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To: Permanent Delegations and Observer Missions of English speaking States
Parties to the World Heritage Convention

From : UNESCO World Heritage Centre

Subject : World Heritage Slide Show

Dear Madam / Sir,

It is my pleasure to enclose herewith the World Heritage Slide Show, prepared by the World Heritage Centre as part of its task to assist State Parties in their public awareness-raising activities. I would appreciate it if you would kindly transmit this material to the appropriate heritage institution in your country.

The Slide Show is part of the World Heritage Information Package designed to stimulate World Heritage information activities at the national level. This overall Information Package consists, as you may already know, of the World Heritage Map and Brochure, the 8-sheet Information Kit and the Brief descriptions of World Heritage sites.

The fifty slides included in the enclosed set illustrate the various aspects of the functioning of the World Heritage Convention, and cover, among other, the inscription procedure for World Heritage sites, including an illustration of each of the selection criteria. The attached text has been prepared to accompany the slides and give basic, "back-bone" information on the various issues. You may adapt the Slide Show and its text for presentations to the general public, as well as to high-school or university-level students. It is, of course, possible to add illustrations of specific cases of sites inscribed in your own country and extend the explanatory text.


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A French version of the Slide Show is in preparation and will be distributed to French-speaking States Parties by the end of this year, while a Spanish version will be produced and distributed in year the 2000.

I hope that you will find this material useful in promoting the World Heritage Convention and the preservation of sites inscribed in the World Heritage List. The World Heritage Centre is at your disposal for any questions and looks forward to any suggestions you may wish to share with us concerning the production of future promotional material on the World Heritage Convention.

Thank you for your kind co-operation in promoting the World Heritage Convention.

Yours sincerely,



Mounir Bouchenaki
Director
World Heritage Centre



UNESCO
WORLD HERITAGE CONVENTION
SLIDE SHOW 1999



Shared Joys and Responsibilities

- (Slide 1) World Heritage Map**
- (Slide 2) The Great Barrier Reef's fantastic flora and fauna (Australia)**
- (Slide 3) The irresistibly romantic banks of the River Seine (France)**
- (Slide 4) The lush rice terraces of the Philippines (Philippines)**
- (Slide 5) The mysterious megaliths of Stonehenge (United Kingdom)**
- (Slide 6) The vast and evocative expanse of the Grand Canyon (USA)**

Text:

These are only some of the world's vast collection of timeless treasures, sculpted by the hand of nature, or by people's ingenuity and artistry, since the dawn of time.

The World Heritage Convention and the States Parties

(Slide 7 - Evolution of the number of States Parties)

The need to conserve this wealth is the vision of the World Heritage Convention, which marked its 25th year in 1997. It is a vision that recognises that the world's heritage, both natural and cultural, belongs to all of us and must be conserved for future generations. It is a global commitment shared by an ever-growing number of governments -- 156 as of 1 January 1999 -- to protect and preserve cultural and natural heritage sites that are considered to be of outstanding universal value to all of humanity.

(Slides 8-9-10-11-Globes with regional adhesion)

Countries that join the 1972 UNESCO Convention concerning the Protection of the World Cultural and Natural Heritage, to state the treaty's full name, recognise in so doing that the sites located on their national territory, and which have been inscribed on the World Heritage List, constitute -- without prejudice to national sovereignty or ownership -- a world heritage, and that it is the duty of the international community as a whole to co-operate in protecting the sites. They also pledge to protect their own national heritage for posterity, including properties not inscribed on the World Heritage List.

(Slide 12 - World Heritage and UNESCO emblem)

The World Heritage emblem was designed to symbolise the collective protection of all the world's natural and cultural treasures. The world's natural and cultural diversity are interdependent: while the central square represents the results of human skill and inspiration, the circle celebrates the gifts of nature. The emblem is round, like the world, a symbol of global protection for the heritage of all humankind.

(Slide 13 –World Heritage Convention and Operational Guidelines)

The Convention defines the kind of sites that can be considered for inscription on the World Heritage List. It also sets out the duties and obligations of the signatories -- the States Parties -- in identifying potential sites and in protecting and preserving them. Selection criteria, which are regularly revised in step with the evolution of the World Heritage concept itself are stipulated in the Operational Guidelines for the implementation of the World Heritage Convention.

(Slide 14- World Heritage Committee Report – Kyoto 1998)

The World Heritage Committee, which meets in December each year, consists of representatives from 21 of the States Parties to the Convention. It is responsible for implementing the World Heritage Convention and has the final say on whether a site is accepted for inscription on the World Heritage List. It examines reports on the state of conservation of listed sites, and requests States Parties to take action when sites are not properly managed.

(Slide 15-World Heritage Fund)

The States Parties to the Convention opt to make compulsory or voluntary contributions to the World Heritage Fund amounting to one percent of their annual UNESCO dues. These monies, in addition to donations and other sources of income such as funds-in-trust for specific purposes and income from sales of World Heritage products, add up to about US\$ 4 million a year, which the World Heritage Committee allocates according to the urgency of requests, necessarily giving priority to the most threatened sites. Requests are made in five clearly defined categories: preparatory assistance, technical co-operation, emergency assistance, training and assistance for promotional activities.

(Slide 16-UNESCO Headquarters)

The World Heritage Centre, established in 1992 as a focal point and co-ordinator within UNESCO of all matters related to World Heritage, is the Secretariat of the World Heritage Committee. The Centre, which is under direct supervision of the UNESCO Director-General, prepares the statutory and other meetings called for under the World Heritage Convention and supports the efforts of the States Parties to follow-up on the decisions of the World Heritage Committee.

Monitoring and reporting

(Slide 17-Monitoring)

Listing a site does little good if it subsequently falls into a state of disrepair or if a development project threatens to compromise the site's integrity and authenticity. The credibility of World Heritage stems from States Parties' commitment to take measures to preserve their sites, and on their efforts to raise public awareness of cultural and natural heritage. If threats are reported, the World Heritage Committee may make recommendations to State Parties, offer international assistance, or, in accordance with established guidelines, inscribe a site on the List of World Heritage in Danger. Periodic reporting by States Parties on the application of the Convention, including on the state of conservation of their sites, will provide updated information on the sites' conditions, contribute to improved decision-making and can be the basis of a constructive national and international exchange of experience about conservation methods and standards that should increase awareness of the values of our common heritage.

(Slide 18-restoration work)

The World Heritage Convention's detailed Operational Guidelines set out the workings of the Convention, covering the selection process, monitoring, raising the alarm over endangered sites,

and qualifying for financial assistance. Sustainable heritage management involves raising awareness of the importance of protecting both one's own heritage and that of others, training specialists in conservation techniques and transmitting traditional skills and innovative approaches.

(Slide 19-Training – Karakorum, Pakistan)

Physical cultural heritage, and in many cases natural heritage, is a non-renewable, irreplaceable resource. Site management must take into account local and national plans, forecasts of population growth or decline, economic factors, traffic projections and industrial zoning as well as preventive measures against disasters both natural and those caused by human activity. Successful protection and maintenance of World Heritage require continuous assessment, inventory, information management, research and administration. Training obviously plays a key role in the preservation of cultural and natural heritage.

Sites in Danger

(Slide 20-Angkor, Cambodia)

World Heritage sites face many possible dangers and threats, including natural disasters, uncontrolled urban growth, industrialisation and pollution, neglect through apathy or lack of resources, civil unrest or war. The World Heritage Committee will be alerted -- by individuals, non-governmental organisations or other groups -- to possible dangers to a site. If the alert is justified, the site could be placed on the List of World Heritage in Danger, which is designed to call the world's attention to sites endangered by natural conditions or human activity. Some countries welcome inscription on this list because it focuses international attention on the sites in danger and can thus mobilise effective help. Others, however, do all they can to avoid such an inscription which they would view as a dishonour. In either case, both the local and the international community deploys considerable efforts to preserve the site's values. However, if a State Party does not fulfil its obligations and a site loses the characteristics which determined its inscription in the World Heritage List, the Committee may decide to delete the property from both the List of World Heritage in Danger and the World Heritage List. To date, however, this provision of the *Operational Guidelines for the Implementation of the World Heritage Convention* has not been applied.

(Slide 21-Virunga NP, Democratic Republic of the Congo)

Sites on the List of World Heritage in Danger are entitled to special attention and emergency action. In an urgent case such as the outbreak of war, the Committee may put a site on this list without having received a formal request. The current list of 23 sites includes, among others, the Angkor temple complex in Cambodia, inscribed in 1992 during civil conflict, and four sites in the Democratic Republic of Congo. This provision complements a special convention adopted in 1954, known as The Hague Convention, to protect cultural property in the event of armed conflict.

(Slide 22-Ngorongoro, U.R. of Tanzania)

Here are two examples of successful measures taken in the preservation of sites once listed as World Heritage in Danger: in 1984, Tanzania's Ngorongoro Conservation Area, site of an enormous crater containing the world's largest concentration of wild animals, saw its World Heritage values decline due to poaching and poor management. Thanks to continuous monitoring and technical co-operation projects, by 1989 the situation had improved enough for the site to be removed from the List of World Heritage in Danger.

(Slide 23-Dubrovnik, Croatia)

In 1991 the Croatian town of Dubrovnik was included in the List of World Heritage in Danger due to damage from armed conflict. After four years of restoration works with financial assistance from UNESCO and the World Heritage Fund, the site was removed from this List in 1998.

Selection of sites for WH Listing

(Slides 24-25-Inscription procedure)

The World Heritage Committee establishes the World Heritage List on the basis of proposals made by States Parties and in consultation with advisory bodies. For cultural sites, the Committee consults with experts from the International Centre for the Study of the Preservation and Restoration of Cultural Property (ICCROM), based in Rome, and the International Council on Monuments and Sites (ICOMOS), in Paris. For natural sites, the World Conservation Union (IUCN) is consulted. Once the State Party has set up the Tentative List of sites on its territory which it considers to be of “outstanding universal value”, it may nominate sites for inclusion in the World Heritage List. Nominations are sent to the World Heritage Centre, which, after having made a preliminary check of the documentation included, forwards the nominations to one or both advisory bodies. ICOMOS and/or IUCN send their experts to the sites for a thorough evaluation of their values, as well as of the provisions made for their protection and management. The advisory bodies prepare technical reports on the proposed sites which they present, along with recommendations concerning their possible inscription, to the World Heritage Bureau and finally to the World Heritage Committee which takes the final decision.

(Slide 26-Evolution of site numbers)

To be included on the World Heritage List, a property must be of outstanding universal value and meet one or more specific criteria in the cultural or natural domains -- or both. It must also fulfil conditions of authenticity and integrity, and have adequate legal protection. As of December 1998, 582 sites of outstanding universal value have been inscribed on the List, including 445 cultural, 117 natural and 20 mixed cultural and natural sites located in 114 States Parties.

(Slide 27- Uluru-Kata Tjuta, Australia)

Many sites satisfy several of the selection criteria, and a site such as Uluru-Kata Tjuta National Park -- containing exceptional geological formations including Ayer's Rock, the monolith sacred to Australian Aboriginal people -- is a mixed site meeting both cultural and natural criteria. There are six cultural and four natural criteria. But let us take the selection criteria one by one, illustrating them with examples from the World Heritage List.

(Slide 28-Taj Mahal, India)

The Taj Mahal was selected on the basis of the first of the cultural criteria because it represents a masterpiece of human creative genius, a universally admired architectural accomplishment.

(Slide 29-Timbuktu, Mali)

Timbuktu was inscribed in 1988 because it exhibits an important interchange of human values, as an intellectual and spiritual capital and centre for the expansion of Islam in the 16th century (criterion (ii)).

(Slide 30-Serra da Capivara, Brazil)

Criterion (iii) is applied for sites that bear a unique or exceptional testimony to a civilisation or cultural tradition that is living or has disappeared. It is on this basis that Serra da Capivara National

Park was selected, as its cave paintings, some of which are more than 25,000 years old, bear exceptional testimony to South America's oldest human communities.

(Slide 31-Imperial Palace of the Ming and Qing Dynasties, China)

The Forbidden City in Beijing also qualified on criterion (iii) -- because it bears exceptional testimony to Chinese civilisation of the Ming and Qing dynasties -- as well as on criterion (iv), by being an outstanding example of an architectural ensemble that illustrates a significant stage in human history.

(Slide 32-Industrial heritage)

Cultural criteria (ii) and (iv) also recognise the outstanding universal value of technological developments, in line with increased awareness of the importance of industrial history to the understanding of heritage. Our industrial heritage includes not only mills and factories, but also the company towns, canals, railways, bridges and dams.

(Slide 33-Old Town of Ghadames, Libyan Arab Jamahiriya)

Built in an oasis, Ghadamès was included in the World Heritage List in 1986 as one of the oldest pre-Saharan cities and an outstanding example of a traditional settlement (criterion (v)). Its architecture is characterised by the different functions assigned to each storey - the ground floor used to store supplies, another floor extending over dark enclosed passages forming a system of passageways, and the open-air terraces reserved for women.

(Slide 34-Island of Gorée, Senegal)

The final selection criterion (vi) for cultural sites is intended for properties directly or tangibly associated with events or living traditions, with ideas or with beliefs, or with artistic and literary works of outstanding universal significance. Gorée was, from the 15th to the 19th century, the largest slave trading centre on the African coast. Ruled, in succession, by Portuguese, Dutch, English and French powers, its architecture is characterised by the contrast between the dark slave-quarters and the elegant houses of the slave traders. Today it continues to serve as a reminder of human exploitation and as a sanctuary for reconciliation. The Statue of Liberty in New York and Philadelphia's Independence Hall, USA, are among other sites selected on the basis of this criterion as well as:

(Slide 35-Auschwitz Concentration Camp, Poland)

This site bears stark testimony to the systematic torture and extermination of human beings committed under Germany's Third Reich.

(Slide 36-Venice, Italy)

Of course, many sites have qualified on the basis of more than one of the selection criteria. Venice, which has one of the greatest concentrations of masterpieces in the world and is infused with historical and cultural importance as a link between East and West, fulfils all six of the cultural criteria.

(Slide 37-Galapagos Islands, Ecuador)

What about the selection criteria for natural sites?

The 19 volcanic islands of the Galapagos Islands National Park have been called a "living museum and showcase of evolution". The presence of unusual animal life, such as the land iguana, the giant tortoise, and the many types of finches, inspired Charles Darwin in his theory of evolution. This site is included on the basis of all four natural criteria.

(Slide 38- Fossil sites)

The first natural criterion is that of being an outstanding example representing major stages of earth's history, including sites that contain the records of life, significant ongoing geological processes, or significant geomorphic or physiographic features. Fossil sites, such as the Messel Pit in Germany or Riversleigh/Naracoorte in Australia, are selected on the basis of this criterion.

(Slide 39 – Hawaii Volcanoes National Park, USA)

At the site of the Hawaii Volcanoes eruptions have created a continually changing landscape, making it an outstanding example of significant ongoing ecological and biological processes in the evolution and development of ecosystems and communities of plants and animals (criterion ii)

(Slide 40-Sagarmatha National Park, Nepal)

Criterion (iii) is for sites that contain superlative natural phenomena or areas of exceptional natural beauty and aesthetic importance. It was on this basis that Sagarmatha National Park in Nepal, with its grandiose mountains, glaciers and deep valleys dominated by Mount Everest, was selected. The park, still inhabited by the Sherpas, shelters several rare species including the snow leopard and the little panda.

(Slide 41-Whale Sanctuary of El Vizcaino, Mexico)

The fourth and final selection criterion for natural sites is aimed at those containing the most important and significant natural habitats for the conservation of biological diversity, including those containing threatened species of outstanding universal value from the point of view of science or conservation. Located in the central part of the peninsula of Baja California, the El Vizcaino Whale Sanctuary contains exceptionally interesting ecosystems. The coastal lagoons of Ojo de Liebre and San Ignacio are very important reproduction and wintering sites for the grey whale, harbour seal, California sea-lion, northern elephant-seal and blue whale.

(Slide 42-Tassili n'Ajjer, Algeria)

Mixed sites have both outstanding natural and cultural values. The geological formations at this site are of outstanding scenic interest with eroded sand stones forming "forests of rock". One of the most important groupings of prehistoric cave art in the world is to be found here.

(Slide 43-Cultural landscapes)

As part of the effort to make the World Heritage List more universal and representative, the concept of cultural landscapes was elaborated in 1992 to recognise significant interactions between people and the natural environment. Cultural landscapes illustrate the evolution of human society and settlement over time, moulded by physical constraints or opportunities posed by the natural environment and social, economic and cultural forces. Examples range from intentionally created sites such as the Sintra cultural landscape in Portugal to the intensely interactive rice terraces of the Philippines or the spiritually associative sites such as New Zealand's Tongariro National Park, whose sacred mountains symbolise the spiritual links between the Maori people and their environment. Tongariro was the first World Heritage Site inscribed as a cultural landscape, in 1993. A number of regional thematic expert meetings have been held to illustrate this concept.

Challenges of the World Heritage concept

Global Strategy

(Slide 44-Addis Ababa Report)

As the World Heritage Convention enters its second quarter-century, the tally of World Heritage sites is impressive with 582 sites in 114 countries. However, the List suffers from a lack of balance. There is a preponderance of sites in Europe and North America, and the cultural sites tend heavily towards what critics call "monumentalism" and an emphasis on Christianity over other world religions. Efforts are now being made for more sites from the Arab States, the Pacific and Africa to be incorporated. A Global Strategy for World Heritage was adopted in 1994 aimed at extending and enriching the World Heritage List by making it more representative and more inclusive of properties reflecting the world's cultural diversity. Countries are encouraged to become States Parties, to prepare Tentative Lists and prepare nominations of properties currently under-represented in the List. Conferences aimed at implementing the Global Strategy have been held or are planned in Africa, the Pacific region, the Arab region, the Andean region, the Caribbean region, Central Asia and Southeast Asia.

Sustainable tourism

(Slide 45-Acropolis - Athens, Greece)

World Heritage sites attract tourists, and tourism is the world's biggest and fastest growing industry. What will be the cost of this tremendous boom to the integrity, the very survival perhaps, of our heritage sites? Increased tourism always carries the risk of harming the very attributes that attract visitors in the first place, as well as putting pressure on the local infrastructure. The answer is a policy of sustainable tourism through proper planning, management and control. Every heritage site should be guided by a management plan that establishes a core area in which development is controlled. The plan should spell out the relationship between the protected area and the surrounding buffer zone. Since excessive tourism is a potential threat to a site, planners must consider its carrying capacity. Proper planning should regulate visitors' access to a site to achieve the maximum visitor flow an area can accommodate while maintaining high levels of satisfaction for the visitors and minimising negative impacts on the local population and resources.

(Slide 46-Layers of decision making)

Article 5 of the Convention calls for each State Party to ensure the protection, conservation and presentation of the cultural and natural heritage situated on its territory by taking appropriate legal, scientific, technical, administrative and financial measures. Adequate laws and regulations to protect the sites and to establish a management authority staffed with trained personnel are essential. Research and technical studies to develop and carry out conservation actions are just as important. The Convention urges governments "to adopt a general policy which aims to give the cultural and natural heritage a function in the life of the community and to integrate the protection of that heritage into comprehensive planning programs".

Urbanisation

(Slide 47-Istanbul)

Massive urbanisation world-wide is threatening the survival of our heritage. To counteract the effects of uncontrolled urban development, which can unleash ecological, aesthetic and cultural disasters on the very historic heart of a city, people in positions of responsibility face the challenge of organising and mastering a complex process aimed at safeguarding the cultural identity of the city's people. A vision of sustainable cities into the 21st century will assure that cities thrive and

continue to contribute to the progress of human civilisation. The UNESCO World Heritage cities project, launched in 1994 and already operational in several World Heritage cities, aims to demonstrate the complementarity of safeguarding and development.

World Heritage awareness-building

(Slide 48-World Heritage Publications)

Building awareness about the World Heritage Convention and its aims takes two main forms: promoting the concept by disseminating information to the States Parties, the general public and specific interest groups, and developing teaching programmes and educational materials for use in schools and universities. The two are complementary, since materials produced for promotion can equally be used for education.

(Slide 49-WH Education Kit)

As part of a pilot project begun in 1994, UNESCO's First World Heritage Youth Forum was held in June 1995 in Bergen, Norway. Similar regional and sub-regional fora are planned over the next several years aimed at involving all States Parties in encouraging their youth to embrace the World Heritage concept. The aim of the World Heritage educational programme is to help schools worldwide incorporate World Heritage information into their curricula and extra-curricular activities, to enable young people -- who will be tomorrow's decision-makers -- to understand and care about cultural and natural properties that are of outstanding value to humanity. A World Heritage Education Kit, "World Heritage in Young Hands", which includes student activities, a poster, stickers and photographs of WH sites from all regions of the world is available at the UNESCO World Heritage Centre. A video about the Project has also been produced.

(Slide 50-Abu Simbel, Egypt)

The UNESCO World Heritage Convention is not enforced by any court of law or any police. The Convention relies to a large extent on the power of persuasion and the deep and moving desire of people everywhere to protect our World Heritage.