuko Ms**

Biodiversity Policy Division, Nature Conservation Bureau

**Kobayashi, Ryuta Mr**

Biodiversity Policy Division, Nature Conservation Bureau

**Ota, Yutaka Mr**

Environment and Economy Division, Environmental Policy Bureau

**Sasaki, Megumi Mr**

Director, Management Office, Kyoto Gyoen National Garden

**Sayama, Hiroshi Mr**

Kinki Regional Environmental Office

Ministry of Agriculture, Forestry and Fisheries, Japan

**Kajiwara, Yasuhiro Mr**

Parliamentary Secretary for Agriculture, Forestry and Fisheries

**Nishihata, Akihisa Mr**

Secretary of Parliamentary Secretary for Agriculture, Forestry and Fisheries  
Ministry of Agriculture, Forestry and Fisheries

Forestry Agency, Japan

**Shinoda, Yukimasa Mr**

Deputy Director-General

**Tokumaru, Hisae Mr**

Director  
Research, Extension, and Environment Policy Division

**Suzuki, Masakatsu Mr**

Senior Planning Officer (Forest Environment Conservation)  
National Forest Planning Division

**Sakurai, Tomo Ms**

Officer for Forest Environment Conservation  
Research, Extension and Environment Policy Division

**Kashiwa, Tomohisa Mr**

Chief of Forest Environment Conservation Unit  
National Forest Planning Division

**Maekawa, Taiichiro Mr**

Director-General  
Kinki-Chugoku Regional Forest Office

United Nations Educational, Scientific and Cultural Organization (UNESCO)

**Bokova, Irina Ms**

Director-General

**Corat Saniye, Gülser Ms**

Director, Division for Gender Equality

**Leoncini-Bartoli, Paola Ms**

Senior Executive Officer

**Bandarin, Francesco Mr**

Assistant Director-General for Culture

**Rao, Kishore Mr**

Director, World Heritage Centre (WHC)

**Boccardi, Giovanni Mr**

Focal Point, sustainable development, disaster risk reduction, capacity building, WHC

**Rössler, Mechtild Ms**

Chief, Policy and Statutory Meetings Unit, WHC

**Eloundou-Assomo, Lazare Mr**

Chief, Africa Unit, WHC

**Jing, Feng Mr**

Chief, Asia and Pacific Unit, WHC

**Vujcic-Lugassy, Vesna Ms**

Chief, Communication, Education and Partnerships Unit, WHC

**Takimoto, Megumi Ms**

Assistant Programme Specialist, Focal Point for the Closing Event in Kyoto, Communication, Education and Partnerships Unit, WHC

**Doubleday, Gina Ms**

Assistant Programme Specialist,  
Communication, Education and Partnerships Unit, WHC

**Quin, Carmela Ms**

Focal Point for Youth Programmes,  
Communication, Education and Partnerships Unit, WHC

**Morisse, Dominique Ms**

Focal Point, Partnerships, Communication, Education and Partnerships Unit, WHC

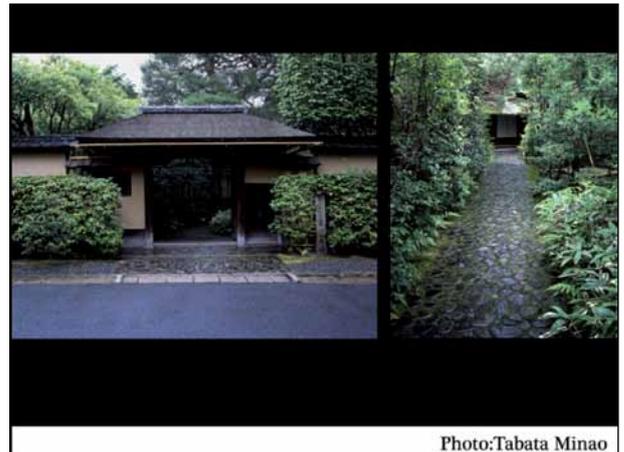
**Retnasingam, Shantha Mr**

Chief, Multilateral & Private Sector Funding Sources, Bureau of Strategic Planning

## 4. Images accompanying the presentations

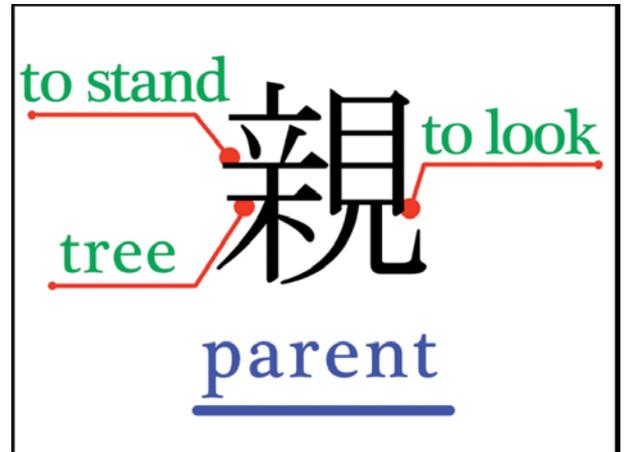
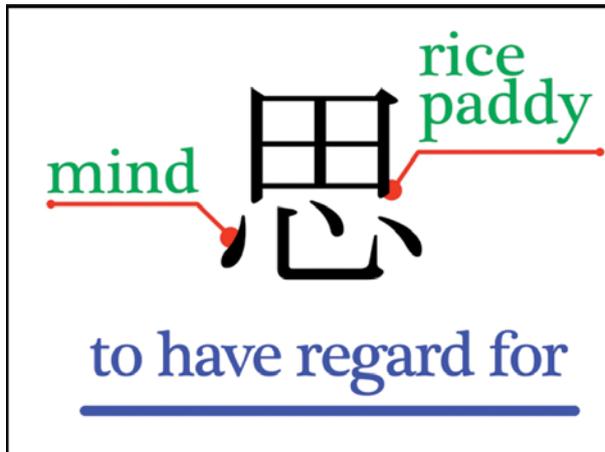
Commemorative Speech: World Heritage and Peace

Dr Genshitsu Sen, UNESCO Goodwill Ambassador, Japan



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Images accompanying the presentations



# Images accompanying the presentations

## Keynote Speech: Forty years from the birth of the Convention

Prof. Christina Cameron, Canada Research Chair at the University of Montreal, Canada

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EN PATRIMOINE BÂTI  
CANADA RESEARCH CHAIR  
ON BUILT HERITAGE

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### 40 Years from the Birth of the World Heritage Convention

Closing event of the celebration of the 40th Anniversary of the World Heritage Convention  
Kyoto, Japan  
6 November 2012

Christina Cameron  
Canada Research Chair in Built Heritage  
Université de Montréal




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### Towards the creation of the World Heritage Convention

世界遺産条約の創設に向かって




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### Before 1965: natural heritage

- 1948 creation of IUCN
- 1962 *UN List of Protected Areas and Equivalent Reserves*

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### Before 1965: cultural heritage

- 1951 UNESCO committee of international experts
- 1956 ICCROM
- 1965 ICOMOS



Abu Simbel, Egypt      Borobudur, Indonesia      Venice, Italy

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### 1965: White House Conference on International Cooperation

- Committee on Natural Resources Conservation and Development proposes:  
A Trust for the World Heritage
- « ... that would be responsible to the world community for the stimulation of international cooperative efforts to identify, establish, develop, and manage the world's superb natural and scenic areas and historic sites for the present and future benefit of the entire world citizenry. »



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1971

Convention on Conservation of the World Heritage  
IUCN

NATURE/culture

Convention concerning the International Protection  
of Monuments, Groups of buildings and Sites  
Of Universal Value  
UNESCO

CULTURE/nature

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1971

Convention on Conservation of the World Heritage  
IUCN

NATURE/culture

Convention concerning the International Protection  
of Monuments, Groups of buildings and Sites  
Of Universal Value  
UNESCO

CULTURE/nature

Convention on the Establishment of  
a World Heritage Trust  
USA

NATURE/CULTURE

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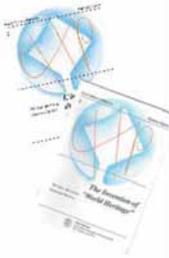
Stockholm Summit 1972  
United Nations Summit on  
the Human Environment



Gérard Bolla, Culture, UNESCO



Michel Batisse, Sciences, UNESCO



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Implementation of the World Heritage Convention  
世界遺産条約の履行




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The objective: « a credible, balanced and representative List »

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Rural Landscapes



Lucien Chabason 2012





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1992: Cultural Landscapes

- Three types established:
  - designed landscapes
  - organically evolved landscapes
  - associative cultural landscapes

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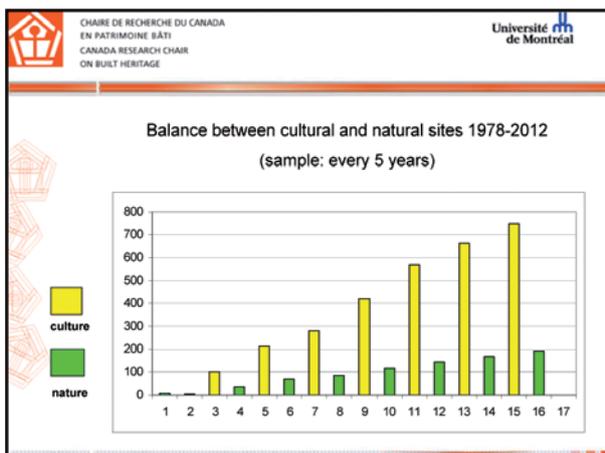
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1992: Cultural Landscapes

- Three types established:
  - designed landscapes
  - organically evolved landscapes
  - associative cultural landscapes
- Creation of World Heritage Centre



Bernd von Droste  
Founding Director



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The objective: « a credible, balanced and representative List »  
目標: 「信用性があり、不均衡の是正された代表性のある一覧表」

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World Heritage Global Strategy

1994

World Heritage Global Strategy

Human Coexistence with the Land

- movement of peoples
- settlement
- modes of subsistence
- technological evolution

Human Beings in Society

- human interaction
- cultural coexistence
- spirituality and creative expression

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Michel Parent



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1994

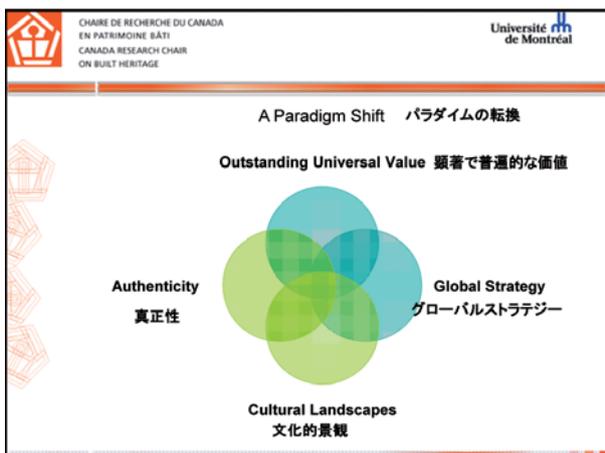
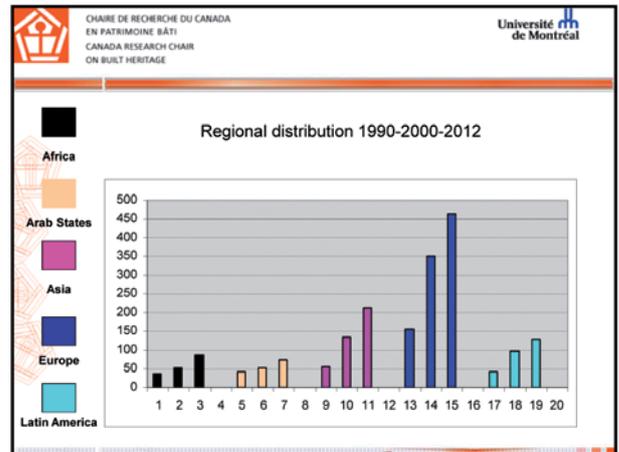
Nara Conference on Authenticity

Nara Document on Authenticity





Herb Stovel      Raymond Lemaire



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Protection and Conservation    保護と保全





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De-listing



Oman: Arabian Oryx Sanctuary; de-listed 2007

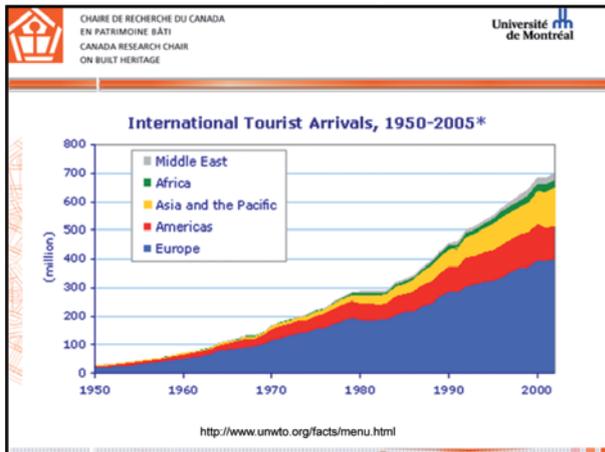


Germany: Elbe Valley at Dresden; de-listed 2009





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Rejuvenating the World Heritage Convention  
世界遺産条約の活性化



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Today	現在
190 States Parties	190 締約国
962 sites	962 件



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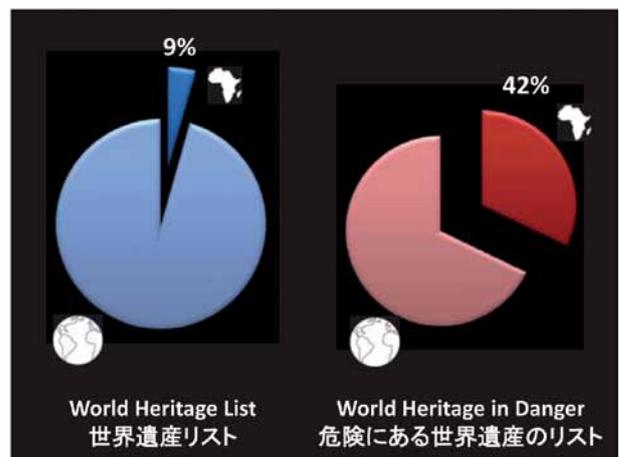
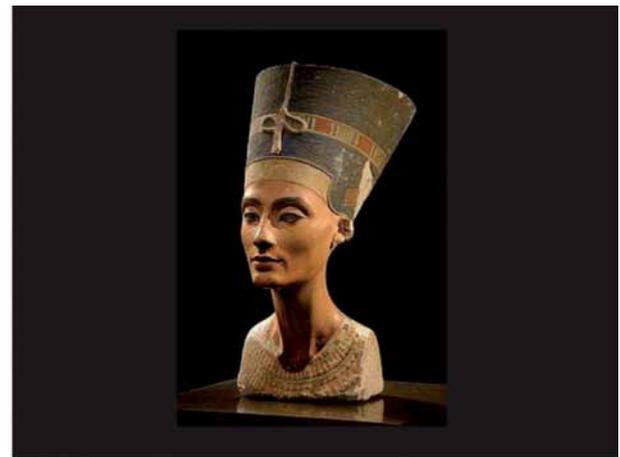
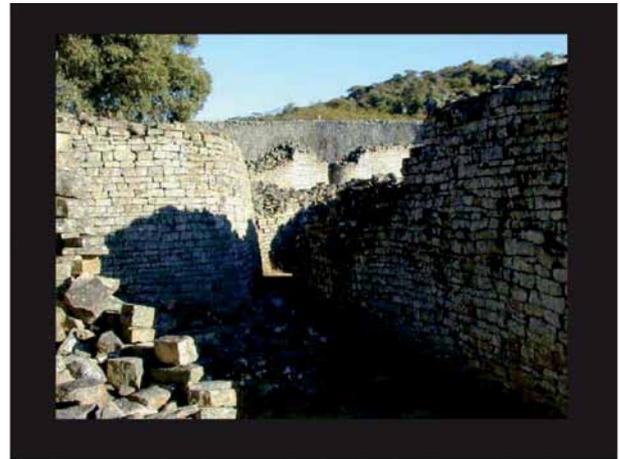
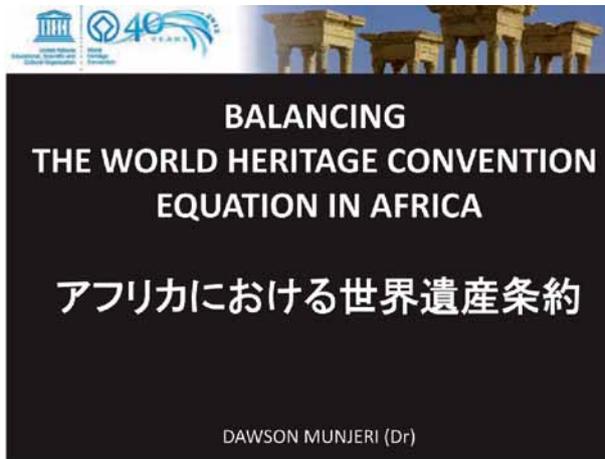
## Statement of the Youth Programme



# Images accompanying the presentations

Balancing the World Heritage Convention equation in Africa

Dr Dawson Munjeri, Deputy Permanent Delegate of Zimbabwe to UNESCO, Zimbabwe



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**2. Balancing the Actors  
and Interests Factor:  
Role of local communities**

**アクターと利害のバランス：  
地域社会の役割**



**Merci      ありがとう**

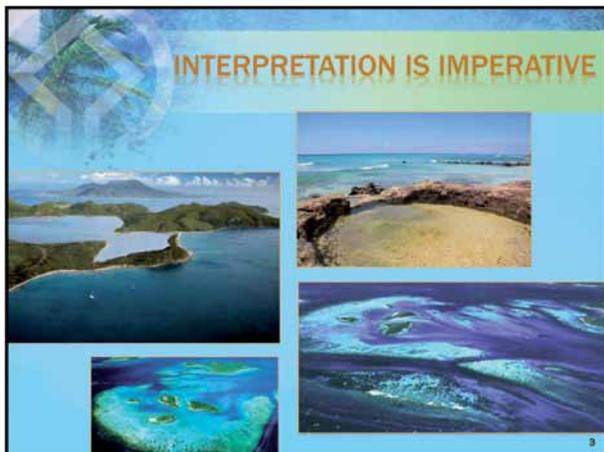
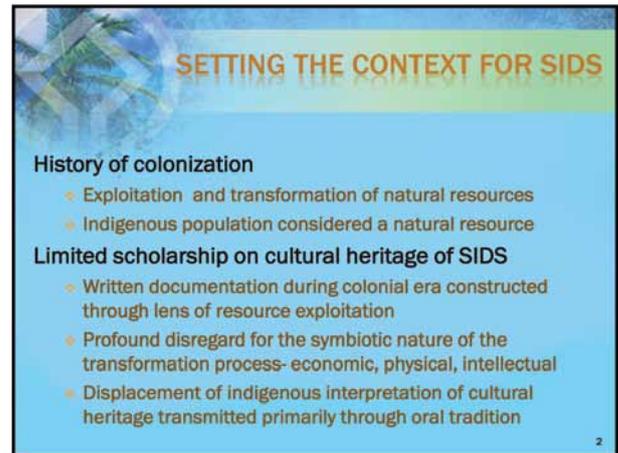
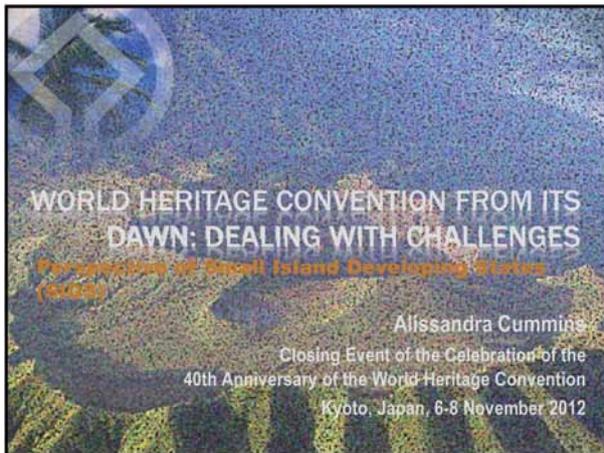
**Thank you**



# Images accompanying the presentations

## Perspective of small island developing states (SIDS)

Ms Alissandra Cummins, Director, Barbados Museum & Historical Society, Barbados



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## Images accompanying the presentations



**WORLD HERITAGE CONVENTION:  
CHALLENGES FOR SIDS (CONT.)**

- ◆ **Control, access and generation of knowledge:**
  - ◆ Attendance at World Heritage Committee sessions important for control and generation of knowledge concerning Convention
    - ◆ States Party able to attend holds distinct advantage over those not able to attend
    - ◆ Live streaming of sessions to create level playing field
  - ◆ Developing new knowledge through regional capacity building workshops, strategic networks of SIDS for mutual support, thematic studies, etc.
  - ◆ Partnership and mentoring processes

7



**REALITIES AND RECOMMENDATIONS FOR SIDS**



8



# Images accompanying the presentations

## Overview

Mr Kishore Rao, Director, UNESCO World Heritage Centre



**Session 3**

Reports on Regional Events and Activities  
carried out  
throughout the Anniversary Year

世界各地の40周年記念行事報告

**MEETINGS**

**Argentina:** Puerto Pirámides, celebration of the 40th anniversary and adoption of the planning process: "Planning for Peninsula Valdés: Our Common Interest Today and Tomorrow" (15 August 2012)

**Belarus:** Nyasvizh, International capacity-building workshop: "World Heritage Properties: Conservation and Use for Sustainable Development" – WHC, UNESCO Moscow, Ministry of Culture of the Republic of Belarus, Nat Com and Nyasvizh National History and Culture Museum-Reserve (23-26 May 2012)

**Belgium, Flanders:** Bruges, International colloquium on the challenges and opportunities for the conservation and management of World Heritage cities (31 May-1 June 2012)

**Brazil:** Ouro Preto, International expert meeting on "World Heritage and Sustainable Development" to contribute to the formulation of policies and procedures on how to mainstream sustainable development into the processes of the World Heritage Convention (6-8 February 2012) – WHC and IPHAN.

**Bulgaria:** National round table to share good practices in the management of World Heritage properties.

**Chile:** Seminar on "Heritage and Sustainable Development" (27 May 2012)

**China:** Wuxi, annual Forum, "World Heritage: Sustainable Development" (10-12 April 2012); Xi'an, "International Workshop on the Monitoring and Management of Cultural Routes" (21-24 April 2012)

**Cuba:** Havana, 10th Regional Encounter "Economic Sustainability of the Historic Centre, a Shared Responsibility" (15-18 May 2012) – UNESCO office Havana

**Cyprus:** Choirokitia, Presentation of the Management Plan of Choirokitia (18 April 2012)

**Czech Republic:** Conference "The Concept of the World Heritage, its success and its drawbacks" (21 November 2012) - Czech Commission for UNESCO

**Denmark:** Copenhagen, International Expert Workshop on the World Heritage Convention and Indigenous Peoples (20-21 September 2012)

**Egypt:** Cairo, "International Conference on Politics and Economics of African World Heritage and its Future" (12-13 December 2012)

**Estonia:** Tallinn, Conference "Tallinn Old Town – Our World Heritage" (29 May 2012)

**Finland:** Helsinki, Seminar "World Heritage as our Treasure – World Heritage Convention 40 years, 1972-2012" (3 October 2012); "Nordic World Heritage Working Conference" (Suomenlinna, Helsinki, 3-6 October 2012)

**France:** 10th Meeting of the Association of French World Heritage Sites (8-9 March 2012, Albi, France)  
A variety of other events at a number of World Heritage sites in France (throughout 2012)

**Germany:** Potsdam, World Heritage Day in Germany (5 May 2012); Stralsund: Ceremony (21 June 2012); Würzburg: Annual Conference of the German World Heritage Sites (24-26 October 2012)

**Iran (Islamic Republic of):** Maymand, Conference on Troglydotic Architecture (26-29 April 2012)

**Italy:** Florence, Conference "International Protection of Landscapes" (19-21 September 2012). The "Florence Declaration on Landscape 2012" was produced during the session and HRH The Prince of Wales delivered a keynote message.

**Japan:** Launch event of the 40th anniversary in Japan (Hiraizumi, 13 February 2012); Tokyo, Expert Meeting on the 40th Anniversary of the World Heritage Convention (16 February 2012); Expert meetings "Heritage and Society" and "Conservation and Sustainability - from principle to practice" (5 November 2012); Closing event of the anniversary year in Kyoto, 6-8 November 2012.

**Korea, Republic of:** Gyeongju, UNESCO Asia-Pacific Mayors' Forum for World Heritage Cities (29-30 August 2012); Chungcheongnam-do, International Workshop "Involving Communities on World Heritage Conservation" (10-12 September 2012)  
1st Asia-Pacific World Heritage Regional Forum for Site Managers and Youth NGOs: Linking Networks, 26-31 August 2012, Seoul, Republic of Korea

**Mexico:** Querétaro, International meeting "40 years of World Heritage Convention: World Heritage, Culture and Development in Latin America and Caribbean" (17-20 July 2012)

**Montenegro:** Kotor, South East European Conference "Celebrating World Heritage and Sustainable Development: the Role of Local Communities" (7-8 June 2012) to share experiences, good practices and planned activities concerning the management of World Heritage and other UNESCO designated sites (MAB Biosphere Reserves) - UNESCO Venice Office and Montenegro National Authorities

**Netherlands:** Expert meeting for policymakers on the opportunities and restrictions of World Heritage in the Netherlands (15-17 June);

**Norway:** Røros, "Living with World Heritage", Interregional conference (Europe and Africa) on the involvement of communities for the sustainable development at WH sites (14-16 May 2012) and dedicated website - Norwegian Ministry of Environment, the Ministry of Foreign Affairs, the Ministry of Education and Research, the Directorate for Cultural Heritage, the Directorate for Nature Management and the National Commission for UNESCO

**Portugal:** Lisbon, Meeting "From World Heritage to Local Heritage: protecting and managing change" (18 April 2012)

**South Africa:** International Conference "Living with World Heritage in Africa" (Johannesburg, 26-28 September 2012). The Conference brought together about 300 high level decision makers from African Governments, heritage institutions, local communities and the development sectors. Running through the conference theme were sub-themes identifying means and strategies for management of World Heritage properties in Africa in the face of increasing pressure from development. These included (a) World Heritage, Sustainable Development and poverty alleviation and (b) World Heritage and Local Communities.  
Workshop "World Heritage and Impacts of Developments in the Africa region" (Johannesburg, 23-25 May 2012)

**Spain:** Malaga, Round table "Rescuing Latin American Cultural Heritage" (19 March 2012); Ciudad Rodrigo, 4th Iberian Meeting of Site Managers, "World Heritage and Sustainable Development" (24-26 April 2012); Las Médulas/Ponferrada, Round Table "Las Médulas Foundation, an example of a public/private association for sustainable development of a World Heritage Site" (16-17 November 2012); Barbastro, Technical symposium for the management of cave art (28-31 May 2012)  
VI National meeting of World Heritage managers devoted to the National Heritage and sustainable development and the role of the local communities

**Sweden:** High Coast / Kraken Archipelago, Conference "40 years of World Heritage Convention" (25 October 2012)

**Viet Nam:** Ninh Binh, ASEAN Sub-regional Conference on "The 1972 Convention and Sustainable Development: Toward a synergy of the 1972 Convention and the MAB programme" (11-12 September 2012)



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## EXHIBITIONS

**Bulgaria:** Sofia, outdoor photographic exhibition on World Heritage Sites in Bulgaria. (5-19 June 2012)

**Colombia:** Bogotá, Exhibition: *From Monuments to Thought* on Colombian WH sites (October 2012-Feb 2013)

**Czech Republic:** Exhibition "Get to Know the World Heritage" (21-30 November 2012)

**Lithuania:** Photographic exhibition, December 2012.

## YOUTH

**Argentina:** El Calafate, Santa Cruz, Youth training program on sustainable development (capacity-building and awareness workshops) "Tourism, Heritage and School" (22-23 March 2012) - National Ministry of Tourism and Nat Com

**Russian Federation:** International Youth Model of the World Heritage Committee, 1-9 July 2012, Kazan, Russian Federation  
International Youth Forum: Water and World Heritage, 30 May – 20 June 2012, Orlyonok, Krasnodar

**Serbia:** Gamzigrad-Romuliana, Palace of Galerius, Celebratory event "Living together", 9 June 2012. Activity oriented towards the youth and the local communities, with the aim to make better use of the resource potential of Gamzigrad as a WH site, and to introduce WH education in school curricula.

**Spain:** 4th World Heritage Youth Forum (4<sup>o</sup> Foro Juvenil del Patrimonio Mundial), 10-20 June 2012, Alcalá de Henares and Molina, Spain carrying the theme of the Future of the Convention and the SCs

**World Heritage Volunteers 2012 consisting of 50 youth projects organized in 40 World Heritage sites in 25 countries** [of which 9 in Africa; 4 in the Arab States; 23 in Asia; 14 in Latin America]

## COMMUNICATION ACTIVITIES/OTHER

**Canada:** World Heritage-related topic for final school exams and awareness campaign using the 40th anniversary logo.

**Chile:** Cultural Heritage Day dedicated to sustainable development

**France:** A visit for the international community and heritage specialists to the World Heritage site of Versailles (9 February 2012);  
A variety of communication activities related to the anniversary.

**Netherlands:** A public event in Amsterdam to promote World Heritage and international cooperation (15-17 June); Public events at the Dutch World Heritage sites (15-17 June)

**Republic of San Marino:** Philatelic issue of special World Heritage stamps

**Russian Federation:** Saint Petersburg, Saint Peter and Paul Fortress, gala event dedicated to the 40th anniversary during the 36th WH Committee (30 June 2012) and other related events and communication activities in the framework of the 36th session of the Committee.

**Spain:** A variety of events at a number of World Heritage sites in Spain (throughout 2012)

**United States of America:** Video challenge "Why do you think U.S. World Heritage sites are important to the world?", National Park Service and the United States National Commission in partnership with the TV channel HISTORY (March-October 2012); dedicated website at [www.nps.gov](http://www.nps.gov).  
Passport for visitors to 21 WH sites in the US, prepared for the wise public by NPS and Eastern National, sold at the visitor's centres.

## Other events related to the anniversary:

**Edinburgh World Heritage:** Edinburgh, United Kingdom, Lecture "World Heritage and Economic Development" (17 April 2012)

**ICOMOS Monuments and Sites Day** dedicated to World Heritage (18 April 2012)

**11th International Conference on the Study and the Conservation of Earthen Architectural Heritage, Terra 2012** (Lima, Peru, from 22 to 27 April 2012)

**US/ICOMOS International Symposium:** San Antonio, Texas, "Confluence of Cultures: World Heritage in the Americas" (31 May-2 June 2012)

**Cottbus University:** International Summer Academy: Constructing Heritage in the Light of Sustainable Development (9-21 July 2012)

**IUCN World Conservation Congress** (Jeju Island, Republic of Korea, 6-15 Sep. 2012) attended by 10,000 people, including 5,000 conservation experts from 153 different countries.

**Rutgers University, USA:** International conference "Cultural Landscapes: Preservation Challenges in the 21st Century" (12-14 October 2012) to examine concepts, implementation and management of cultural and historic urban landscapes; reflect on the accomplishments and challenges; and recommend actions for the next decade.

**ICOMOS ICORP:** International Symposium on Cultural Heritage Protection in Times of Risk (Istanbul, Turkey, 15-17 November 2012)

**ICAHM's (ICOMOS International Committee on Archaeological Heritage Management) Annual Meeting:** "World Heritage Convention on its 40th anniversary" (Cuzco, Peru, 27-30 November 2012)

**Int'l Youth Forum Go4BioDiv** (Marine and Coastal Diversity) (COP 11, 8 - 19 Oct 2012, Hyderabad, India)

**2012 Youth Summit**, United Kingdom 27 – 29 June 2012 (London Olympic Games)

**ICOMOS France**, Poitiers, 17-18 December 2012, Symposium, "World Heritage serial properties"

**The 20th session of the Congress on Archaeology and Cultural Heritage of the Arab World**, ALECSO (The Arab League Educational, Cultural and Scientific Organization) (Algiers, Algeria, March)

## Total Countries: 38

Europe and North America	23
Latin America and the Caribbean	6
Asia and the Pacific	5
Africa	2
Arab States	2

Around **70 Official events + 14 related events**

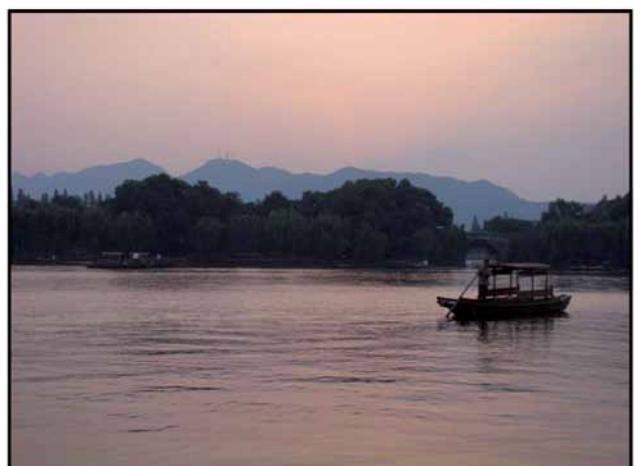
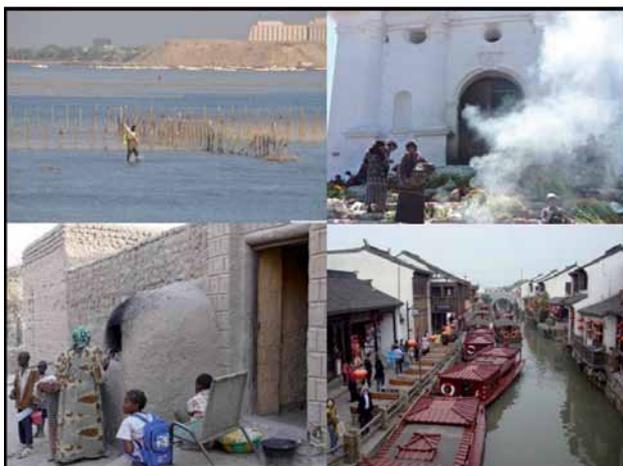
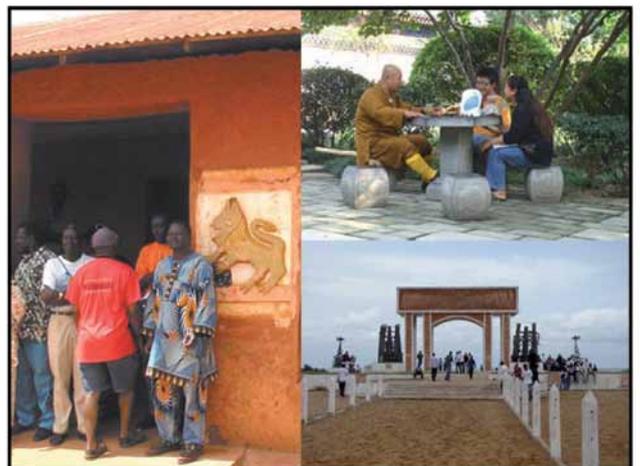
Including **6 Youth-related events**

**+ 50 WH volunteer Workcamps**

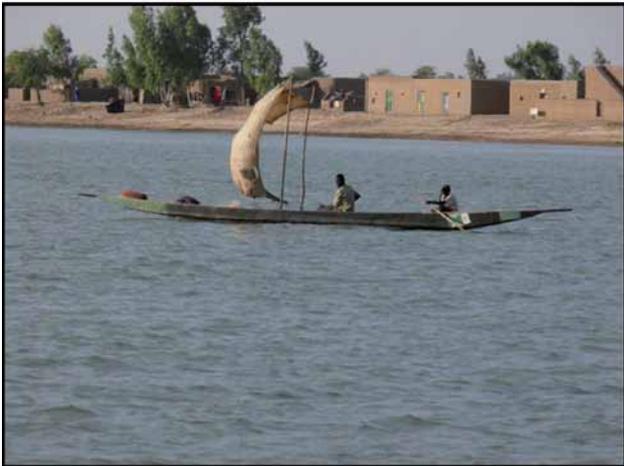
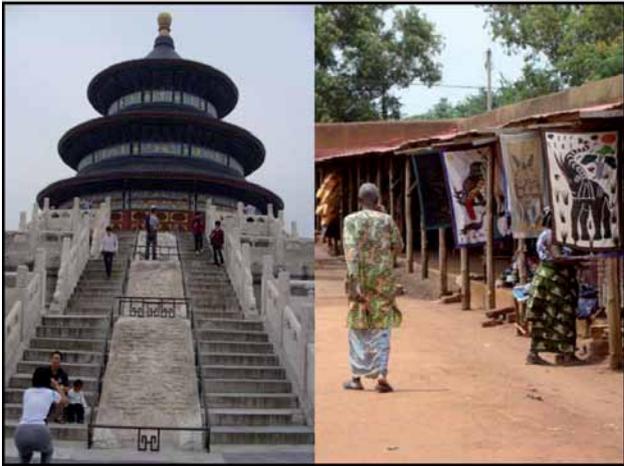


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International Expert Meeting on World Heritage and Sustainable Development  
Ms Carolina Castellanos, Cultural Heritage Advisor, Mexico

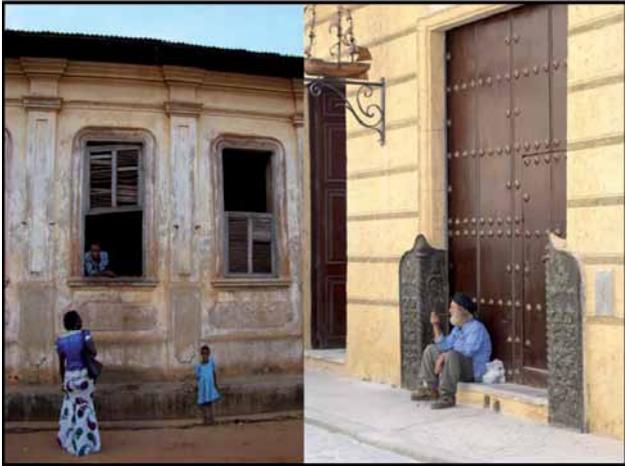


Images accompanying the presentations



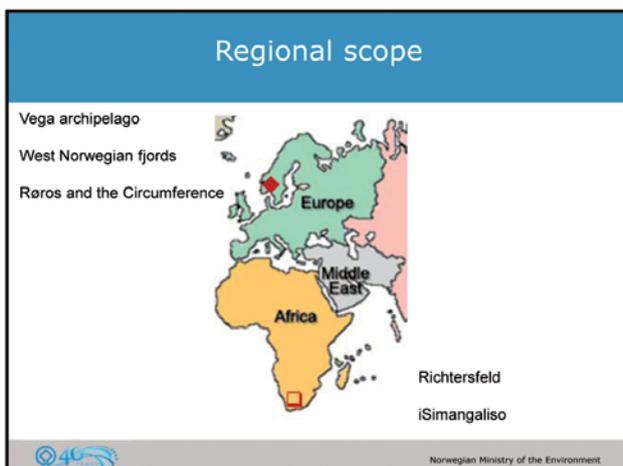
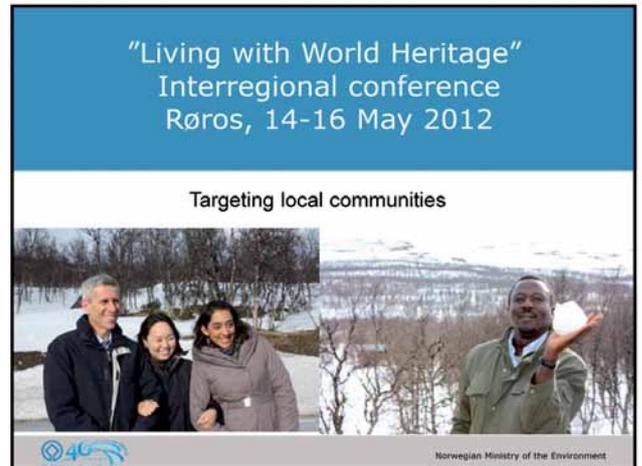
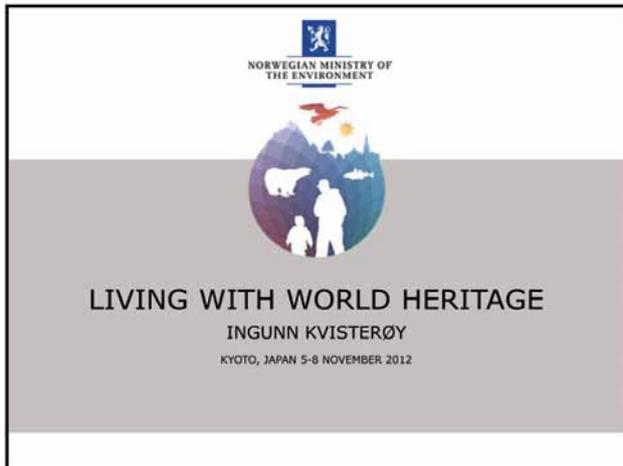
Images accompanying the presentations

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# Images accompanying the presentations

Interregional Conference: 'Living with World Heritage' – Europe and Africa  
 Ms Ingunn Kvisterøy, Senior Advisor, Ministry of the Environment, Norway



Click to go back to the text

# Images accompanying the presentations

## Conference: cases and discussions

Island of Mosambique, Skocjan Caves (Slovakia), Avila (Spain), the Old Town of Mombasa (Kenya), The Causses and the Cevennes (France), Australian nomination processes, Ilulissat (Greenland), Bwindi/Rwenzori (Uganda), High Coast Kvarken (Sweden/Finland), Tombs of Buganda (Uganda), Vega (Norway), Mortensnes (Norway), IUCN, Icomos, WHC



Norwegian Ministry of the Environment

## Youth in info-action

Responsible for

- Twitter and Facebook
- Youth competition: Present your site
- All filming at the conference inside/outside – live on web

twitter

facebook



Norwegian Ministry of the Environment

## Røros as a *live case*



Norwegian Ministry of the Environment

## Local community?

Local communities are diverse and must be recognized in their complexity



Norwegian Ministry of the Environment

## Principles

- Inherit relation heritage and community
- Consent and involvement at all levels
- Meaningful dialogue
- Capacity training and education
- Benefits and obligations



Norwegian Ministry of the Environment

## Recommendations

- Revision of Operational Guidelines to incorporate more strongly the principles above
- Develop language to understand
- Develop mechanism to participate
- Involve young in a meaningful way
- Improve data, indicators and research at community level



Norwegian Ministry of the Environment



# Images accompanying the presentations

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"Local communities should be recognized as key actors in the process of identification, sustainable management and communication of the values of World Heritage properties"



# Images accompanying the presentations

## International Conference: 'Living with World Heritage in Africa'

Mr Sibusiso Xaba, Director-General, Department of Arts and Culture, South Africa



**International Conference on 'Living with World Heritage in Africa'**  
*Celebration of the 40<sup>th</sup> anniversary of the World Heritage Convention*



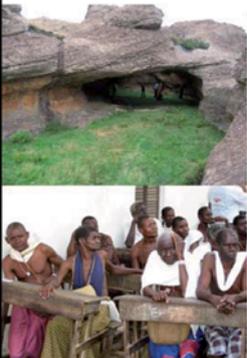
26-29<sup>th</sup> September, Gauteng, South Africa

The conference successfully brought together relevant stakeholders of World Heritage:

- 16 Ministers of Culture, Tourism, Environment and Home Affairs from the African continent
- 35 Local community representatives living in and around World Heritage Properties from 11 countries
- Academics and heritage institutions,
- Development sector and extractive industry
- Tourism industry
- Governmental officials
- UNESCO, World Heritage Centre, ICOMOS, IUCN,



### Objectives of the conference



- The International conference aimed to contribute to the global discussion on "World Heritage and Sustainable Development: the role of local communities" through:
  - the role of World Heritage properties in the Sustainable Development agenda,
  - The role World Heritage plays in improving community livelihoods in Africa,
  - a framework to address conservation and development needs on the African continent and,
  - exploring guidance for policy development agenda at national and regional level.

### Main Results from the conference

- African Ministers' Declaration in support of Mali calling for an end to the destruction of Heritage
- African Position Paper and Recommendations regarding World Heritage extractive industries, sustainable development, local communities and sustainable tourism



**3 key phrases ran strongly throughout the conference**

- *Our contribution to the heritage of humankind is the sum of our present actions.*
- *World Heritage in 3 words: knowledge, awareness and belonging.*
- *If you do something for me without me you are against me. You cannot say it is for me without me. (Nothing about us without us)*

### Main results from the conference

**There is a need for a balance between development and Conservation**

- Neither should be sacrificed for the benefit or survival of the other.
- It is essential for World Heritage Conservation priorities to align themselves with development and poverty alleviation needs in Africa.
- State Parties need to ensure that management and protection of World Heritage Properties are a central part of development agendas and planning mechanisms.
- The Public and private sector need to communicate and work together in order for the commercial benefits derived from World Heritage Properties to be reinvested for local benefits as well as for the conservation of the properties.



### Main results from the conference

**Community involvement and beneficiation is essential**

- Community empowerment should be an integral part of the development process
- Community involvement in the conservation, management and protection of World Heritage properties should not only be recognised but fully integrated to ensure social, cultural and environmental benefits for the people living in and around the properties
- Consultation and transparency are key elements for effective inclusion and engagement of stakeholders in the processes of the World Heritage system
- Local communities have obligations and responsibilities to the conservation and protection of the properties
- The intangible aspects of heritage are so closely linked with the tangible heritage.






# Images accompanying the presentations

**Involving Communities in World Heritage Conservation Concepts and Actions in Asia** Asian Cases

Nepal	China	Japan	Korea
Kathmandu Valley	West Lake Cultural Landscape	Historic Monuments of Ancient Kyoto	Historic Villages of Mahoe & Yangdong
Rice Terraces of the Philippine Cordilleras	Taj Mahal	Chempasak Cultural Landscape	
Philippine	India	Laos	

- 04. Asian Cases -

**Involving Communities in World Heritage Conservation Concepts and Actions in Asia** Asian Issues

Nepal	China	Japan	Korea
<ul style="list-style-type: none"> <li>Traditional Community Roles</li> <li>Local Values &amp; OUV</li> </ul>	<ul style="list-style-type: none"> <li>Benefit Sharing</li> </ul>	<ul style="list-style-type: none"> <li>Transmission of Traditions</li> </ul>	<ul style="list-style-type: none"> <li>Enthusiasm for WH Inscription</li> <li>Tourism Control</li> </ul>
<ul style="list-style-type: none"> <li>Climate Change</li> <li>Ownership</li> <li>Local Leadership</li> </ul>	<ul style="list-style-type: none"> <li>Buffer Zone Conflicts</li> <li>Capacity Building</li> </ul>	<ul style="list-style-type: none"> <li>Integrated Management</li> </ul>	
Philippine	India	Laos	

- 05. Asian Issues -

**Involving Communities in World Heritage Conservation Concepts and Actions in Asia** Draft Outcome

**Draft Outcome of Buyeo Meeting**  
Sep, 2012

**Definition Discussions**

- Community
- OUV and Other Values
- Boundaries
- Sustainable Development
- Local Traditions and Governance Systems
- Capacity Building

- 06. Draft Outcome -

**Involving Communities in World Heritage Conservation Concepts and Actions in Asia** Draft Outcome

Community	<ul style="list-style-type: none"> <li>All Interest Groups</li> </ul>	<ul style="list-style-type: none"> <li>Live within property or outside</li> <li>Play a role in making heritage and/or use it</li> </ul>
OUV & Other Values	<ul style="list-style-type: none"> <li>Pursue Sustainable Development in addition to maintaining OUV</li> </ul>	<ul style="list-style-type: none"> <li>Need for improving quality of life for communities</li> <li>Relevant approach both to World Heritage and other sites</li> </ul>
Boundaries	<ul style="list-style-type: none"> <li>Spread Out Spatially the Interaction and Impact between the communities and the heritage</li> </ul>	<ul style="list-style-type: none"> <li>Spatial realm of influence, both by qualitative and quantitative aspects</li> </ul>

- 06. Draft Outcome -

**Involving Communities in World Heritage Conservation Concepts and Actions in Asia** Draft Outcome

Sustainable Development	<ul style="list-style-type: none"> <li>Use the concept of World Heritage as a vehicle for community development</li> </ul>	<ul style="list-style-type: none"> <li>High Interests in World Heritage Inscription especially in Asia</li> <li>Connect Inscription Enthusiasm to Sustainable Development</li> </ul>
Local Traditions & Governance System	<ul style="list-style-type: none"> <li>Ensure the continuity of the tradition</li> <li>Need to diversify the methods to include communities in the decision making process</li> </ul>	<ul style="list-style-type: none"> <li>Recognize the already existing traditional protection and governance systems</li> </ul>

- 06. Draft Outcome -

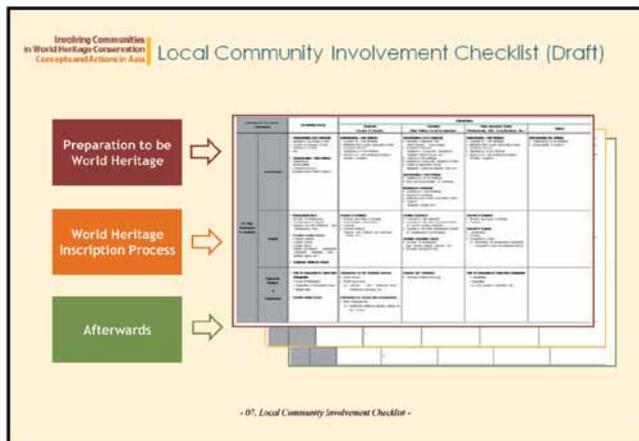
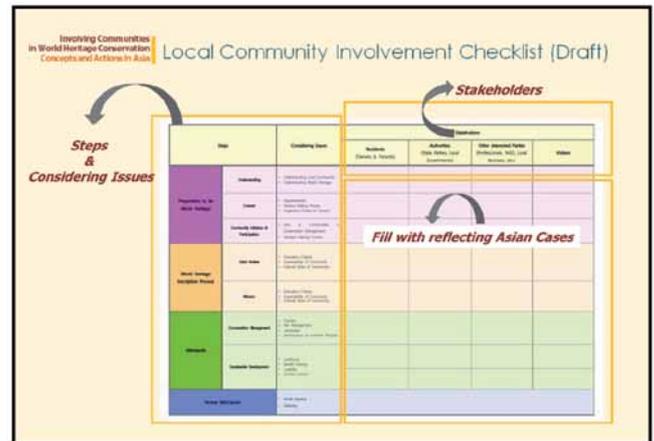
**Involving Communities in World Heritage Conservation Concepts and Actions in Asia** Draft Outcome

Capacity Building	<ul style="list-style-type: none"> <li>Strengthen the ability of relevant audiences</li> </ul>	<ul style="list-style-type: none"> <li>Propagate the idea among the heritage community</li> <li>Forge changes required at different levels of the existing management systems</li> <li>get the communities involved at the all appropriate levels</li> </ul>
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- 06. Draft Outcome -



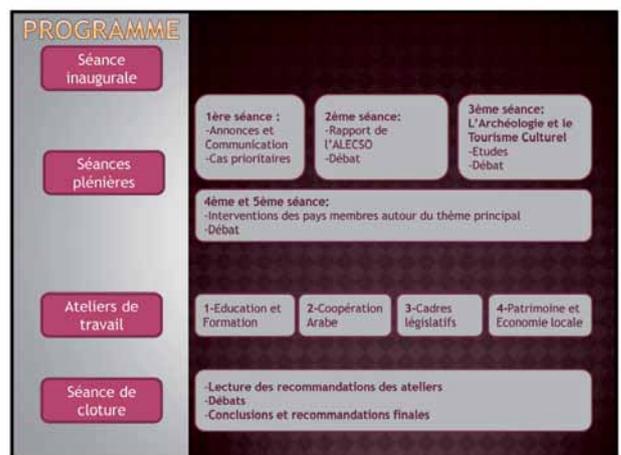
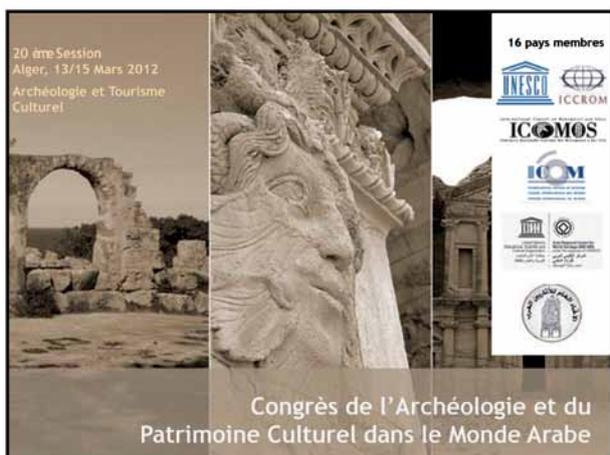
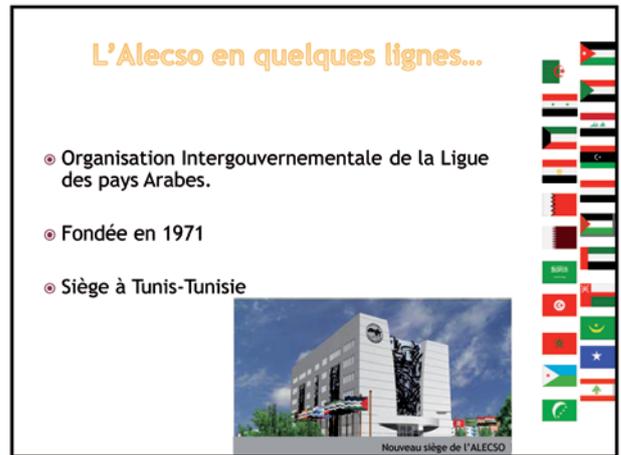
# Images accompanying the presentations



# Images accompanying the presentations

20th session of the Congress on Archaeology and Cultural Heritage of the Arab World  
 Dr Hayet Guettat, Director of Heritage Preservation Program, Arab League Educational, Cultural and Scientific Organization (ALECSO),

Dr Mourad Betrouni, Director of Legal Protection of Cultural Property and Valuation of Cultural Heritage, Ministry of Culture, Algeria



# Images accompanying the presentations

## SÉANCE INAUGURALE



S.E Madame Khalida Toumi  
Ministre de La Culture - Algérie



S.E. Madame Irina Bokova  
Directrice Générale de l'UNESCO



S.E Monsieur Mohamed El-Aziz  
Ben Achour  
Directeur Général de l'ALECSO

## PLÉNIÈRE

Etudes sur le thème principal:  
« Archeologie et tourisme culturel »



Tourisme, diversité culturelle et développement durable.  
Dr. Mounir Bouchenaki



De la valorisation à la promotion du patrimoine: cas de l'Algérie.  
Dr. Mourad Betrouni



Vers un développement architectural et urbain équilibré du tourisme culturel dans les régions historiques arabes.  
Dr. Ahmed Sedky



## INTERVENTIONS DES PAYS MEMBRES AUTOUR DU THÈME PRINCIPAL

Dialogue et Echange d'Expériences



## LES ATELIERS...



- 1) Renforcement des capacités des gestionnaires des sites et des musées
- 2) Formation de professionnels en médiation culturelle
- 3) Echange d'expériences entre techniciens et artisans en matière de restauration

Atelier 1: Education et formation dans le domaine du patrimoine archéologique  
Superviseur scientifique : Dr. Zaki Asian (ICCROM-Sharjah)



- 1) Développer des programmes de coopération dans le domaine des musées.
- 2) Définir une approche arabe unifiée en matière de gestion des musées.
- 3) Etablir des conventions de coopération et d'échanges entre les pays arabes.

Atelier 2: La coopération arabe dans le domaine de la promotion et du développement du patrimoine archéologique  
Superviseurs scientifique : Dr. Adnan Louhichi (IHP-Tunisie) et Dr. Muslah Qubati (Archéologie-Yémen)



- 1) Exhorter les autorités et les organismes internationaux compétents pour déployer le maximum d'efforts en conformité avec les lois nationales et internationales qui empêcheraient le trafic illicite des biens culturels et leurs restitutions.
- 2) Exhorter les Etats arabes à signer les conventions internationales de l'UNESCO et les Chartes de protection du patrimoine et des biens culturels.
- 3) Développer et actualiser les lois et les politiques dans les pays arabes pour renforcer les demandes de restitution des biens culturels illicitement transférés devant les tribunaux internationaux.
- 4) Etudier la possibilité de l'unification et de l'harmonisation des législations des pays arabes en vue de criminaliser le trafic illicite des biens culturels.

Atelier 3: les Cadres et les systèmes Juridiques et institutionnels en patrimoine archéologique dans les pays Arabes  
Superviseur scientifique : Dr. Norman Palmer (Royaume Uni)



# Images accompanying the presentations



# Images accompanying the presentations

World Heritage Volunteers Programme: Report on World Heritage Volunteers 2012:  
Beyond Territories and Boundaries video presentation

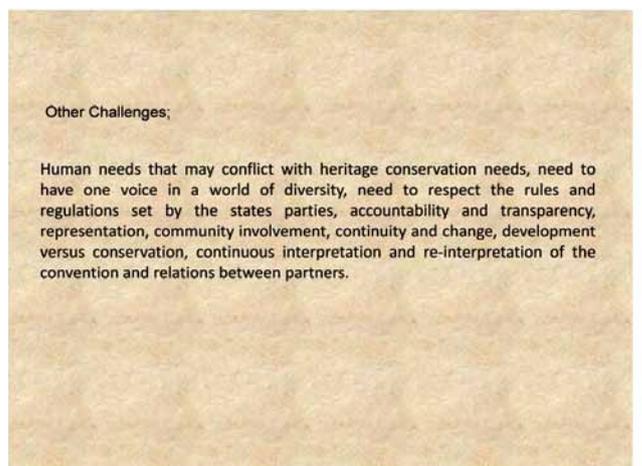
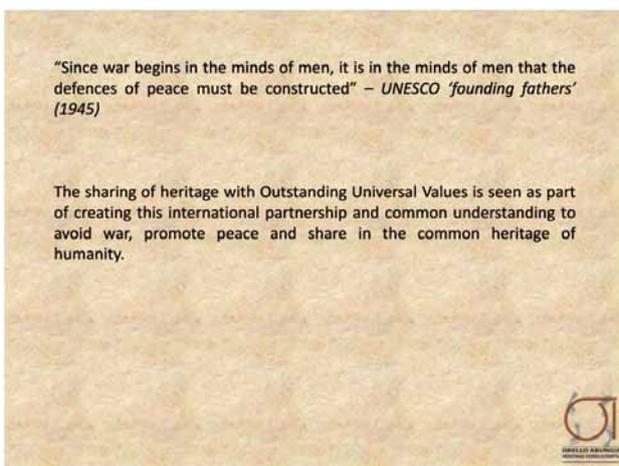
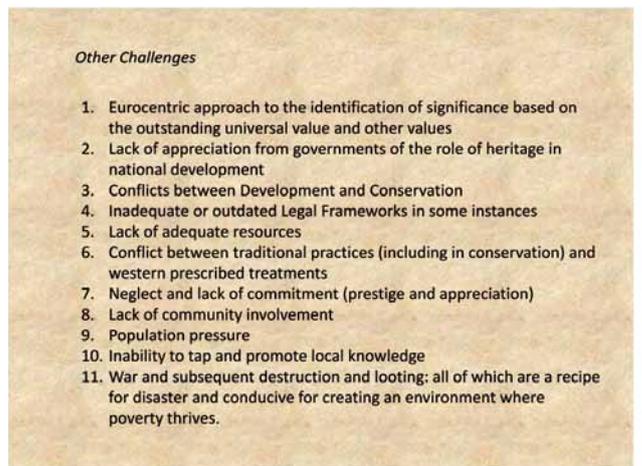
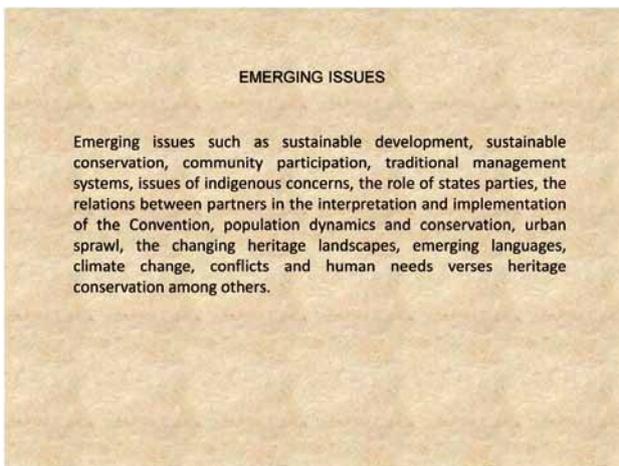
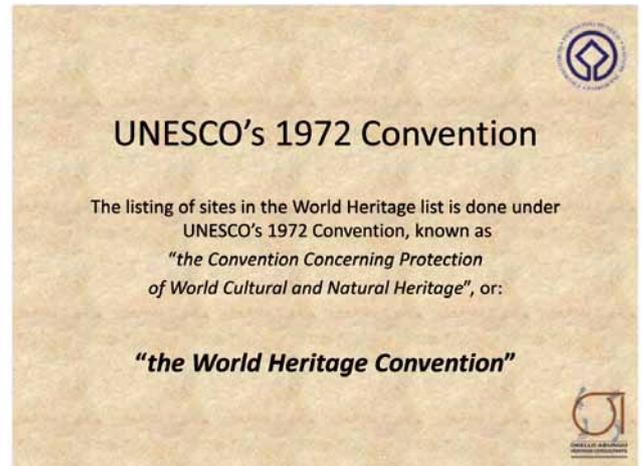
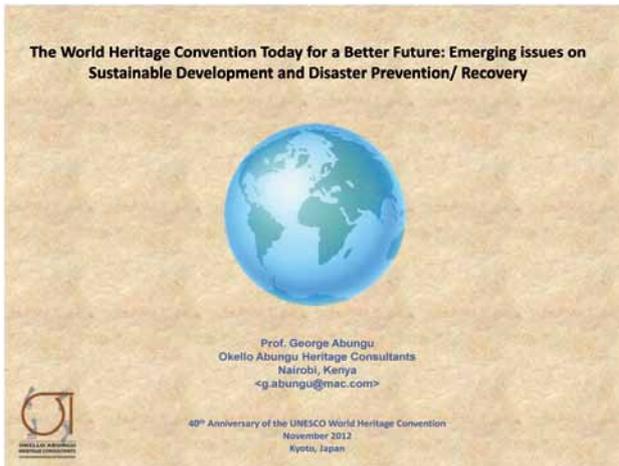


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to the text

# Images accompanying the presentations

The Convention today for a better future: emerging issues on sustainable development and disaster prevention/recovery

Prof. George Abungu, CEO, Okello Abungu Heritage Consultants, Kenya



# Images accompanying the presentations

"Cultural Diversity is one of the roots of development, as necessary for humankind as biodiversity is for nature".

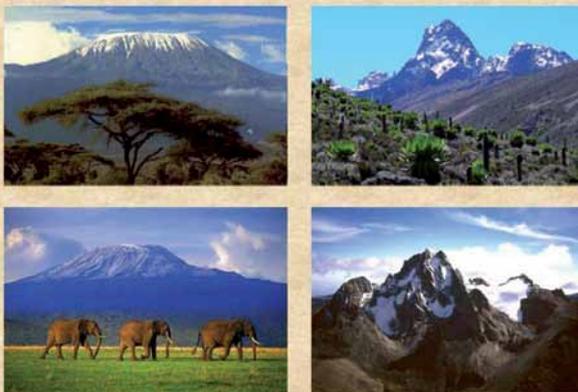
If this is indeed the case, then humanity cannot disagree with the importance of diversity.

## Long Walk to freedom



Like politics, heritage conservation is an infinite process that all over us must be ready to take.

## NATURE SITES: FACED WITH VARIOUS CHALLENGES



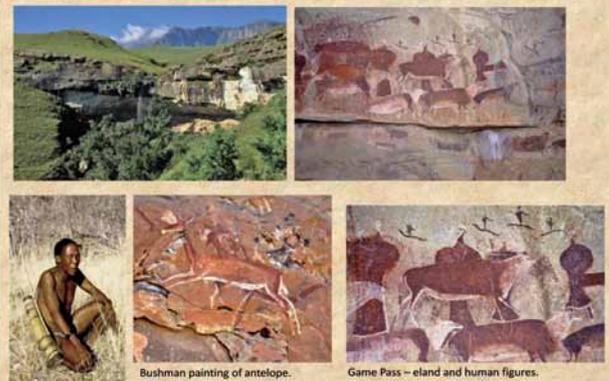
## Nature sites ?



## SHOULD I OR SHOULD I NOT ?



## Eland Cave, UKhahlamba, Drakensberg Mts.

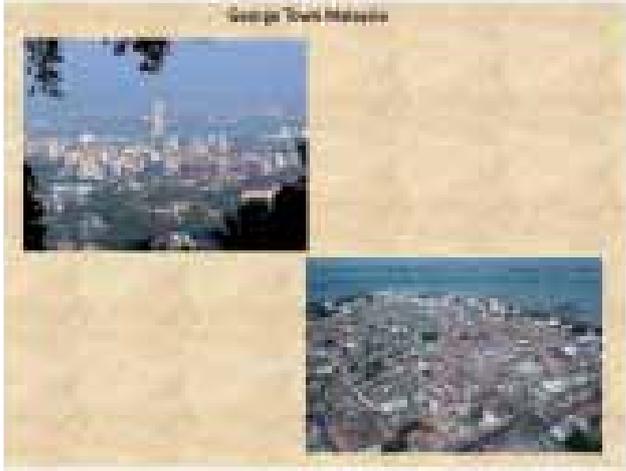
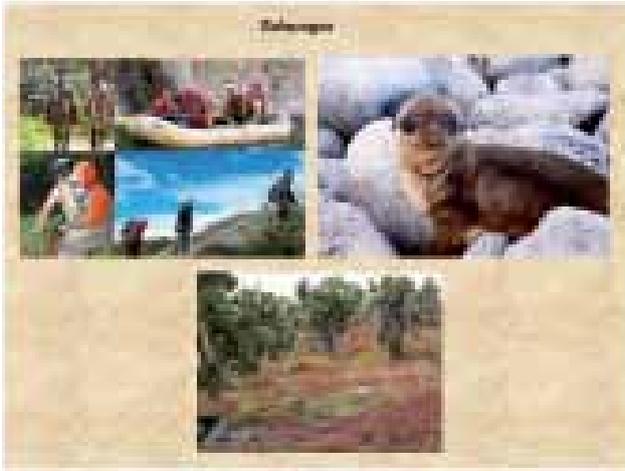
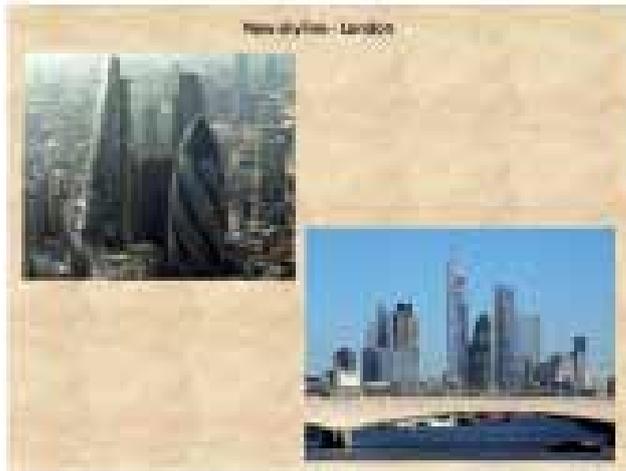
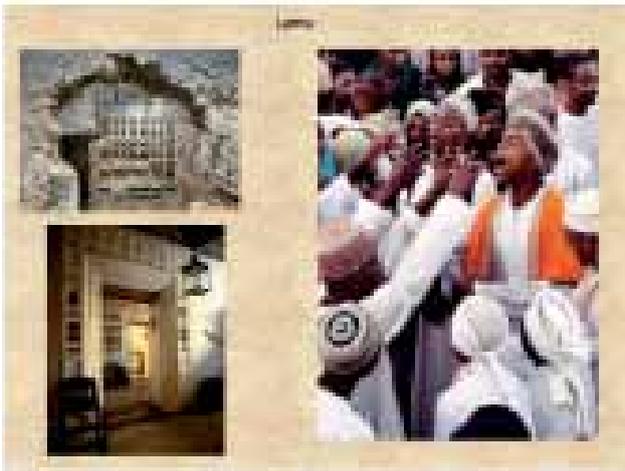
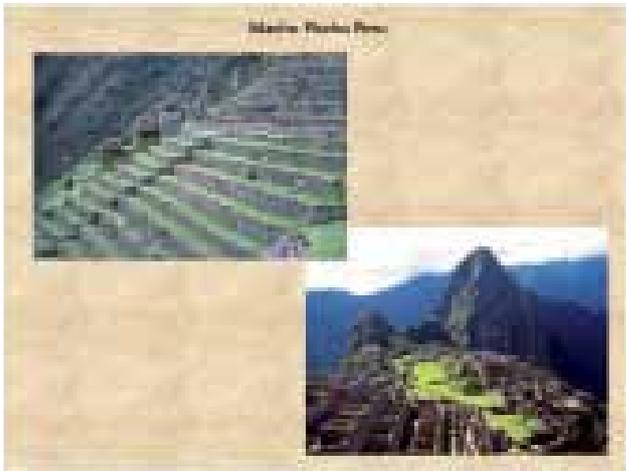
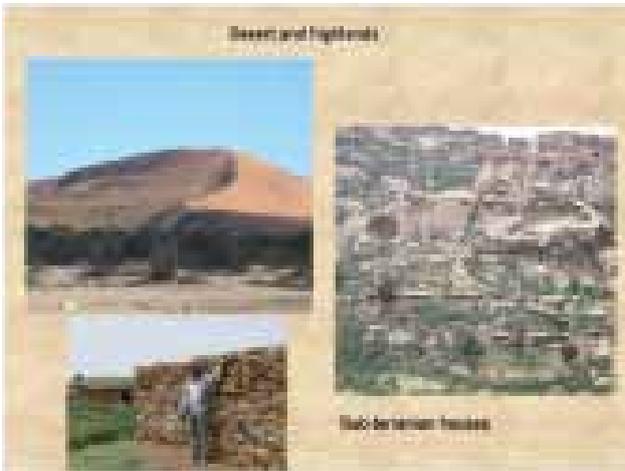


Bushman painting of antelope.

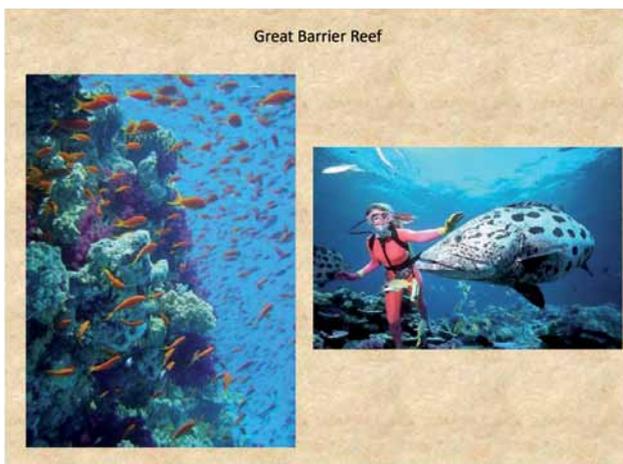
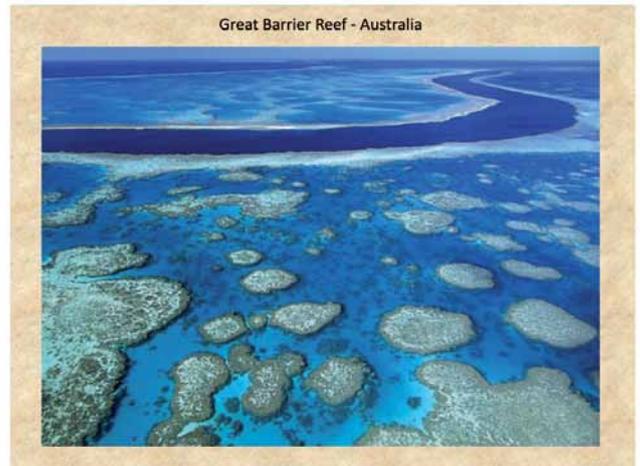
Game Pass – eland and human figures.



# Images accompanying the presentations

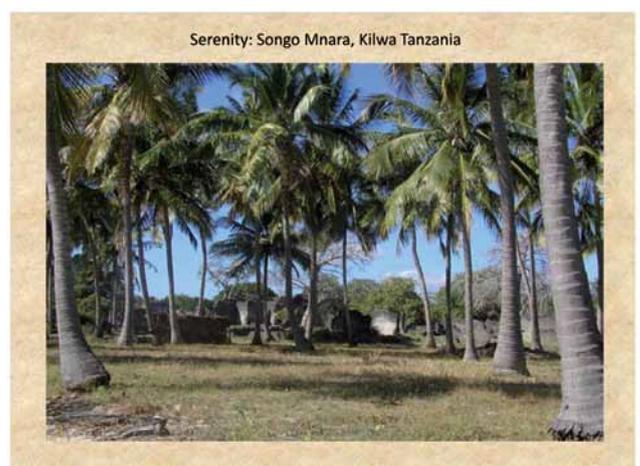
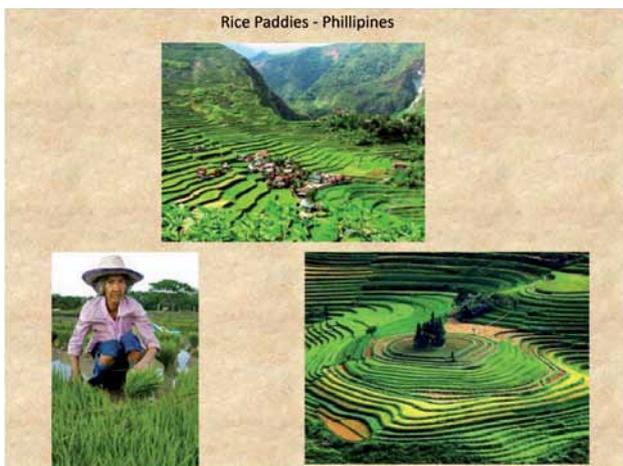


# Images accompanying the presentations



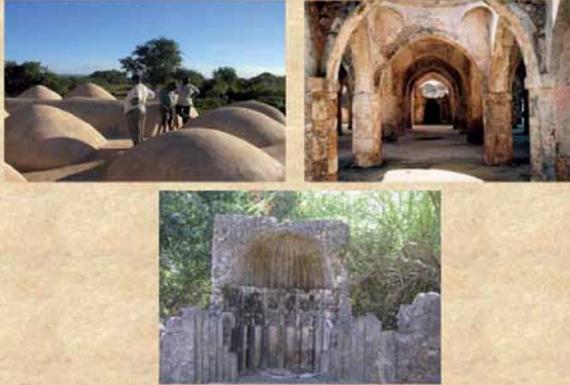
**DANGER LISTING: PUNISHMENT OR CORRECTIVE MEASURE?**

Corrective measures envisaged in the convention, have now taken other negative meanings. Today, for example the World Heritage in List in Danger that was conceived to be a corrective measure has turned to be seen as a punitive measure.

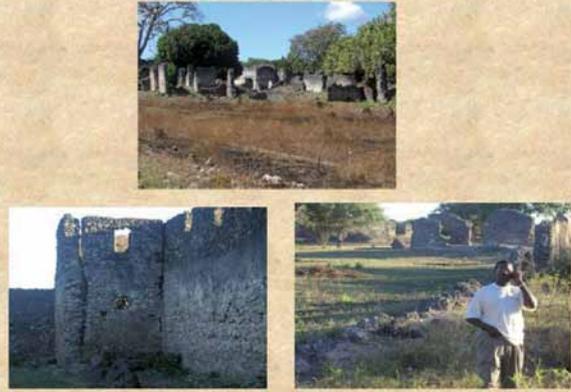


# Images accompanying the presentations

Kilwa Kisiwani and Songo Mnara: Great mosques and a decorated Mihrab



Kilwa Kisiwani: Living with monuments



Everglades: United States of America



World Summit on Sustainable Development Johannesburg 2002: *the management of heritage is an important tool for the promotion of sustainable development and poverty alleviation; and that world heritage status can make a distinct and valuable contribution to sustainable development.....*

Johannesburg: World Summit on Sustainable Development

Recommendations to the African Governments: reaffirm their political commitments to the promotion of heritage management; reinforce efforts to tackle issues threatening heritage sites and heritage management, including wars, famine, disease and lack of education; introduce legal and policy frameworks which link nature and culture; intensify efforts to raise awareness among decision makers in the crucial role of heritage in promoting sustainable development and in poverty alleviation; devote resources to heritage management; highlight the crucial role of local communities in the management and ownership of heritage and to continuously empower communities to remain at the centre of heritage management.



The work of UNESCO is to

- create conditions for true dialogue, based upon respect for commonly shared values and the dignity of each society and its culture(s).
- achieve a global vision of sustainable development based upon observance of: human rights, mutual respect and alleviation of poverty.



# Images accompanying the presentations

Working with communities: Learning to listen



Kaya elders



Partnership: Attracting international attention, politicians and policy makers.



All undergo the same ritual whether minister, ambassador or UNESCO DG.



Traditional management systems and the sacred



Adhering to the rules and regulations of a sacred place, all have to remove their shoes.



Sustainability through re-generation.



Walking into the future, protecting the heritage.



Replanting for sustainability



Connecting with the departed: Sacred art and the spiritual world.

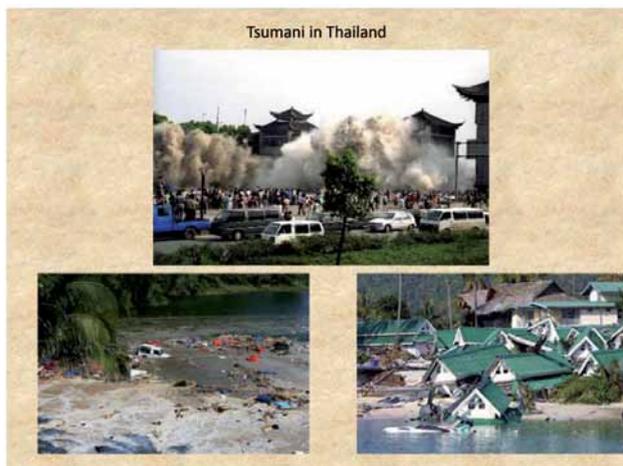
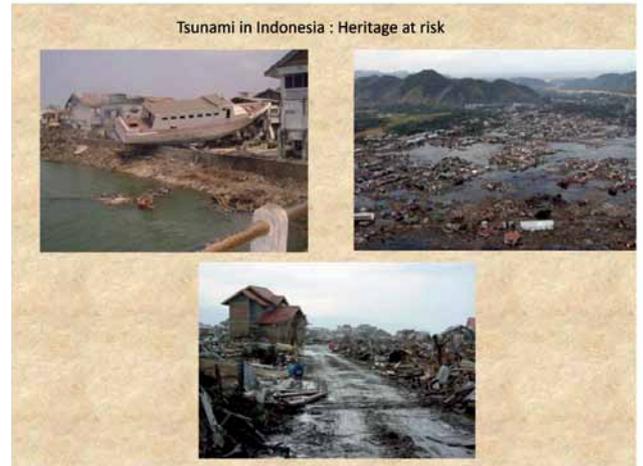


A living heritage ensuring continuity and community control

The bottoms up approach: engaging the politicians and policy makers



# Images accompanying the presentations



A paradigm shift and a mindset change

Only through partnerships, inclusiveness, knowledge development and proactive response to the challenges that we will be able to achieve sustainable development, sustainable conservation and put in place proper mechanisms for disaster prevention and disaster recovery.





# Images accompanying the presentations

## Sustainable tourism management in Shiretoko World Heritage area: innovation by participatory approach

Prof. Asami Shikida, Professor, Hokkaido University Center for Advanced Tourism Studies, Japan

THE CLOSING EVENT OF THE CELEBRATION OF THE 40TH ANNIVERSARY OF THE WORLD HERITAGE CONVENTION (FRI, 10-11 NOVEMBER 2012)  
 世界遺産の40周年記念式典の閉幕式 (11月10-11日)

### Sustainable Tourism Management in Shiretoko World Heritage Area Innovation by Participatory Approach

Asami Shikida Hokkaido University Center for Advanced Tourism Studies

知床世界自然遺産地域における持続可能な観光のマネジメント  
 参加型アプローチによるイノベーション

北海道大学観光学高等研究センター 敷田麻実

### Outline of the Shiretoko World Natural Heritage Site

知床世界遺産の概要

- Inscribed: July 17, 2005  
2005年7月17日登録
- Location: Shari Town, Rausu Town, in Hokkaido  
北海道の斜里町・羅臼町に位置
- 面積 Area: 71,100 ha  
陸域 Land area: 48,700 ha  
海域 Coastal area: 22,400 ha
- National park (1964—)  
昭和39年国立公園に指定

Location of the Shiretoko World Natural Heritage Site  
世界自然遺産地域

### History of Shiretoko World Natural Heritage Site

自然遺産登録の経過

- 1999 地元から登録の要請
  - Shari and Rausu Town mayors started to apply to World Heritage
- 2004 科学委員会(現在の)設置
  - Establishment of Shiretoko World Natural Heritage Candidate Scientific Council
- 2005 世界遺産に登録
  - Inscribed on World Natural Heritage decided (Durban, South Africa)
- 2008 ユネスコ世界遺産センター及びIUCN現地視察
  - On-site inspection by the UNESCO World Heritage Center and IUCN
- 2009 「知床世界自然遺産地域 管理計画」の策定
  - Management Plan for the Shiretoko World Natural Heritage Site

### OUV as the Attraction of Shiretoko WNHS

知床世界自然遺産の普遍的価値

### Shiretoko WNH Site: Ecosystem and Biodiversity

世界自然遺産の登録基準

IX 生態系: 北半球で最も低緯度に位置する季節海氷域である。この影響を受け、特異な生態系を形成。海洋生態系と陸上生態系の相互関係の見本。

X 生物多様性: 海洋性及び陸上性の多くの種にとって重要な地域。シマフクロウ、シレットコスミレなどの希少種、海鳥、渡り鳥、サケ科魚類、鯨類を含む海棲哺乳類にとって世界的に重要な地域である。

### Tourism in Shiretoko WNH Site

知床半島の観光とエコツーリズム

- More than 1.8million tourists visit Shiretoko WNH Site  
年間180万人の観光客が知床の原生自然を体験する
- Untouched nature setting is attracting tourists  
原生自然の魅力が観光客にとって魅力
- Tourism Industry is important sector for local economy generating \$150million tourism consumption  
観光は地域の重要産業 斜里町の観光消費額は120億円
- However 60% of tourists are first time visitors  
しかし60%が初回の訪問(リピーターは少ない)
- Threats to the nature conservation by concentration of tourists  
観光客の集中で自然環境保全に危機感



# Images accompanying the presentations



### Development of Ecotourism Strategies エコツーリズム戦略の策定の勧告

Requested by On-site inspection by the UNESCO World Heritage Center and IUCN in 2008 (IUCNのエコツアー戦略策定勧告)

Comprehensive ecotourism strategies shall be developed promptly. As basic concepts, strategies shall promote the conservation of the region, high-quality natural experience for tourists, and the development of the local economy.

- To respond the request, stakeholder meetings started from 2010 (2010年に協議開始)
- Participations in the development process was successful (参加型協議)
- Finally agreed by local stakeholders in 2012 (2012年に戦略に合意)

### Ecotourism Strategies by Participatory Approach 参加型アプローチのための戦略

- Participatory approach is employed for creative solutions (創造的解決のための参加)
- Actions for problem-solving can be proposed by stakeholders involved (ボトムアップ方式)
- Contribute capacity building by stakeholders' participation (参加による能力開発)
- Agencies concerned need tolerance (許容)
- Innovations for tourism management (革新)



# Images accompanying the presentations

Implications 知床からの示唆

- Importance of balancing scientific approach and social dimension 科学的知識と地域社会のバランス
- Ecotourism strategies can be as tools for innovative heritage management  
エコツーリズム戦略でイノベーションを生む
- Capacity building of stakeholders by participatory learning contributes sustainability  
地域住民の参加・学習が持続可能性に貢献
- Design on-going process of autonomous management by the local community with world heritage system  
世界遺産システムを地域が理解して活用

SHIKIDA Asami  
Center for Advanced Tourism Studies  
of Hokkaido University, Japan



END

北海道大学観光学高等研究センター 敷田麻実  
ホームページのご案内  
<http://www.cats.hokudai.ac.jp/~shikida/>  
【敷田】で検索すると見つかります



# Images accompanying the presentations

The role of cultural heritage conservation in sustainable development

Ms Rana Amirtahmasebi, Urban Development Specialist, World Bank

**THE ROLE OF CULTURAL HERITAGE CONSERVATION IN SUSTAINABLE DEVELOPMENT**

Disaster Risk & Urbanization Management  
Department  
Sustainable Development Network  
World Bank



November 7<sup>th</sup>, 2012  
Kyoto, Japan

Rana Amirtahmasebi  
Cultural Heritage Specialist  
& Urban Planner

**CONSERVATION OF CULTURAL HERITAGE AND REGENERATION OF HISTORIC CITIES ARE WELL ALIGNED WITH WORLD BANK'S MISSION**

Because they contribute to:



- Livability of cities
- Creation of a strong sense of place, identity, and social capital
- Sustainable green urban growth
- Energy savings through reusing the built assets
- Creation of Small and Medium Enterprises;
- Job creation, particularly for women and local artisans;
- Economic multiplier effects from cultural tourism revenues;

**WORLD BANK'S APPROACH TO CONSERVATION AND REGENERATION OF HISTORIC CITIES HAS EVOLVED**

**PHASE 1**  
Before 1980  
**Do no harm:** avoiding damage to cultural heritage assets in World Bank project implementation

**PHASE 2**  
1980-2000  
**Specific interventions:** investing in specific cultural heritage assets and monuments with a focus on tourism

**PHASE 3**  
2000-Now  
**Integrated approach:** integrating historic city regeneration, with local economic development, job creation, tourism development, and improved livelihoods

**MILESTONES OF WORLD BANK'S WORK IN CULTURAL HERITAGE CONSERVATION**

**1940** Post-war reconstruction of historic cities of Europe

**1986** Operational Policy 11.03 approved in 1986, which calls for the protection of cultural property impacted by Bank projects.

**1999** Florence Conference "Culture Counts"

**2000** Italian Trust Fund on Culture and Sustainable Development Launched.

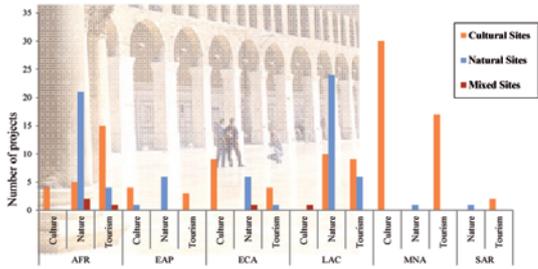
**2006** Safeguards Policy on Physical Cultural Resources approved.

**2011** Memorandum of Understanding signed with UNESCO Multi-Donor Trust Fund for Cultural Heritage and Sustainable Tourism became effective.

**WORLD BANK'S CULTURAL HERITAGE PORTFOLIO**

The World Bank has approved **177 operations** totaling **US\$ 2,676 million** in cultural heritage and sustainable tourism across sectors and regions.

**A DEEP INVOLVEMENT IN WORLD HERITAGE SITES**



Of all World Bank projects with cultural or natural heritage components, **120** have focused on World Heritage Sites.



Click to go back to the text

# Images accompanying the presentations

**RUSSIA** SOME EXAMPLES OF WB PROJECTS



**Russian Federation Preservation and Promotion of Cultural Heritage Project**

To spur economic and social development, the Russian Government aims to support heritage conservation in four oblasts, which have witnessed events that are seminal to the creation of Russian national identity.

**Project components:**

- Integrated Heritage Site Development: support, on a competitive basis, for sub-project proposals made by oblasts and cultural institutions.
- Protection of Museum Assets: including improvement of collection management and museum security practices.
- Project Management, Monitoring and Evaluation.

**Total Project Cost: US\$ 250 M**  
**Total Loan Amount: US\$ 100 M**  
**Approved December 2010**

**CHINA** SOME EXAMPLES OF WB PROJECTS



**Shandong Confucius and Mencius Cultural Heritage Conservation and Development Project**

Assisting Shandong Province to enhance cultural heritage conservation and tourism development in Qufu and Zouchen (the hometowns of Confucius and Mencius, his disciple, respectively).

**Project components:**

- Key conservation works;
- Improved signage, interpretation and displays;
- Urban redevelopment and improvements for water supply and wastewater infrastructure;
- Conservation of historic houses; and
- Capacity building

**Total Project Cost: US\$ 130.78**  
**Total Loan Amount: US\$ 60.0 M**  
**Approved May 2011**

**GEORGIA** SOME EXAMPLES OF WB PROJECTS



**Georgia Regional Development Project**

The government of Georgia aims to develop the local economy in the Kakheti region which was a key juncture on the Silk Road and has long been the heart of country's ancient culture, history and economy.

**Project components:**

- Upgrading of urban infrastructure in the cities of Telavi and Kvareli and the heritage village of Dartlo;
- Restoration of the facades of 150 publicly and privately owned buildings with historic architecture;
- Redevelopment of 11 cultural heritage sites
- Provision of incentives to the private sector to invest in tourism in Kakheti; and
- Improved management of tourist destinations and the development of two leisure travel clusters.

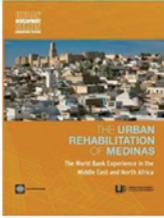
**Total Project Cost: US\$ 70 M**  
**Total Loan Amount: US\$ 60 M**  
**Approved March 2012**

**KNOWLEDGE PRODUCTION**

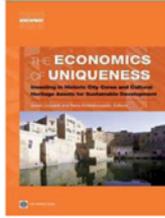
- The World Bank also produces analytical work and publishes reports to build up on the international knowledge base in cultural heritage.



This report describes the cooperation between the WB and the Chinese Government on 12 cultural heritage projects since the 1990s.



This report examines the design, contents and results of WB projects in the MENA region for the regeneration of historic cities and draws policy lessons.



This book is a collection of papers by leading scholars in heritage economics and presents creative economic valuation techniques of cultural heritage.

**THANK YOU!**



**VISIT OUR WEBSITE:**  
[WWW.WORLDBANK.ORG/CULTURALHERITAGE](http://WWW.WORLDBANK.ORG/CULTURALHERITAGE)



# Images accompanying the presentations

The role of World Heritage as a learning model in pursuit of sustainability

Prof. Nobuko Inaba, Chair, World Heritage Studies Program, University of Tsukuba, Japan



The Role of World Heritage as a Learning Model in the Pursuit of Sustainability

持続可能性を追求するラーニングモデルとしての世界遺産の役割

Prof. Nobuko INABA, World Heritage Studies, University of Tsukuba  
稲葉信子 筑波大学世界遺産専攻教授

7 Nov. 2012, Kyoto



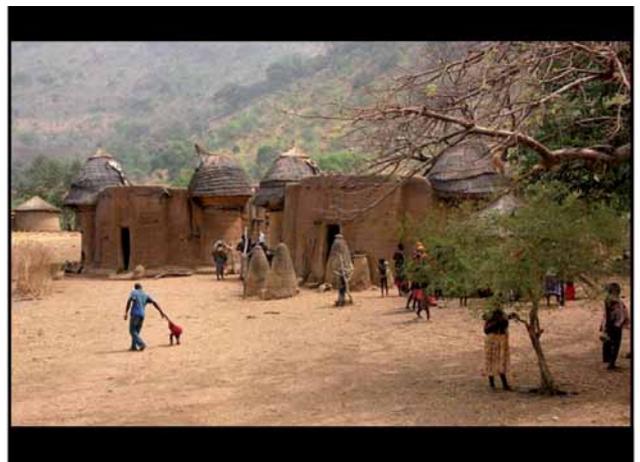
What is World Heritage for you?

あなたにとって世界遺産とは何ですか？



Linking Nature and Culture

文化と自然を連携して



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# Images accompanying the presentations

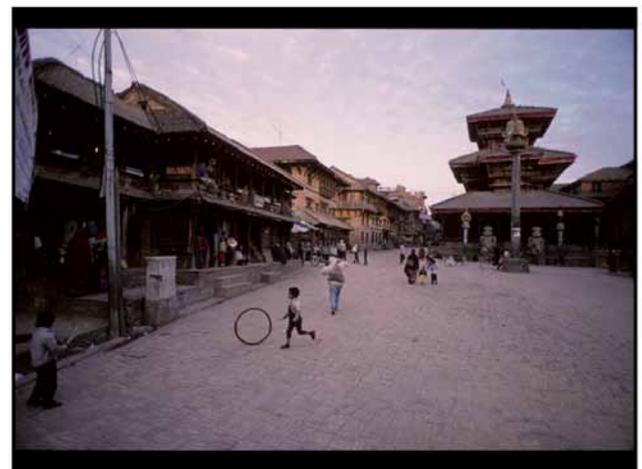


地域社会に最も近いところで何ができるか  
What can we do at the closest point to the local communities?

A photograph of a street scene in a rural town. The buildings are white with dark roofs. There are people walking on the street, and some stalls or shops are visible. The scene is lively and appears to be a market or a busy town square.

Toyama, 3-5 Nov. 2012

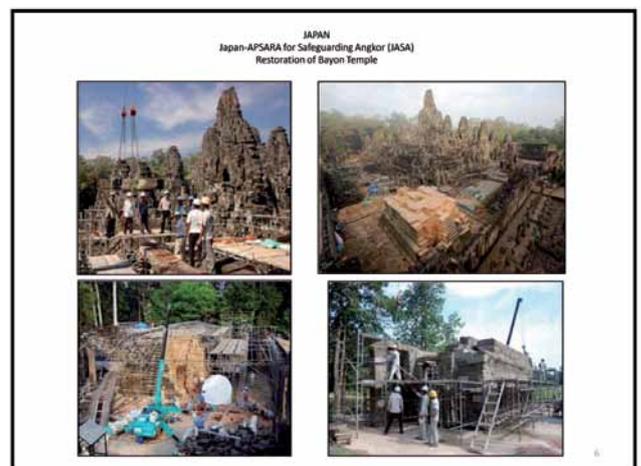
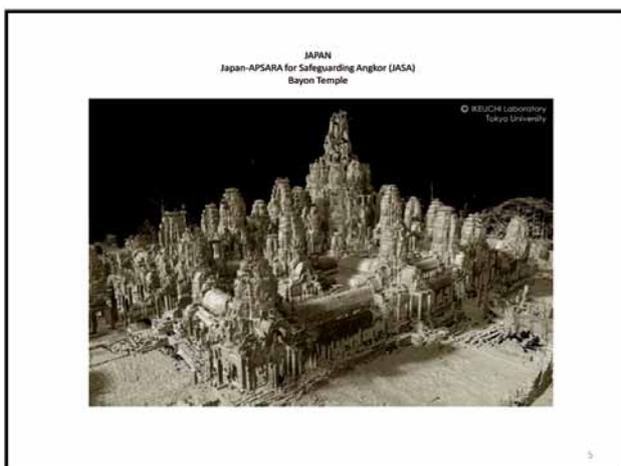
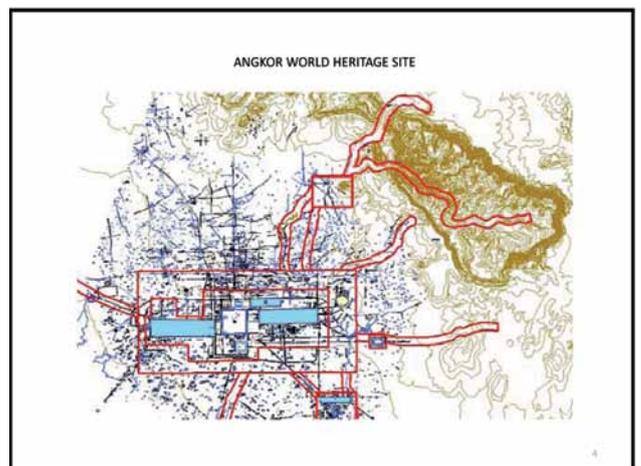
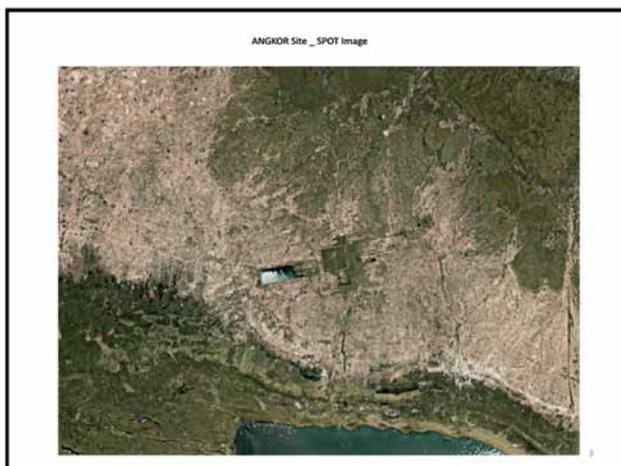
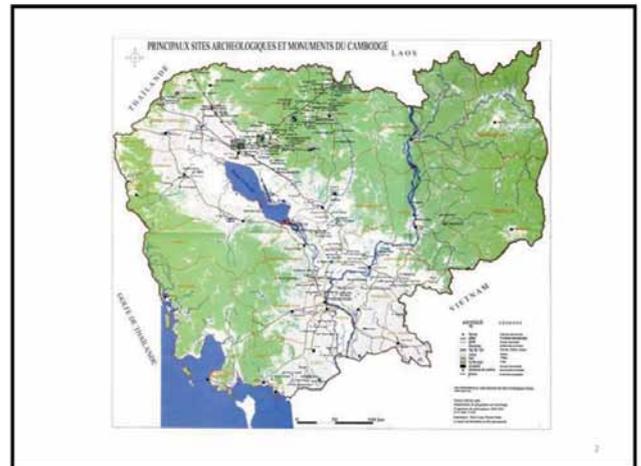
The Importance of Local Governance  
Connecting Local Communities and Heritage  
コミュニティと遺産を連携する地方行政システムの重要性



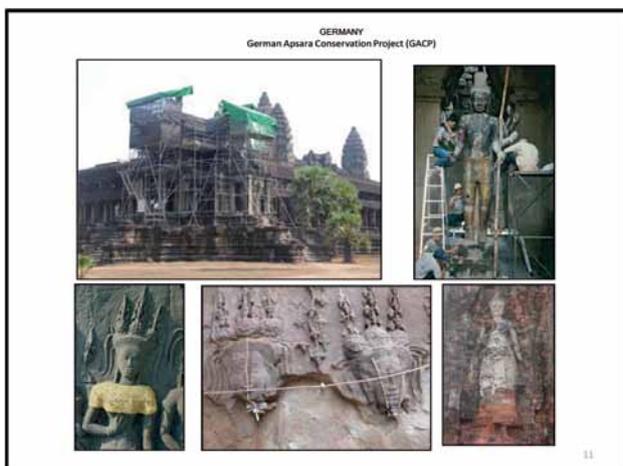
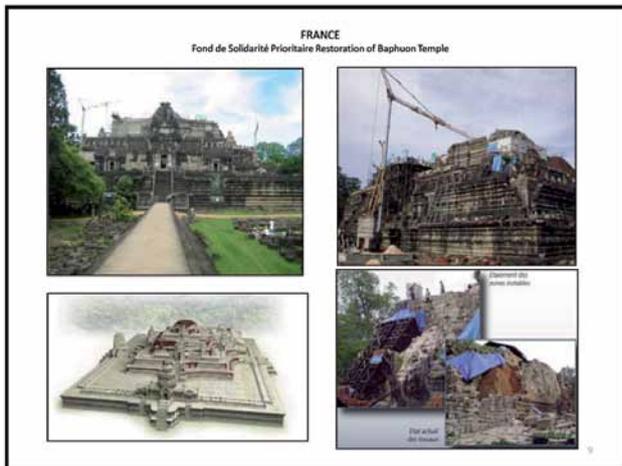
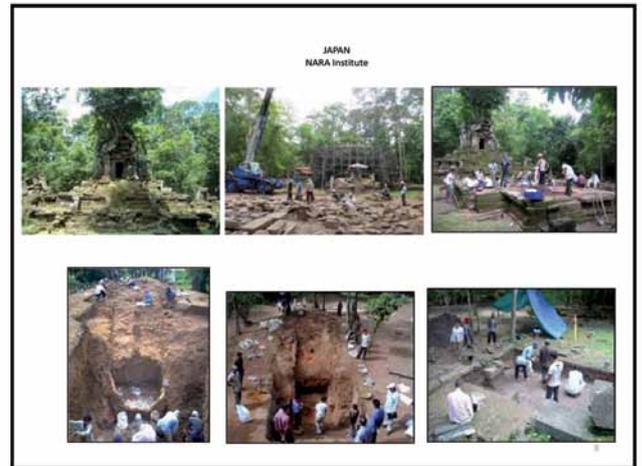
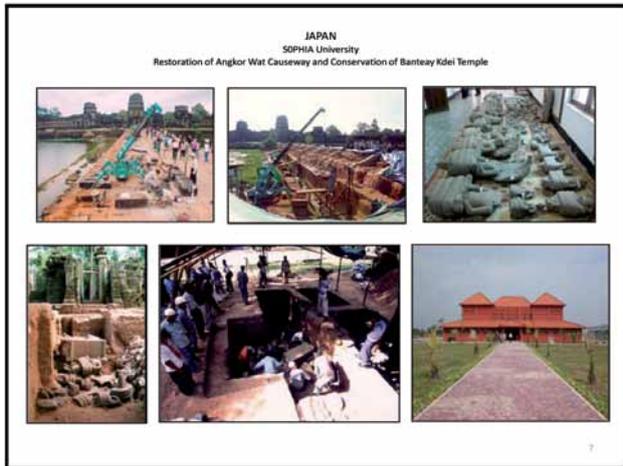
# Images accompanying the presentations

Angkor: 20 years of Implementing the 1972 Convention

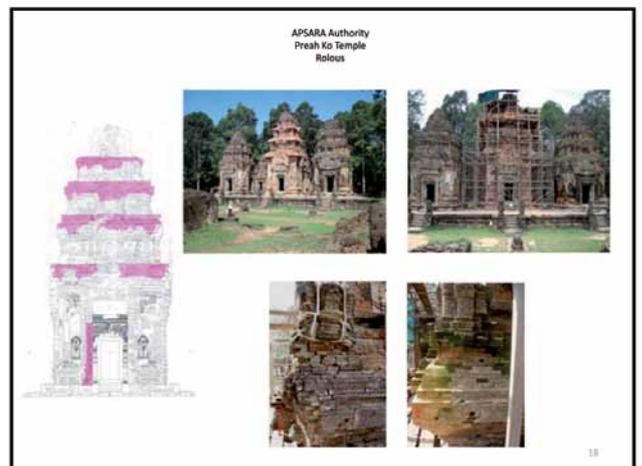
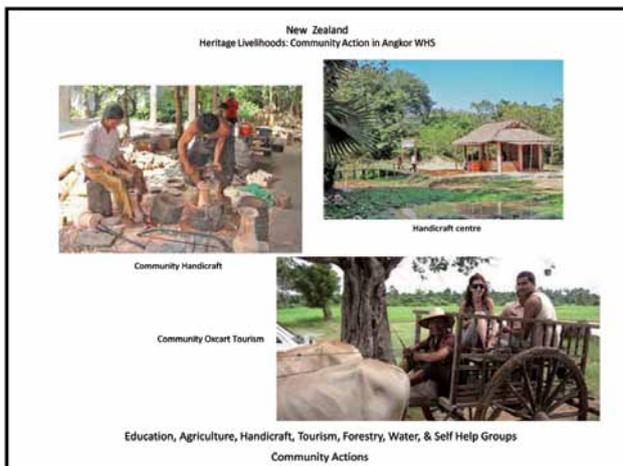
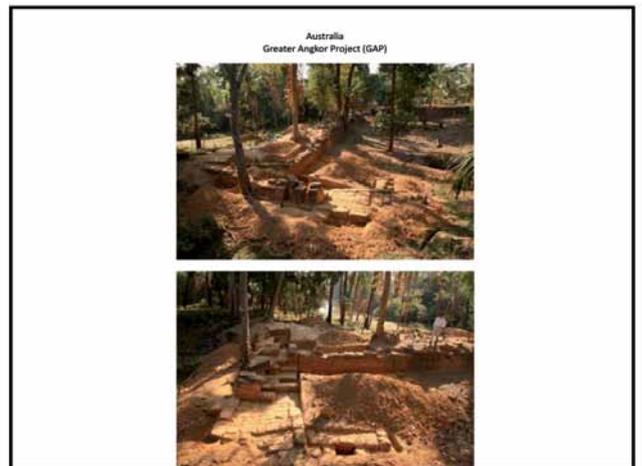
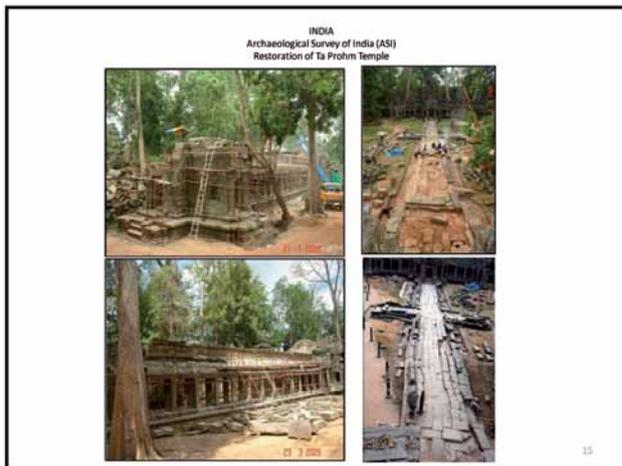
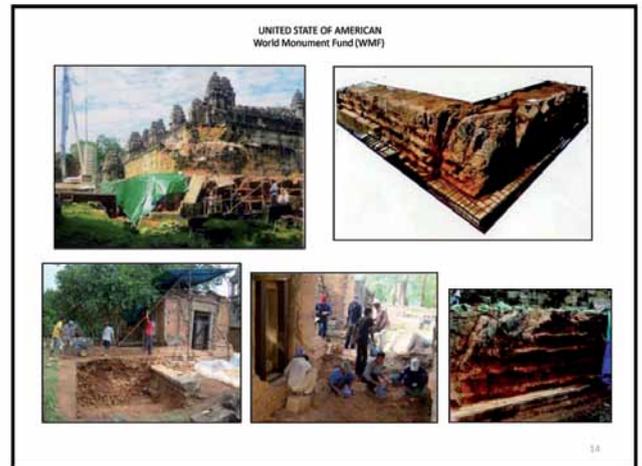
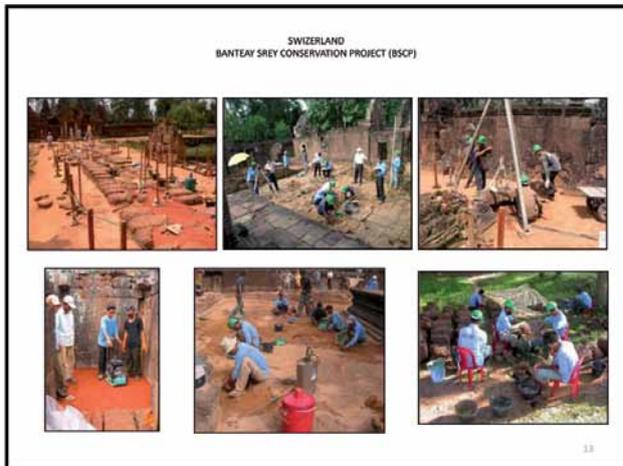
Mr Ros Borath, President, National Committee for World Heritage, Cambodia



# Images accompanying the presentations



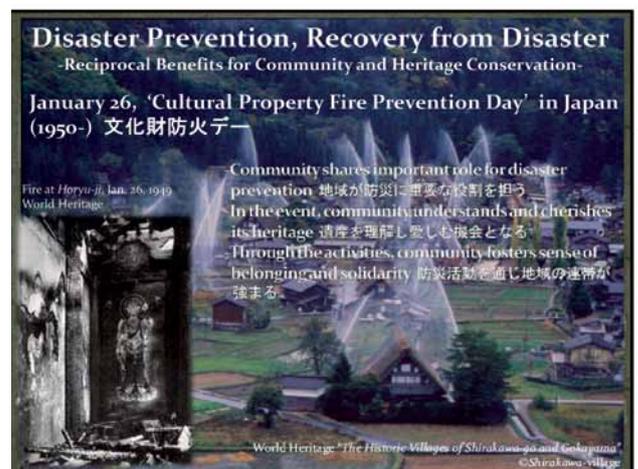
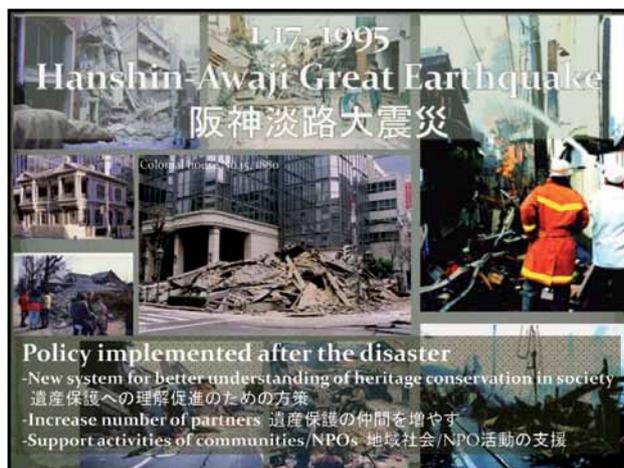
# Images accompanying the presentations



# Images accompanying the presentations

Disaster prevention, recovery from disaster with communities

Mr Satoshi Yamato, Councillor on Cultural Properties, Cultural Affairs Agency of Japan



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# Images accompanying the presentations

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# Images accompanying the presentations

## Bamiyan and the cultural heritage landscape

Dr Habiba Sarabi, Governor, Bamiyan Province, Afghanistan

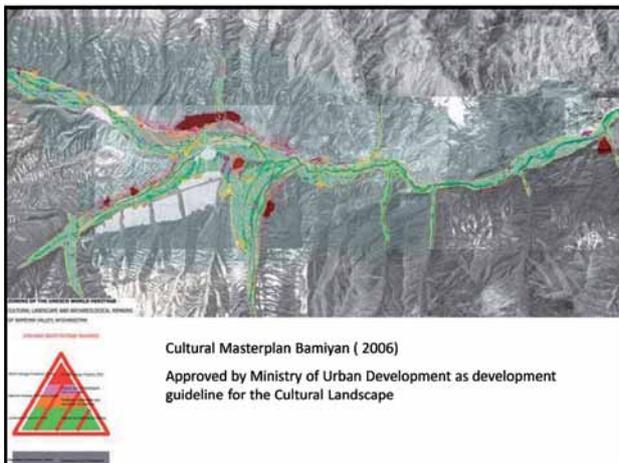
### Recovery from disaster with communities:

- People do not take part to preserve cultural heritage because,
- Due to local poverty most of the time they only think for today and how they can feed their family.
- The don't know about their history
- Most of the people think the cultural heritage does not belong to them and it is only valued by foreigners.
- Also, in Bamiyan particularly, there is lack of land for residential area while a big part of the city inscribed as World Heritage site and should be preserved.



UNESCO World Heritage Site  
Cultural Landscape and Archaeological Remains of the  
Bamiyan Valley

nomination map 2003



Cultural Masterplan Bamiyan ( 2006)

Approved by Ministry of Urban Development as development  
guideline for the Cultural Landscape

### Recommendation:

- Re-establish links between the populations and their cultural history
- Link between heritage and economy, i.e. tourism
- Raise public awareness
- Increase the human capacity of Afghan institution
- Establishing community councils



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# Images accompanying the presentations

Natural disaster prevention / damage reduction and recovery through conserving natural ecosystems

Prof. Yoshitaka Kumagai, Vice Regional Chair of East Asia, IUCN/WCPA

**Natural disaster prevention/damage reduction and, recovery from the damage through conserving natural ecosystems**

November 7, 2012

**The Closing Event of the Celebration of the 40<sup>th</sup> Anniversary of the World Heritage Convention**  
IUCN/WCPA  
Akita International University  
Yoshitaka Kumagai Ph.D

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**Natural hazards vs. natural disasters**

**Natural hazards**

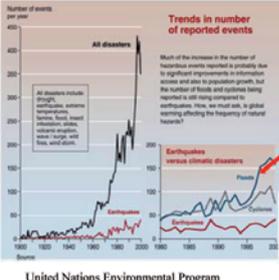


**Natural disasters**



Photo courtesy: National Geographic

**Natural Disaster**



United Nations Environmental Program

- Inadequate social Infrastructures
- Urbanization
- Deforestation
- Increase in climatic disasters

➤ 94% of victims in Asia\*  
➤ 50% of damage (\$US) derives from Asia \*

Region	Disasters (Number in %)	Dead (Number in %)	Affected (Number in %)	Damage (Number in %)
Asia	46 (23.9%)	3,154 (19.8%)	740,708 (21.9%)	833 (23.9%)
Americas	49 (25.7%)	4,883 (30.8%)	4,020,126 (11.7%)	22,589 (64.4%)
Europe	27 (14.4%)	25,494 (162.5%)	85,158,814 (24.7%)	249,382 (717.2%)
Other	9 (4.7%)	22 (0.1%)	28,219 (0.8%)	0 (0.0%)
Global	131 (68.7%)	121 (0.8%)	205,962 (6.0%)	10,812 (31.0%)
Total	146 (100.0%)	28,458 (182.5%)	88,302,127 (100.0%)	289,882 (100.0%)

EM-DAT: The OFDA/CRED International Disaster Database - [www.emdat.be](http://www.emdat.be)  
University Centre for Global Disaster Preparedness

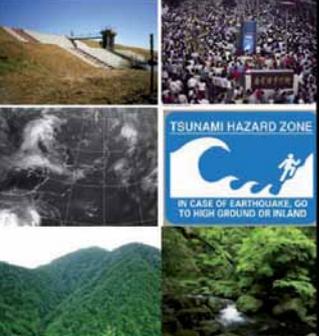
\* Asian Disaster Reduction Center, 2011

**Natural disaster prevention/reduction**

**Prevention/reduction**

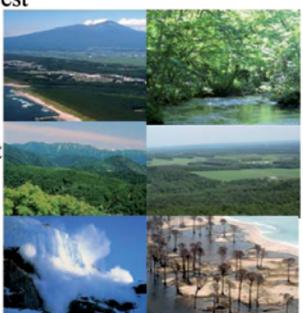
- Social infrastructure
- Urban design
- Prediction accuracy
- Preparation

Conserving natural ecosystems



**Conservation and disaster prevention/reduction**

- High tide and coastal forest
- Flooding and forest
- Erosion control forest
- Windbreak forest
- Avalanche control forest
- Climate Change*



**Sanriku Fukko (reconstruction) National Park**  
initiated by Ministry of the Environment

**“Visions”**

**Green reconstruction through establishment of a new national park**

Reconstruction together with the natural environment fostered in forest, satoyama, river, sea

↓

**“Basic Principles”**

1. Making wise use of natural blessing
2. Learning threats of nature
3. Strengthen connection between forest, satoyama, river and sea



**“Green Reconstruction Project”**

1. Establishment of the new Sanriku Fukko (reconstruction) National Park
2. Satoyama Satoumi Field Museum
3. Fukko (reconstruction) eco-tourism
4. Long Trail “Tohoku Coastal Trail”
5. Natural environment Monitoring
6. Regenerating Connection between forest, satoyama, river and sea
7. Promoting development of human resources who play a major role in sustainable society (ESD)

# Images accompanying the presentations

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Conserving nature is a critical to prevent and reduce natural disaster damages



# Images accompanying the presentations

Building capacity for the disaster risk management of cultural heritage: opportunities and challenges

Dr Rohit Jigyasu, UNESCO Chair Professor, Research Center for Disaster Mitigation of Urban Cultural Heritage of Ritsumeikan University, Kyoto/Consultant India

**BUILDING THE CAPACITY FOR DISASTER RISK MANAGEMENT OF CULTURAL HERITAGE: OPPORTUNITIES AND CHALLENGES**

Dr. Rohit Jigyasu  
UNESCO Chair Professor  
Research Center for Disaster Mitigation of Urban Cultural Heritage, Ritsumeikan University, Kyoto  
Senior Advisor, Indian Institute for Human Settlements

Fire in Wangduephodrang Dzong, Bhutan, 24 June, 2012



Ayutthaya, Thailand Floods, 2011



Christchurch Catholic Cathedral destroyed by Earthquake in 2010



Climate Change and impact on Cultural Heritage



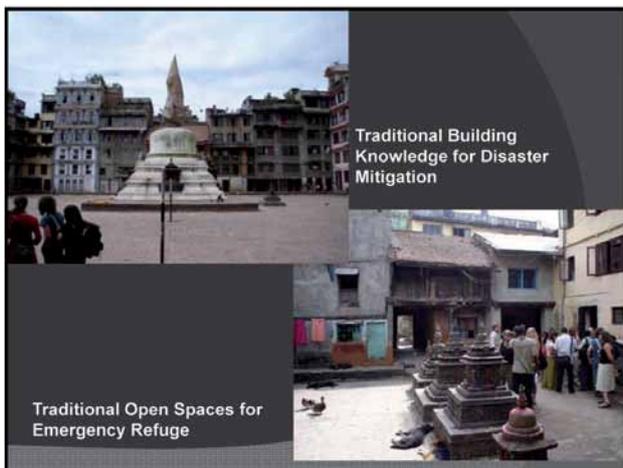
Cloudburst in Leh, India  
6 August 2010

Cultural Heritage:  
From merely a Victim  
to an Asset for Disaster Risk Reduction

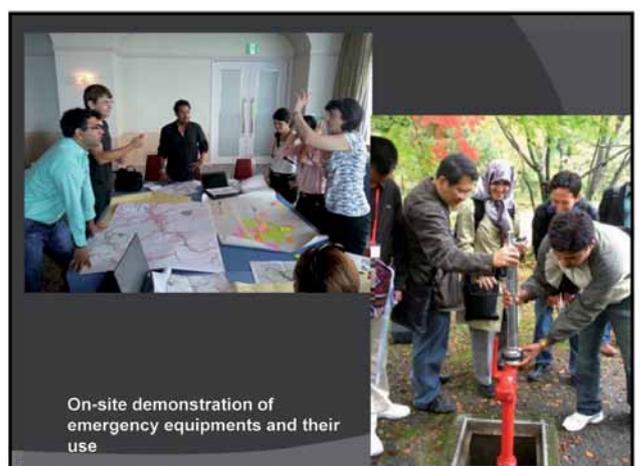
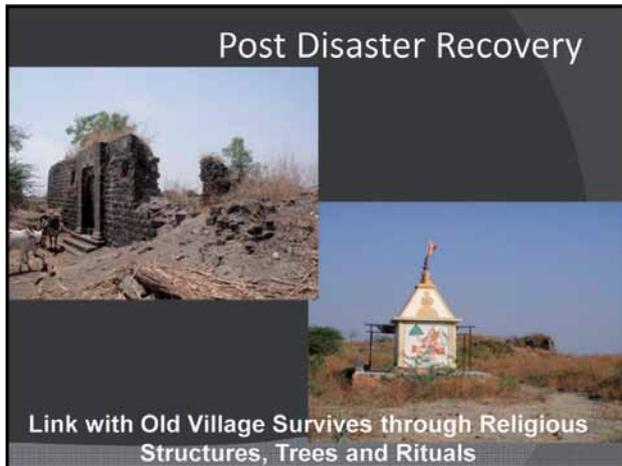


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# Images accompanying the presentations



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# Images accompanying the presentations



# Images accompanying the presentations

Sustainable and sustaining development – sustainable life of communities and sustainable conservation of cultural heritage

Dr Tamás Fejérdy, former Chairperson of the World Heritage Committee, Hungary

Panel Discussion of Session 5 of the Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention.

**“Sustainable and sustaining development – *sustainable life of communities and sustainable conservation of cultural heritage*”**

Tamás FEJÉRDY Dr.  
architect, conservator

“Capacity Building for an Enhanced Implementation of the Convention, Communication Activities for Better Awareness of the Convention and Sustainable Development Connecting Conservation and Communities (in Session Five: The Future of the Convention)”



## 1. Heritage and community: cultural heritage as a product of and a source for the life of communities;

- cultural heritage as a result of human activities has substantial interrelation with communities of different levels: i.e. local, regional, national
- this heritage can be seen and appreciated as a valuable **product** but for local community it is recognized as an *obvious part of their life* conditions



- cultural heritage, rooted in the past production of a community, is determined by its traditional character
- keep alive “heritage sustaining traditions” in our drastically changing and globalized world quite often create situation in which the cultural heritage can be indicated such an obstacle of development: „better not give priority to conserve heritage but to give way to development?” Or:



- heritage is evaluated as something which belongs to the past
- the result is often a “musealization” of cultural heritage which can be sold as a heritage product but with no living background behind
- “heritage product” might result income for a given community but certainly loses its capacity to sustain qualities of community’s life
- in many cases the mayor percentage of the income goes not to locals but rather to “global actors”



- one of the most serious challenges of cultural heritage conservation to maintain heritage without freezing life or not to turn heritage something alienated from the community’s every-days dynamism
- this is even more challenging in the case of worldwide recognized pieces of cultural heritage, e.g. WH properties wherein the pressure of tourism is higher



## 2. Development potentials of cultural heritage: needs and methods to reach a better and deeper knowledge about heritage;

- explore potentials inherent in cultural heritage, first and foremost important is to have knowledge concerning this heritage and to be aware about its potential
- awareness raising is only a part of this with which the interest for cultural heritage could be awoken, but knowledge is something more substantial



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## Images accompanying the presentations

- awareness raising is a tool for make known the need
- it has to be followed by exploring and recognizing our own cultural heritage in its complexity and totality
- outside initiatives are necessities but never enough to reach a really deep, organic and living knowledge about our heritage
- there are no recipes, only possible methods.



- involvement of elderly peoples, children and young peoples gives opportunity of “bridging” generation
- invite local communities to explore their cultural heritage and launch programs under which they get motivated to introduce themselves preferably through their own cultural heritage



### 3. Reach and stabilize a balance between conservation and usage: the carrying capacity of cultural heritage

- dealing with (built) cultural heritage, all element of this heritage has its developing potential but with inherent limits
- the carrying capacity of a given property is pre-defined by the complexity of qualities of this very property
- unfold special qualities of heritage always suppose detailed and multi-faceted knowledge and inspiration



- heritage can remain identic with itself only when limits of carrying capacity are respected.
- the capacity building has not only to deal with strengthening local community's knowledge
- but also to sensitize possible developers and all kind of enterprises dealing in or with cultural heritage items
- conservation of cultural heritage is always a long term activity which has a character of continuity



- suitable solution for conservation is based on traditional and therefore sustainable processes which are taking consideration carrying capacity
- new uses introduced in heritage property, are very often developed in a basis to look for income and to produce profit in a short term, which can push the use of heritage beyond its carrying capacity



### 4. “Invitation” and “presentation” in a larger scale: WH property as a “hub” – potentials to attract and to radiate.

- for integrated conservation of cultural heritage it is important to highlight that different heritage properties do not exist separately in “isolated boxes”
- organic network of heritage items remains vital even in the cases when some of them are most highly appreciated than others. It is a real challenge but at the same time a huge potential to explore possibilities given by World Heritage recognition



# Images accompanying the presentations

- intention to keep valid high standards for WH selection makes clear that not all and every piece of cultural heritage could be inscribed to the UNESCO lists
- temptation to appreciate only “top-properties” is quite present, it was not so difficult to quote cases in which public sources were concentrated and used almost exclusively for them, leaving in a more uncertain future the other heritage properties



- another temptation, more and more present, is to push sites or properties for inscription not
- because they are so much outstanding but
- because they do need an impetus for economic development
- the capacity building has to reach decision makers of all levels and make evident for them that networking of heritage properties can be an important tool for both preservation and sustainable, or even more for a sustaining development



- symbiosis between WH properties and adjacent cultural heritage sites allows a good distribution of tasks
- it can be vital to establish a network involving neighboring sites and communities almost equally interesting but not having WH status.
- cooperation allows a less destructive use of WH property and radiates potentials for a prosperous, sustainable life in the vicinity of that property.



- awareness has to be reached in the communities that if they are sharing tasks, this can be a method for sustainable preservation of heritage values and quality of their life, too.



## 5. Live in a / with a cultural heritage - a “scenario impossible?": locals and visitors as members of the same heritage Family.

- cultural heritage has been created as organic part of life of persons and communities. In our globalizing world this harmonious coexistence becomes strongly challenged
- maintain identity of communities is only possible with consciousness which again considers heritage values a part of life



- strong and healthy communities are always attractive but only if they are able to keep authentic their heritage
- artificial of fake heritage products replacing original ones can only result temporary success whilst destroying living communities
- for a long term, sustainable and sustaining preservation of cultural heritage the most important requirement is to satisfy community needs and fulfill aspirations



# Images accompanying the presentations

- do nothing only and exclusively for visitors but create a receiving environment for them as guests who are allowed to become a part of the local life for a while like returning from family members
- this approach needs moderated ambitions considering possible income, optimized development in time, measures and density but provides sustainable and balanced quality of life for long term period



- this approach can resolve the contradiction existing between fragility of attributes supporting cultural heritage and growing aspirations of both the local community and groups of visitors



**THANK YOU FOR YOUR ATTENTION!**



# Images accompanying the presentations

## Future of the Convention

Dr Greg Terrill, Assistant Secretary, Heritage and Wildlife Division, Department of Sustainability, Environment, Water, Population and Communities, Australia

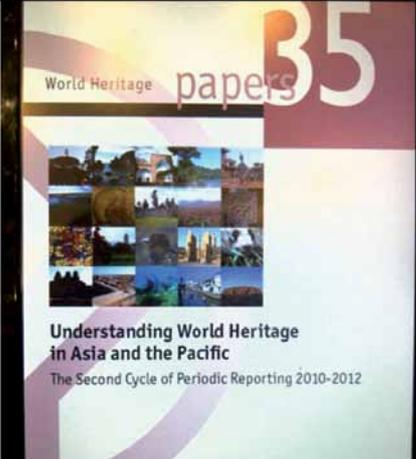
**Capacity building,  
communication,  
sustainable development**

Dr Greg Terrill

Former Chair,  
Process of Reflection on the Future of the  
World Heritage Convention, 2008-11

Launch:

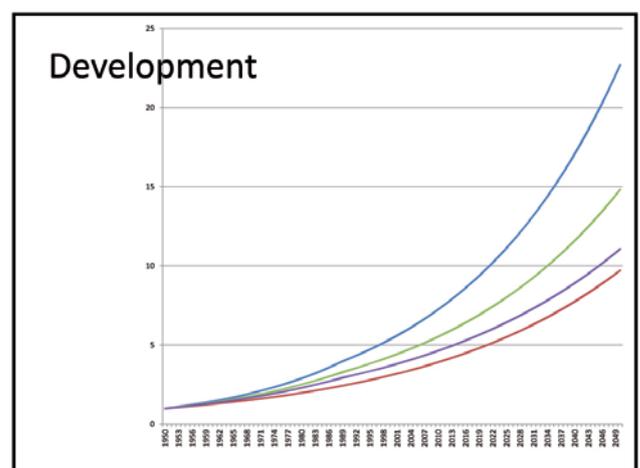
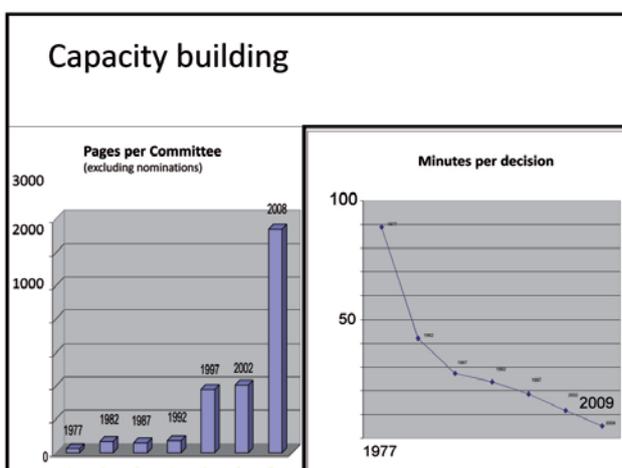
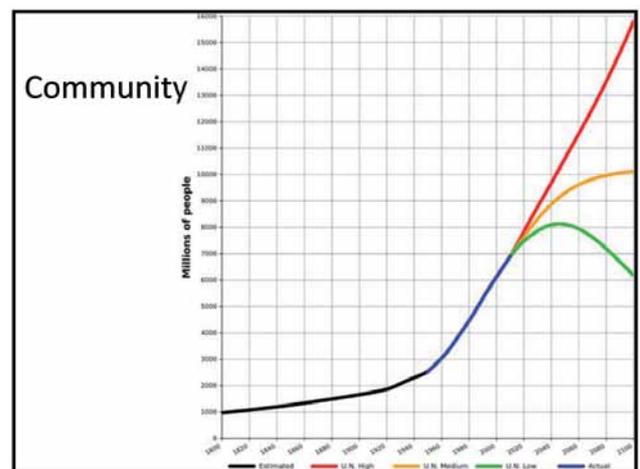
Asia-Pacific  
2<sup>nd</sup> cycle  
periodic  
report



**Understanding World Heritage  
in Asia and the Pacific**  
The Second Cycle of Periodic Reporting 2010-2012

**World Heritage Convention –  
anniversary documents**

1972: Adoption of Convention  
1982: ongoing development...  
1992: Strategic Orientations  
2002: Budapest Declaration  
**2012: Strategic Action Plan**



Click to go back to the text

# Images accompanying the presentations

## Solutions: rules

	Do not inscribe	Defer	Refer	Inscribe
<b>2009</b>	ABs: 7 Committee: 0	ABs:10 Committee: 2	ABs: 3 Committee: 7	<b>ABs: 12</b> <b>Committee: 13</b>
<b>2012</b>	ABs: 7 Committee: 0	ABs: 8 Committee: 3	ABs: 5 Committee: 5	<b>ABs: 14</b> <b>Committee: 26</b>

## Solutions: technology



## Solutions: partnerships



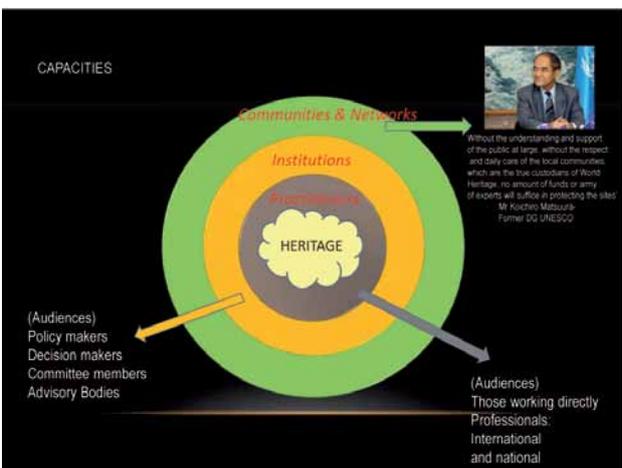
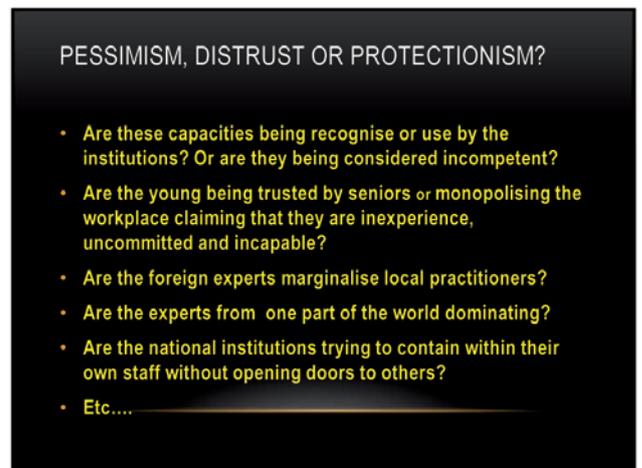
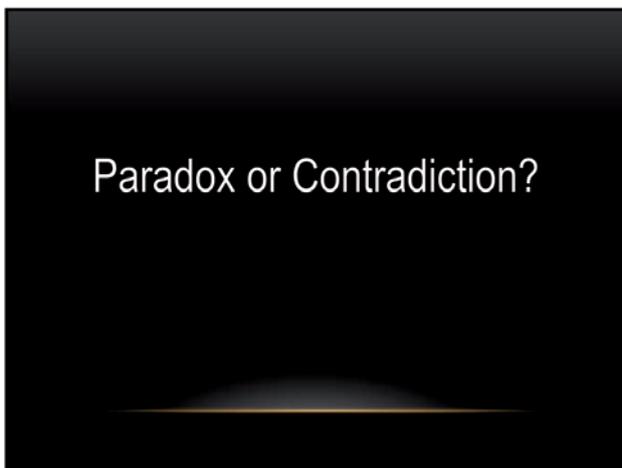
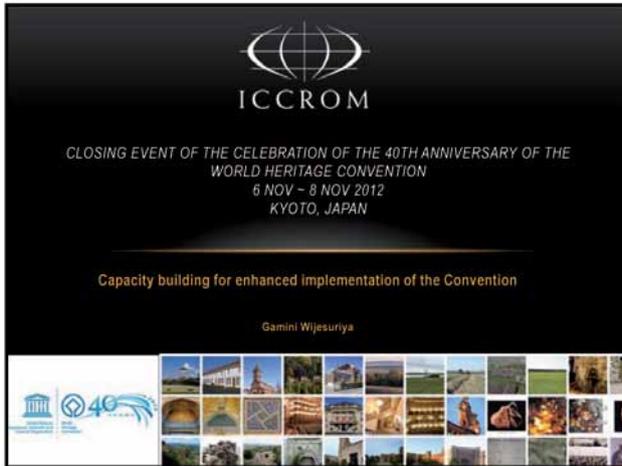
## Strategic Action Plan, 2012-22 6 goals

- 1: OUV of sites is maintained
- 2: List is credible
- 3: Protection considers environmental, social and economic issues
- 4: Brand quality is enhanced
- 5: Committee addresses policy & strategy
- 6: Decisions get implemented



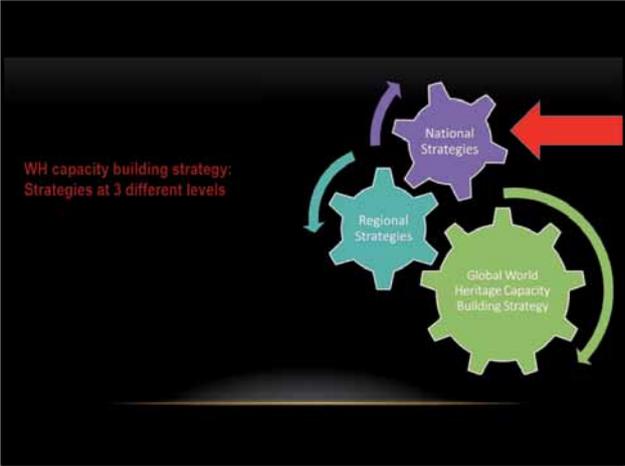
# Images accompanying the presentations

Paradox: pessimism, distrust or protectionism? Towards a new paradigm  
 Dr Gamini Wijesuriya, Project Manager, Sites Unit, ICCROM



Click to go back to the text

# Images accompanying the presentations



Tribute to C2C, Universities and regional institutions, sister Advisory bodies, World Heritage Centre for their continuous effort to develop capacities.

Conserving Culture, Promoting Diversity

[www.iccrom.org](http://www.iccrom.org)

The slide features the ICCROM logo, which consists of a blue square containing a white globe with latitude and longitude lines. Below the logo, the text 'Conserving Culture, Promoting Diversity' and the website 'www.iccrom.org' are displayed.



# Images accompanying the presentations

Communities and World Heritage: the case of Marrakesh, Morocco  
Prof. Ahmed Skounti, Anthropologist, National Institute of Archaeology  
and Heritage Sciences, Morocco

## The Communities and the World heritage: the case of Marrakech, Morocco

The Closing Event of the Celebration of the 40th Anniversary of the World Heritage Convention  
(KYOTO, JAPAN, 6-8 NOVEMBER 2012)

Ahmed Skounti, Morocco

## The medina of Marrakech

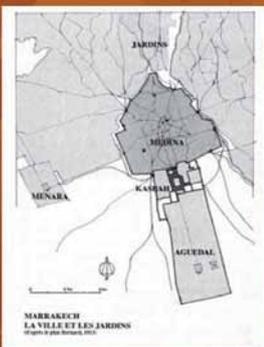
- The medina of Marrakech is sited in the centre of Morocco;
- It was founded in 1070 a.d.;
- It was a capital of Morocco during the XI-XIIIth centuries and again during the XVth century;
- It constitutes the historical centre of the city with a population of 160 000 out of 1 Million in the whole urban area.



Spain  
Algeria  
Mali  
Mauritania  
Morocco  
Atlantic Ocean  
Marrakech  
0 200km

## A World heritage property

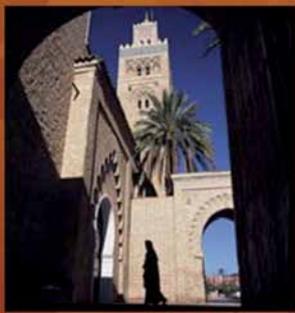
- The medina of Marrakech is one of the 31 historical living cities;
- It was inscribed on the World heritage List in 1985 (640 ha);
- Criteria of inscription: (i), (ii), (iv) and (v).



MARRAKECH  
LA VILLE ET LES JARDINS  
UNESCO WORLD HERITAGE

## Its Outstanding Universal Value

- It has played a major political, economic and cultural role in the medieval centuries (XI-XIIIth c.);
- Its influence was felt throughout the western Muslim world, from North Africa to Andalusia;
- It has several impressive monuments dating from that period: mosques, traditional schools, walls and doors, monuments, palaces, gardens, etc. ;
- The Jamaâ El Fna Square is a true open-air permanent theatre.



The Koutoubia Mosque, XII c. © Yvon Fruneau

## State of conservation

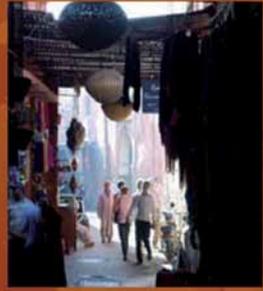
- Marrakech has gone through two periodic reporting processes in 2000 and 2009;
- The reports underlined the general good state of conservation;
- The requalification (through gentrification) of the medina during the last decade had positive effects.



The Saadi dynasty Tombs, XVI c. © Editions G

## State of conservation

- At the same time, the reports stated many problems regarding:
  - Poverty and the decay of urban fabric;
  - Impact of tourism (guest houses and restaurants) on the neighbouring areas;
  - Lack of social and cultural infrastructures inside the medina;
  - Problems of transports, circulation, air pollution, heritage presentation, among others;
  - Sustainability of the development model.



The bazar. © UNESCO Maria Gropa

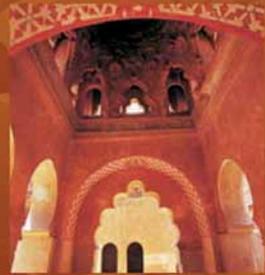


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# Images accompanying the presentations

## Community and heritage

- The community of Marrakech had a limited role in the nomination process of the property in the World heritage List;
- The inscription on the World Heritage List had a remote impact on the population during the first decade and a half.



The Almoravid Dome, XII c. © Editions Gell

## Since the mid-1990

- Development of tourism ;
- Foreigners' settlement;
- The issue of natural resources, mainly water,
- Consciousness arising about heritage;
  - Need for a closer relationship between the World heritage property and the local community.



Participants to a workshop discussing heritage issues, 2010

## The tangible and the intangible

- The *medina* of Marrakesh is inscribed the World heritage List,
- Its Jamaa El Fna Square is inscribed on the Representative List of the Intangible cultural heritage 2003 Convention since 2008.



The Jamaa El Fna Square. © UNESCO Maria Gropa

## The tangible and the intangible II

- This double international recognition is an opportunity for better community involvement in heritage policy making.
- The bottom-up approach encouraged by the 2003 Convention is suitable for the management of the property as a whole.



The Jamaa El Fna Square by night. © Sacred Sites

## Protection and safeguarding

- The World heritage Convention is about "protection",
- The Intangible cultural heritage Convention is about "safeguarding",
- Reconciliation of protection and safeguarding is possible under full cooperation between the two international conventions.



Emblems of the World heritage and of the Intangible cultural heritage

ありがとう



# Images accompanying the presentations

## Partnerships and challenges in Africa

Dr Webber Ndoro, Director, African World Heritage Fund, South Africa

**THE AFRICAN WORLD HERITAGE FUND**

### Partnerships and Challenges in Africa



**African World Heritage Fund** Investing in Africa's heritage




- The Nubian campaign
- States Parties to the convention have collaborated at various stages
- The spirit of the convention to foster collaborative global effort,
- Also to ensure better management and conservation beyond national borders
- Collective responsibility

**African World Heritage Fund** **HERITAGE PARTNERSHIPS**

- Global Strategy Workshops (1994-2002)
- Africa 2009 (ICCROM)
- Africa nature (IUCN)
- NGO- Monitoring



Regional/State interventions  
Royal Palaces of Abomey  
Kasumbi Tombs  
DRC conflict  
Mali  
Kilwa Kisiwane



**African World Heritage Fund** **HERITAGE PARTNERSHIPS**

- Private sector contributions have been minimum.
- Major threats to World Heritage form developmental agenda
- Infrastructural Development
- Extractive Industries
- Population and demographic expansions



\* Need to ensure that the developmental agenda takes on board Heritage & conservation issues

**African World Heritage Fund** **DEVELOPMENT PARTNERS**

**DEVELOPING COUNTRIES CONSTRAINTS.**

- Lack of resources to create the necessary infrastructure to protect heritage places
- lack the institutional capacity to mainstream culture into the development.
- Luck/ unrecognised competent skills particularly at managerial /expert level
- Lack of capacity to generate and influence heritage agendas at a global level



**African World Heritage Fund** **CHALLENGES TO PARTNERSHIPS**

**PARTNERS CONSTRAINTS**

- Lack of understanding of work culture in developing countries by partners
- Need for quick returns by partners.
- Prescription on what is important.
- Lack of long-term sustainable intervention
- Constantly changing strategies
- Lack of clear coordination among partners
- Paternalistic attitudes
- Definition of heritage not the same



**African World Heritage Fund** **CHALLENGES TO PARTNERSHIPS**



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# Images accompanying the presentations

- Regional Institutions
- Offer regional platforms with clear regional interest
- Can play a role in defining regional needs and capacity building

- Nordic World Heritage Foundation (HWHF-Norway)
- World Heritage Institute for Training and Research in Asia and the Pacific(WHITR-AP, China)
- Arab Regional Centre for World Heritage(ARC-WH-Bahrain)
- Regional Heritage Institution in Zacatecas (Mexico)
- Regional Heritage Management Training Centre 'Lucio Costa' (Brazil)
- International Centre for Rock Art (Spain)
- International Research Centre on the economic of Culture and World Heritage Studies(Italy).

**AFRICAN WORLD HERITAGE FUND**



- Endowment Fund-Long term mainly from Africa State parties and China.
- Programme – Mainly Spain, Norway, Netherlands and Sweden
- Operational – South Africa, Norway and Namibia

Ensure credible, and balanced list.

Ensure better management and conservation

**AFRICAN WORLD HERITAGE FUND**

**AFRICAN WORLD HERITAGE FUND**

*"In areas like this where there is so much beauty surrounded by so much poverty, People forget that unless those around it see the benefits, they will destroy it."*



**AFRICAN WORLD HERITAGE FUND**

Investing..... in Africa heritage




# Images accompanying the presentations

Environmental protection at World Heritage sites and international contributions from the viewpoint of corporate social responsibility

Ms Michiko Ogawa, General Manager, CSR & Citizenship Group, Groupwide Brand Communications Division, Panasonic Corporation

## 世界遺産環境保全と、 企業の国際貢献

2012年11月7日  
パナソニック株式会社  
ブランドコミュニケーション本部  
小川 理子






United Nations Educational, Scientific and Cultural Organization

Panasonic supports sustainable development through UNESCO World Heritage conservation and education

ユネスコ世界遺産センターストラテジックパートナーシップ  
2011年6月～2013年5月

ユネスコ世界遺産保護と次世代教育を通じた持続的成長の支援

当社とユネスコ世界遺産センターのパートナーシップの目的と期待効果

パナソニックの環境、CSR活動の訴求促進と世界遺産保全の意識向上

次世代環境学習を通じた世界遺産保護や環境保護への関心向上

世界遺産条約採択40周年に伴う話題喚起促進、訴求力向上

パナソニックキッズスクール エコ絵日記2011年度表彰式(2012. 2. 8ユネスコ本部)




2012. 11. 6 二葉城で2012年度セレモニー実施

● サウ・フライマンさん 任命式



● エコ絵日記グローバル表彰式



● 3D映像展示「環境学習」



UNESCO World Heritage  
Eco Learning Program





















Panasonic 企業カレンダー(The World Heritage) 2013年度版 写真一覧

■ ユネスコ(国際連合教育文化機関)の公認の世界遺産カレンダーとして、お客様、関係先、従業員から好評をいただいている。写真展のエリア選定は、地域のバリエーション、文化遺産・自然遺産のバリエーション、日本の自然遺産を優先し、著名なイベント等を考慮して選定。1995年から2013年度まで19年目となる。

1月	2月	3月	4月
1月 1日 イタリヤ共和国	2月 1日 中華人民共和国 中華人民共和国	3月 1日 ローマ - 聖彼得堡 ロシア連邦共和国	4月 1日 スイス連邦
5月 1日 パリのモネ美術館 フランス共和国	6月 1日 アンバズカンパニア・アンバズ スペイン	7月 1日 イギリス国立公園 イギリス	8月 1日 メキシコ共和国
9月 1日 中国景観	10月 1日 グレートウォール 中国	11月 1日 ジャカルタ・セントラル インドネシア	12月 1日 オーストラリア
1月 1日 フランス共和国	2月 1日 シンガポール共和国 シンガポール	3月 1日 パロウ島の自然遺産 インドネシア	4月 1日 二葉城

■ 2012年度 販売部数 約20万部  
 部数 WEB/タブレットPC 13万部

■ 社内・社外評価  
 ○ 一般社外(書店・パナセン)70店舗により、企業カレンダーで売れない  
 ○ 八重洲地下街第3回カレンダー展 総合3位  
 12月賞展(11月) 5427名  
 1位 近畿圏(11月) 世界遺産 2位 日本パナセン 3位 ぬくもりの絆  
 ○ 社内アンケート(946名)1月30日～2月3日実施

12月賞展



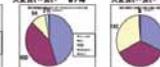
79%

世界遺産展



87%

二葉城での評価



67%



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# Images accompanying the presentations

Jaeger-LeCoultre and the World Heritage Marine Programme  
Mr Stefano Bossi, Brand CEO, Jaeger-LeCoultre Japan

 **World Heritage**  
United Nations  
Educational, Scientific and  
Cultural Organization

**Jaeger-LeCoultre  
and the World Heritage Marine Programme**

Fine Watchmaking meets the Crown Jewels of the Ocean



**Jaeger-LeCoultre and the World Heritage Marine Programme**

Jaeger-LeCoultre was born  
in a beautiful natural environment

The Vallée de Joux has inspired invention and creativity  
at the Manufacture since 1833





**Jaeger-LeCoultre and the World Heritage Marine Programme**

Jaeger-LeCoultre is a UNESCO partner  
contributing to the World Heritage  
Marine Programme since 2008





**Jaeger-LeCoultre and the World Heritage Marine Programme**

To increase awareness of  
the Marine Programme:  
"Tides of Time" page on  
the International Herald Tribune  
(8 issues/year)





**Jaeger-LeCoultre and the World Heritage Marine Programme**

Online watch auctions  
every year  
are contributing to protecting  
specific marine sites





**Jaeger-LeCoultre and the World Heritage Marine Programme**

In 2012 Prototype no.1  
of the Deep Sea Vintage Chronograph  
donated to help  
the Puerto-Princesa National Park  
(Philippines)







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# Images accompanying the presentations

**Jaeger-LeCoultre and the World Heritage Marine Programme**

"Tides of Time" campaign 2012-13

- Gulf of California (Mexico)
- Three Parallel Rivers of Yunnan (China)
- Aeolian Islands (Italy)
- Socotra Archipelago (Yemen)
- Ogasawara Islands (Japan)
- Brazilian Atlantic Islands
- East Rennell (Solomon Islands, South Pacific)




**Jaeger-LeCoultre and the World Heritage Marine Programme**

Ogasawara islands  
on the "Tides of Time" Page  
of the International Herald  
Tribune (yesterday, Nov 6)




**Jaeger-LeCoultre and the World Heritage Marine Programme**

A win-win partnership!

1. Outside communication of Brand identity
2. Inside strengthening of commitment
3. A true link with our history and products




**Jaeger-LeCoultre and the World Heritage Marine Programme**

February 2013,  
UNESCO event at  
Jaeger-LeCoultre flagship boutique

- Marine Programme presentation to selected guests
- Partnership promotion
- Potential partners attraction




**Jaeger-LeCoultre and the World Heritage Marine Programme**

Future of the partnership

- Inspire others to join
- Contribute more and more to the future of our Planet




**Jaeger-LeCoultre and the World Heritage Marine Programme**

Thank you for your attention






# Images accompanying the presentations

Hand in hand with the World Heritage Centre: bringing World Heritage to your home  
Mr Jun Ogawa, Director, International Affairs, TBS Japan

~HAND IN HAND WITH WHC~  
BRINGING  
WORLD HERITAGE  
TO YOUR HOME

2012.11.07  
TBS, Japan  
Jun Ogawa

1

世界遺産 THE WORLD HERITAGE TBS

TOKYO BROADCASTING SYSTEM, INC.

TBS TOKYO BROADCASTING SYSTEM

2012/11/07 ©TBS Television, Inc.

- Private Broadcaster in Japan
- Established in 1951
- Covers whole nation with its 27 affiliates
- 1 Terrestrial, 4 satellite TV Ch. AM & Digital radio

2

世界遺産 THE WORLD HERITAGE TBS

DOCUMENTARY "THE WORLD HERITAGE"

- Partnership with UNESCO World Heritage Centre from its launch in 04/1996
- 800 episodes
- 580 sites
- 112 countries

- 96年4月の番組開始以来 UNESCO世界遺産センターとパートナーシップ
- 放送 800回
- 取材サイト 580か所
- 取材国 112か国



3

世界遺産 THE WORLD HERITAGE TBS

世界遺産センターとのパートナーシップ  
PARTNERSHIP WITH WHC

- DVD映像の予定

世界遺産 THE WORLD HERITAGE

2012/11/07 ©TBS Television, Inc.

4

世界遺産 THE WORLD HERITAGE TBS

世界遺産センターとメディアパートナー  
PARTNERSHIP BETWEEN MEDIA & WHC



- Co-operation
- Information
- Media exposure
- Public awareness
- Education

- 取材協力
- 情報へのアクセス
- メディア露出
- 人々への衆知、教育

2012/11/07 ©TBS Television, Inc.

5

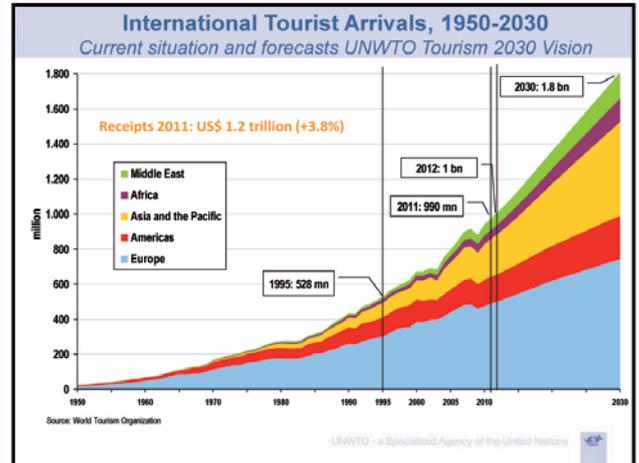
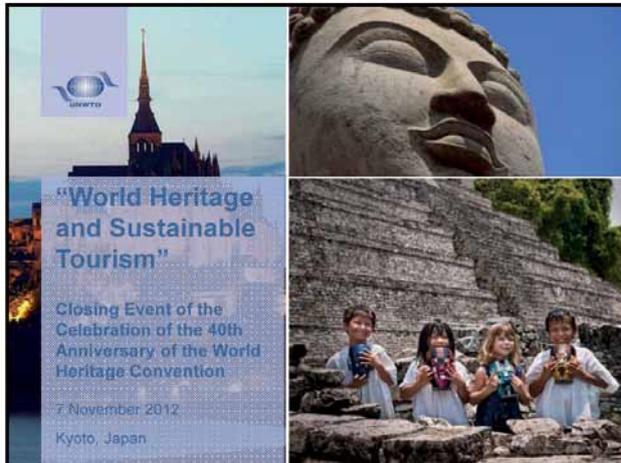


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# Images accompanying the presentations

## World Heritage and sustainable tourism

Dr Luigi Cabrini, Director of Sustainable Tourism Programme, UNWTO



### Culture and Tourism

- Tourism enables the cultural heritage of a region to be recognized, not only by its own people but by the rest of the world as well
- Tourism would not exist without culture: culture is one of the main motivations for the movement of tourists, and any form of tourism will provoke a cultural effect, on the visitor as well as on the host
- Managed properly, cultural heritage tourism helps to protect natural and cultural treasures and improve the quality of life for residents and visitors alike

### Culture and Tourism

- Tourism can help societies to reaffirm their cultural identities, by sharing it with visitors, take pride in themselves and reap the economic benefits of tourism
- Linking tourism with heritage and culture can do more for local economies than promoting them separately

UNWTO - a Specialized Agency of the United Nations

### World Heritage Sites and Tourism

- Properties recognized on the World Heritage List are attracting increasing numbers of tourists and visitors that provide important economic benefits but apply increasing pressure to the sites.
- While tourism can be a vehicle for heritage protection and local development, unplanned or mismanaged tourism can be economically, socially and culturally disruptive.
- Responsible planning and sustainable management of tourism is one of the most pressing challenges concerning the future of the World Heritage Convention, and the natural and cultural heritage it aims to protect.



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# Images accompanying the presentations

## World Heritage and Sustainable Tourism (WH+ST) Programme



- Adopted by the World Heritage Committee at its 36<sup>th</sup> session in Saint Petersburg, Russian Federation, June 2012.
- The result of a consultation process led by a Steering Group of States Parties representing the UNESCO regional groups, UNWTO, ICOMOS, IUCN, ICCROM and the UNESCO World Heritage Centre.
- Represents a new paradigm where natural and cultural assets are valued and protected, and where tourism and heritage management is integrated at a destination level.

UNWTO - a Specialized Agency of the United Nations

## World Heritage and Sustainable Tourism (WH+ST) Programme

- UNWTO collaborates with the UNESCO World Heritage Centre in the promotion and development of sustainable tourism at World Heritage Sites.
- UNWTO contributes principally through its experience in policy and visitor management tools, such as:

- sustainable tourism indicators
- carrying capacity
- information and interpretation of heritage
- congestion management
- supply chain management

- UNWTO has a representation of the private sector among its members, which is a link to the tourism industry and an important asset to this program.

UNWTO - a Specialized Agency of the United Nations

## World Heritage and Sustainable Tourism (WH+ST) Programme

### The Programme will:

- Bring together a set of World Heritage and tourism stakeholders in the implementation of the World Heritage Convention to develop a new approach to tourism at World Heritage properties.
- Create a framework for cooperation across sectors in order to safeguard heritage and achieve sustainable tourism and economic development.
- Focus on early intervention and feature partnerships between public, private and voluntary sectors for effective planning, action and impact on World Heritage conservation.



## World Heritage and Sustainable Tourism (WH+ST) Programme

### Objectives

- Integrate a sustainable tourism perspective into the mechanisms of the World Heritage Convention
- Strengthen the enabling environment
- Promote broad stakeholder engagement
- Provide World Heritage stakeholders with the capacity and the tools
- Promote quality authentic tourism products and services

## World Heritage and Sustainable Tourism (WH+ST) Programme

### Actions

- Integrate sustainable tourism management indicators in the Periodic Reporting, State of Conservation, Reporting and Reactive Monitoring mechanisms
- Work with relevant international agencies and organizations to promote and support the dissemination of relevant policies, frameworks and tools to World Heritage stakeholders.
- Support the development and implementation of sustainable tourism management plans engaging a broad set of stakeholders and providing benefits to local communities.
- Identify capacity development, training and education needs among stakeholders in relation to World Heritage and sustainable tourism
- Support approaches to increase knowledge, understanding and appreciation of the concept of Outstanding Universal Value of World Heritage amongst stakeholders.
- Create incentive mechanisms that encourage stakeholders to act responsibly in terms of property conservation and to provide economic benefits to the local communities.
- Identify and promote authentic, sustainable and responsible tourism products and services that provide high quality and low impact visitor experiences at World Heritage properties and the destination as a whole.

UNWTO - a Specialized Agency of the United Nations

## UNWTO Publications on Tourism and WHS



Communicating Heritage: A Handbook for the Tourism Sector



Tourism Congestion Management at Natural and Cultural Sites



Sustainable Tourism Management at World Heritage Sites. International Conference, Huangshan, China.



Tourism at World Heritage Cultural Sites

UNWTO - a Specialized Agency of the United Nations



# Images accompanying the presentations

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# Images accompanying the presentations

Local to global partnerships: more than a decade of COMPACT small grants work in World Heritage sites

Dr Delfin Ganapin Jr, Global Manager, Global Environmental Facility Small Grants Programme, UNDP

**COMPACT**  
Engaging local communities in stewardship of globally significant protected areas

**Local to Global Partnerships:  
More than a Decade of COMPACT Small Grants Work in World Heritage Sites**

by  
**Dr. Delfin Ganapin Jr.**  
Kyoto, Japan  
7 November 2012

**Community Management of Protected Areas Conservation (COMPACT)**

**7 UNESCO Natural World Heritage Sites plus 1 tentative site)**

Mt Kenya Kenya	Mt Kilimanjaro, Tanzania	Puerto Princesa, Philippines	Belize Barrier Reef, Belize
Sian Ka'an, Mexico	Morne Trois Pitons, Dominica	Djoudj (Senegal) Djawling (Mauritania) transboundary BR	Madagascar "forets seches"

**COMPACT tools: Baseline assessment**

**COMPACT Conceptual Model**

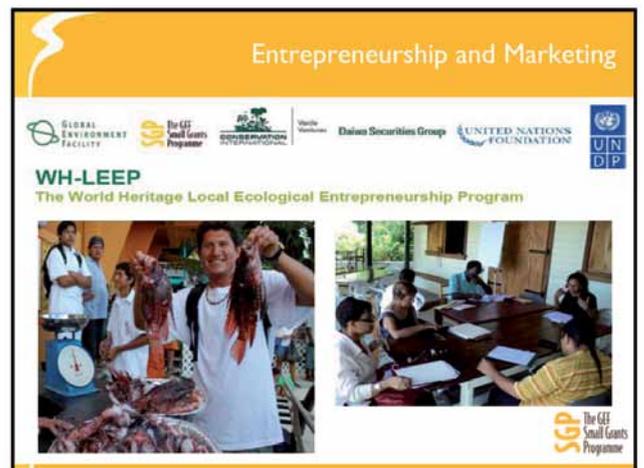
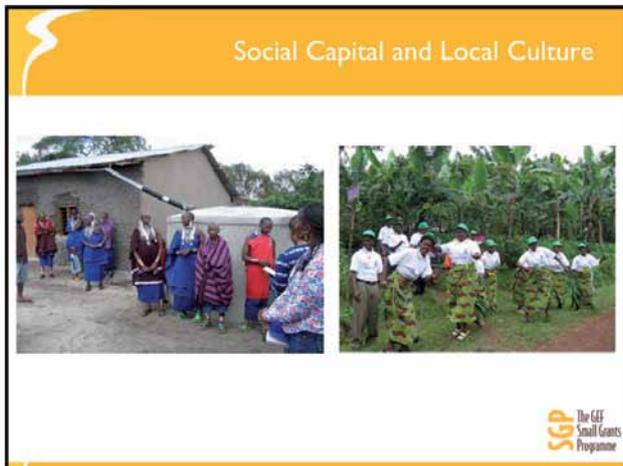
**COMPACT II Conceptual Model**

**Site Strategy: Coordinated small grant projects impacting at the landscape level**



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# Images accompanying the presentations



# Images accompanying the presentations

## COMPACT Next Steps: mainstreaming and replication

**COMPACT**  
Engaging Local Communities in Stewardship of World Heritage

**GEF SGP's COMPACT Initiative Builds New Partnerships at the IUCN World Conservation Congress**

## Expanding Partnerships

- Financial support**
  - The GEF Small Grants Programme
  - UNITED NATIONS FOUNDATION
- Environmental organisations**
  - NEWA WILDLIFE SERVICE
  - Expertise in aerial surveys
  - Expertise in protected area management
- NGOs & local communities**
  - Wildlife Conservation Society of Tanzania
  - Local knowledge
  - Local contacts
- Member State Commitments**
- Partner with Government**
  - Logistical support
- Universities**
  - University of Bayreuth
    - Expertise in forest composition
    - Ethno-botanical knowledge
  - UNEP
    - Expertise in environmental assessment
    - Expertise in remote sensing
    - Capacity to catalyse support from expert institutions / organisations
- Memorandum of Cooperation CBD-WHC-SGP COP7 Programme of Work on Protected Areas**

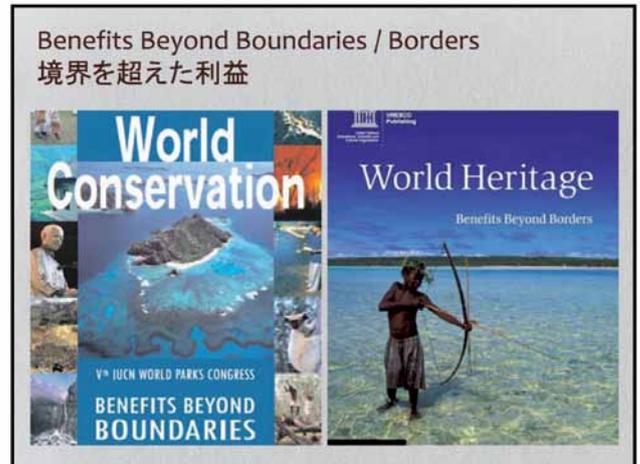
## Thank You

For more info:  
[www.sgp.undp.org](http://www.sgp.undp.org)



# Images accompanying the presentations

Benefits Beyond Borders: building partnership in and around World Heritage sites  
 Dr Masahito Yoshida, Chairman, Japan Committee for IUCN



Benefits Beyond Boundaries / Borders  
 境界を超えた利益

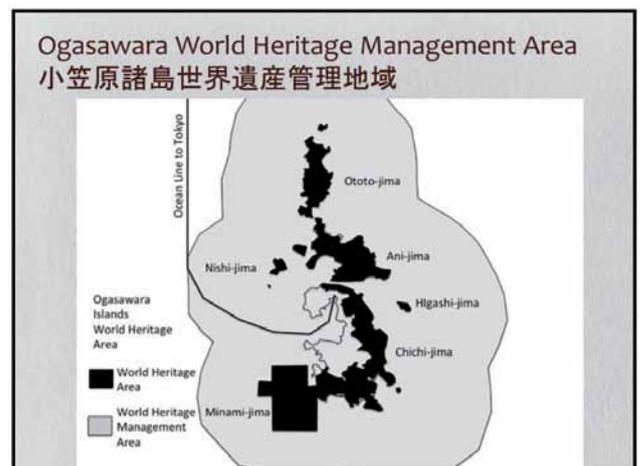
- Boundary---Not only Boundary between States but also boundary between PA and Local Community
- Benefit---Not only "Economic Benefits", but also include "Ecosystem Services"
- 境界---国境のみならず、保護地域と地域住民の間の境界を含む
- 利益---経済的利益のみならず生態系サービス等の利益を含む

Partnership between PAs and Local Community  
 保護地域と地域住民のパートナーシップ

- Japanese Park System---Area Designation System
- Collaborative Management of PAs---Partnership between PA Mgmt Agency and local community
- 日本の自然公園 --- 土地所有に関係なく指定される地域制公園
- 協働型管理---保護地域管轄官庁と地域住民とのパートナーシップ

Partnership in the World Heritage Area  
 世界遺産地域におけるパートナーシップ

- Scientific Council---Nomination Dossier, Management Plan based on Scientific Discussion
- Regional Liaison Committee---Implementation of Management Plan
- 科学委員会---科学に基づく自然遺産推薦書、管理計画、モニタリング
- 地域連絡会---保護地域管轄官庁と地方自治体、地域住民との協働



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## Images accompanying the presentations



### Partnership in and around World Heritage Area 世界遺産地域内外におけるパートナーシップ

- Management Plan including surrounding area (World Heritage Management Area)
- Strengthen Relationship between World Heritage and Biosphere Reserve
- 世界遺産地域の周辺を含んだ管理計画の策定(世界遺産管理地域)
- 世界遺産地域と生物圏保存地域(ユネスコエコパーク)の関係強化



# Images accompanying the presentations

'Partnership' from experiences of drafting a heritage bill in Bhutan

Prof. Toshiyuki Kono, Member of Executive Committee, ICOMOS International

パートナーシップとは: ブータンの文化遺産  
保護法の草案作成の経験から  
On "Partnership" – The Experience of  
Drafting a Heritage Bill in Bhutan

Toshiyuki Kono  
Japan ICOMOS  
Kyushu University



Membership since Oct.22, 2001	2001年10月22日より 締約国
No inscription	世界遺産ゼロ
8 properties on the Tentative List	暫定リストに8件

Currently no legislation for protection	国内法未整備
--	--------

## 作業指針98条 Operational Guideline 98

**Legislative and regulatory measures at national and local levels** should assure the survival of the property and its protection against development and change that might negatively impact the Outstanding Universal Value, or the integrity and/or authenticity of the property.

資産の存続を保証し、顕著な普遍的価値及び完全性及び/又は真正性に影響を及ぼす可能性のある開発等から資産を保護するための**立法措置、規制措置を国及び地方レベルで整備**することが求められる。

What is "Heritage"?  
Different approaches?

何が「遺産」なのか  
如何なる方法を採用すべきか

Local situations  
Administrative management  
Feasibility  
Consistency with the legal system

現地の状況  
保存実務  
実効性  
法体系としての一貫性

Started in 2011  
Long-term commitment necessary

2011年春に開始  
長期的取組必要



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# Images accompanying the presentations

## パートナーシップ協定 Partnership Agreement



ユネスコ(デリーオフィス)  
ブータン内務文化省  
九州大学

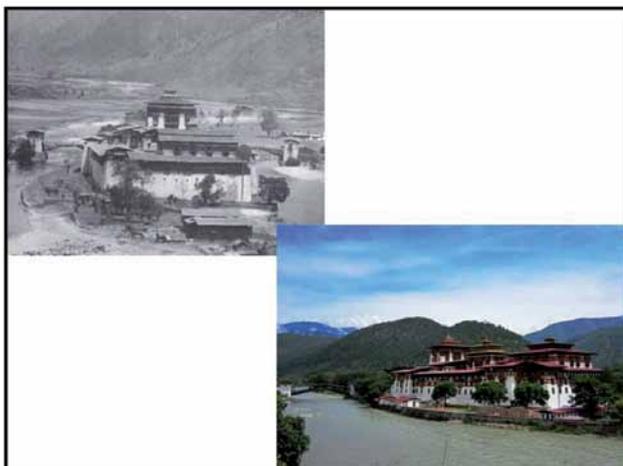
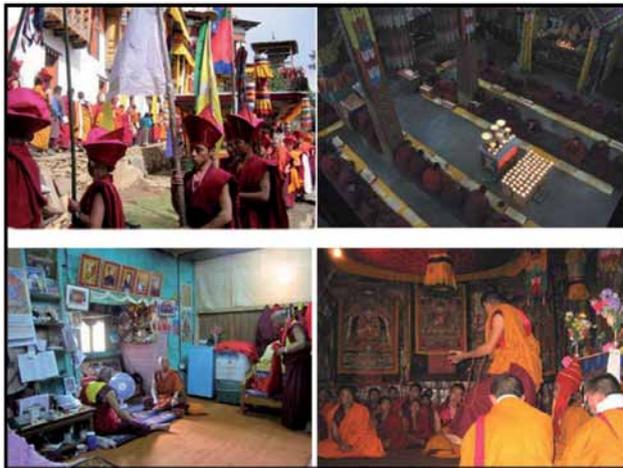
UNESCO, Delhi Office  
Bhutanese Ministry of Home and Culture  
Kyushu University

文科省政府開発援助ユネスコ活動費補助金(単年度)  
MEXT ODA for UNESCO activities (one-year budget)

“Unique” Bhutanese situation  
Pressure for change from intangible aspects

How to confront “authenticity” issues?

ブータン固有の事情  
無形的側面からの変容圧力  
「真正性」の問題とどう向かい合うのか？



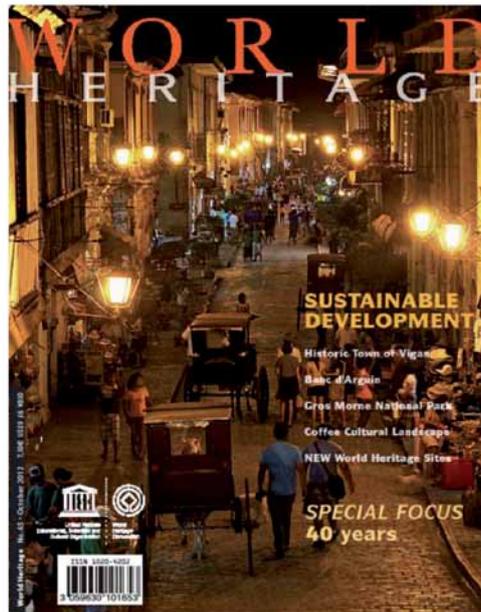


## Images accompanying the presentations

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Commemorative presentations for the 40th anniversary  
Recognition of Best Practice in World Heritage Site Management

*Recognition of the Best Practice in World Heritage Management*



*Historic Town of Vigan (Philippines)*

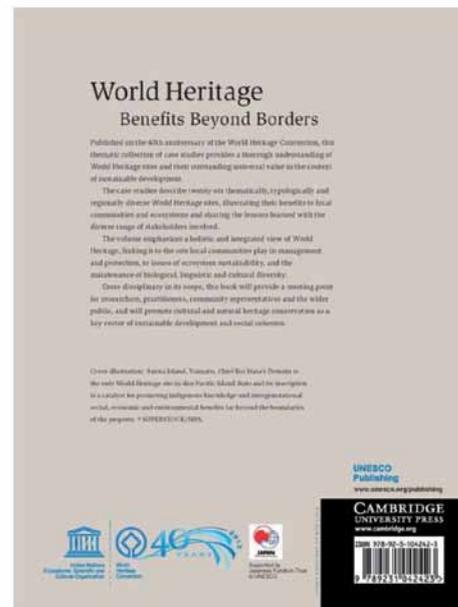
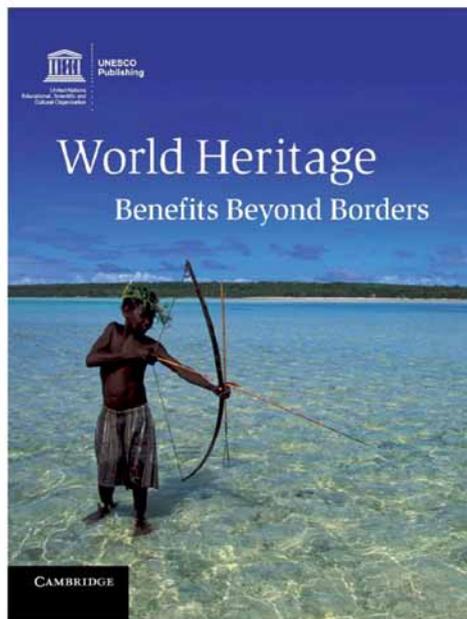


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# Images accompanying the presentations

Commemorative presentations for the 40th anniversary  
Launch of *World Heritage: Benefits Beyond Borders*

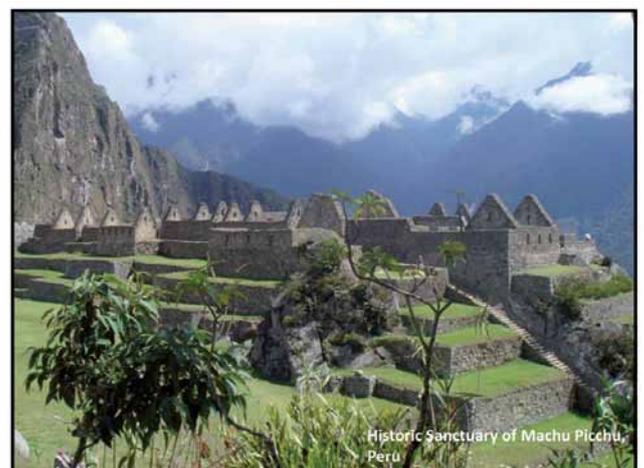
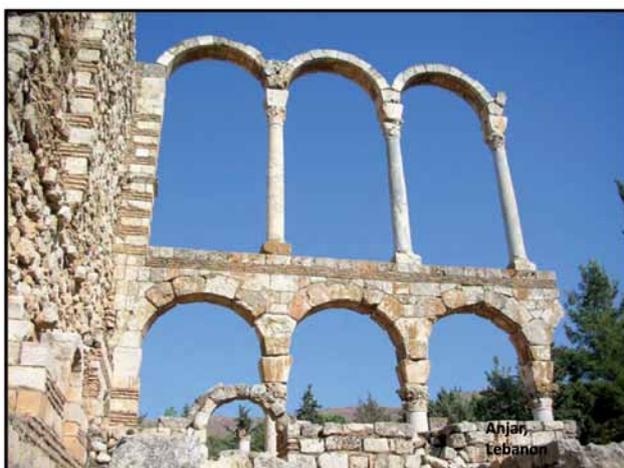
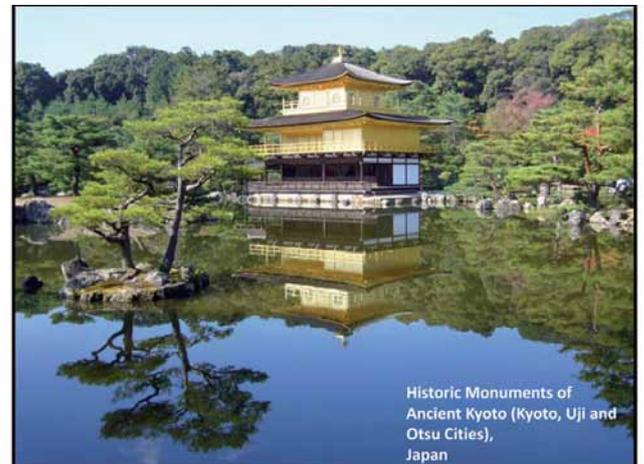
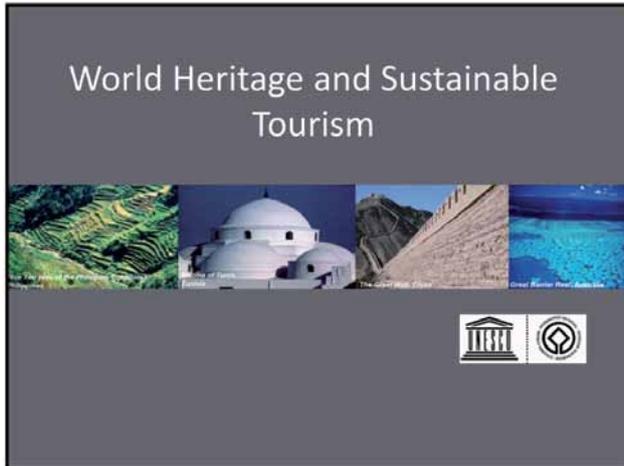
## Publication commemorating the 40th Anniversary *World Heritage - Benefits Beyond Borders*



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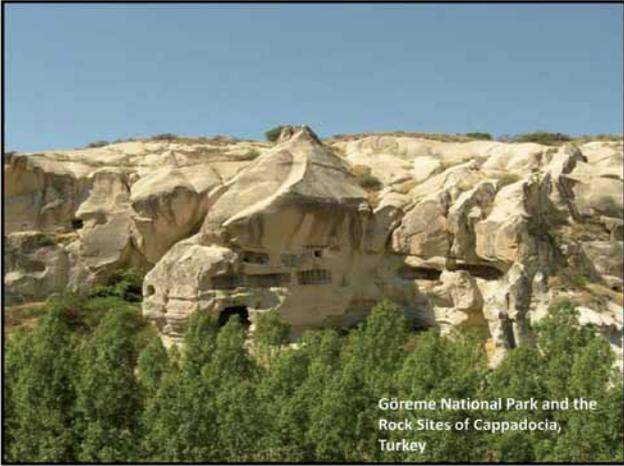
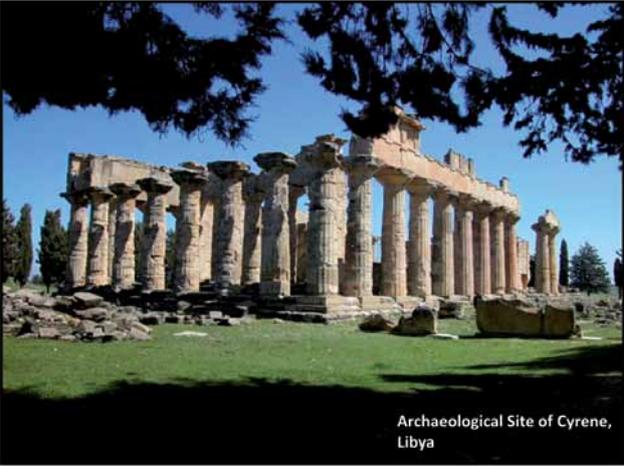
# Images accompanying the presentations

Commemorative presentations for the 40th anniversary  
Appeal for support for the Sustainable Tourism Programme

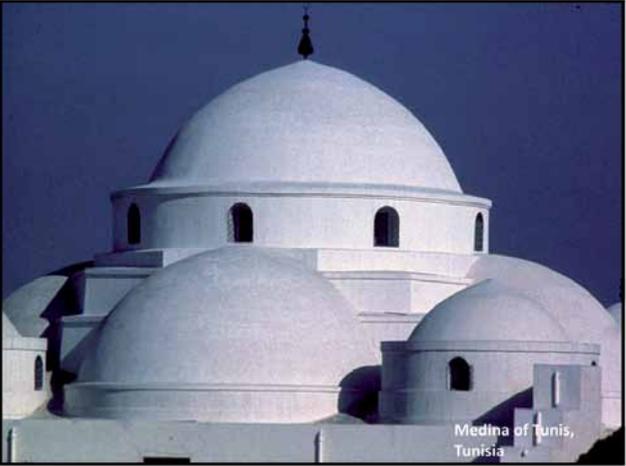


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# Images accompanying the presentations



Images accompanying the presentations



# Images accompanying the presentations



Images accompanying the presentations



Itsukushima Shinto Shrine,  
Japan



Garamba National Park,  
Democratic Republic of the  
Congo



Gran Canyon National Park,  
USA



Seventeenth-century canal ring area of  
Amsterdam inside the Singelgracht,  
Netherlands



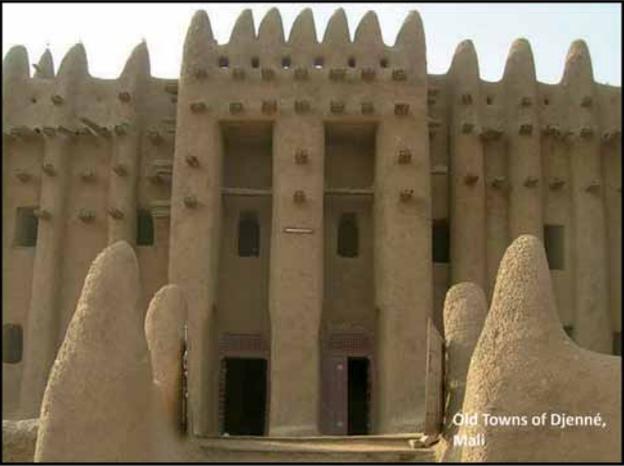
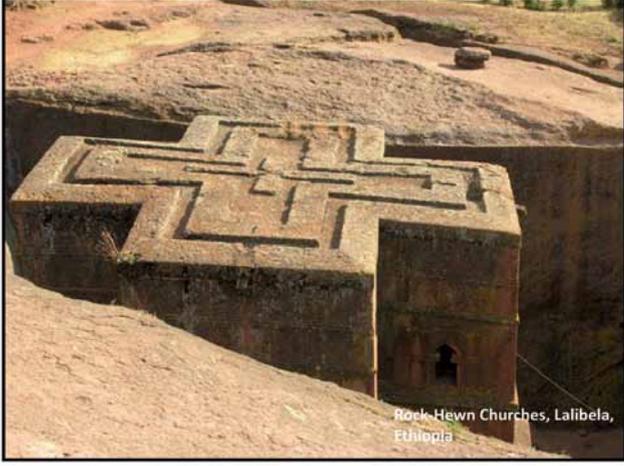
Historic Centre (Old Town) of Tallinn,  
Estonia



San Agustin Archaeological Park,  
Colombia



Images accompanying the presentations



# Images accompanying the presentations

