



UNESCO World Heritage Centre

Resource Mobilization - Vincent Defourny

31 March 2014



United Nations
Educational, Scientific and
Cultural Organization



Convention for the Protection of World Heritage, Cultural and Natural

Heritage of Outstanding Universal Value

Mission

- World Heritage List
- International assistance for sites in danger
- Technical assistance
- Public awareness
- International co-operation

Key Figures

✚ 1972: adoption of the Convention

✚ 190 States Parties

✚ 981 World Heritage Sites inscribed on the World Heritage List



World Heritage Thematic Programmes

- Earthen Architecture
- Forests
- Modern Heritage
- Small Island Developing States
- Marine
- Sustainable Tourism
- World Heritage Cities
- World Heritage Education

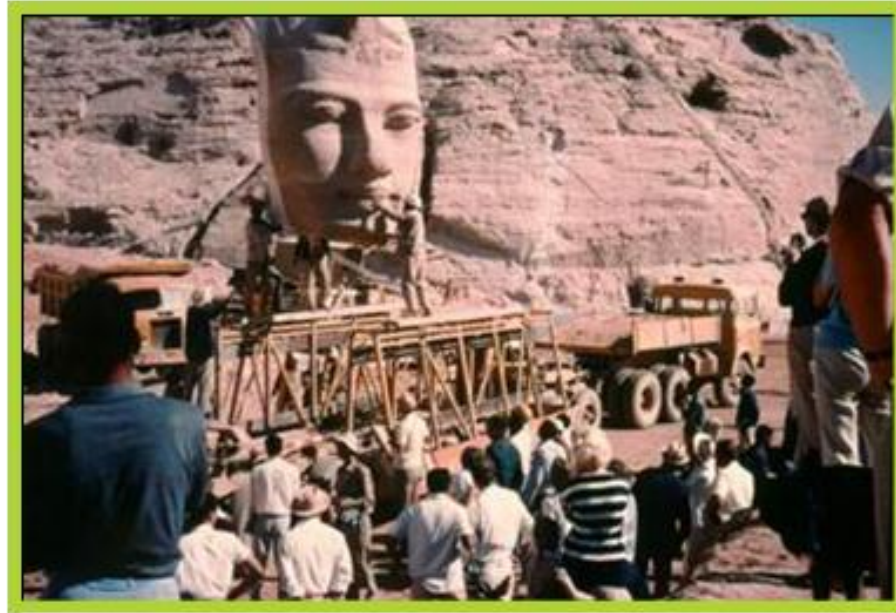


The UNESCO World Heritage Brand



- ✚ Web - 12,000,00 visits / 43,000,000 page views per year;
- ✚ *WH-Information* - 90,000 members
- ✚ Annual World Heritage Committee session - more than 1,000 people (190 countries) ; media representatives from all over the world

Funding mechanisms and partnerships, how it started. The example of the Nubia Campaign



- Excavation and recording of hundreds of sites, the most famous of them the temple complexes of Abu Simbel and Philae.
- The campaign ended on 10 March 1980
- Cost: 80 M USD

The World Heritage Fund

- In 1972 Convention, Article 15 - **Fund for the Protection of the World Cultural and Natural Heritage of Outstanding Universal Value**, called "the World Heritage Fund".
- Purpose:
 - Evaluation Services for Advisory Bodies (IUCN, ICOMOS and ICCROM),
 - Conservation of World Heritage Properties,
 - International Assistance to States Parties,
 - Capacity Building in States Parties,
 - Public Awareness and Communication.

Funding Sources forecast

2014 - 2015

- **WH Fund** : Approved 6,579,559 USD (expenditure plan 5,142,959 USD)
- From donors under earmarked activities 2.3 M
- From the UNESCO Regular Programme 14.9 M
- From donors for extrabudgetary projects 16.7 M
(EU, Belgium (Flanders), France, Japan, Netherlands, Portugal, Republic of Korea, Spain)
- Funding is not enough
 - Appeals for voluntary contributions.
 - The Private Sector is also called upon.

Use of the WH Fund

International Assistance 2012 - 2013

- **Preparatory assistance 253,016 USD**

Tentative lists, nominations of properties

- **Training assistance 25,510 USD**

Group training activities, mainly for personnel working on WH sites

- **Technical co-operation 205,930 USD**

Expertise and material support for management plans and conservation

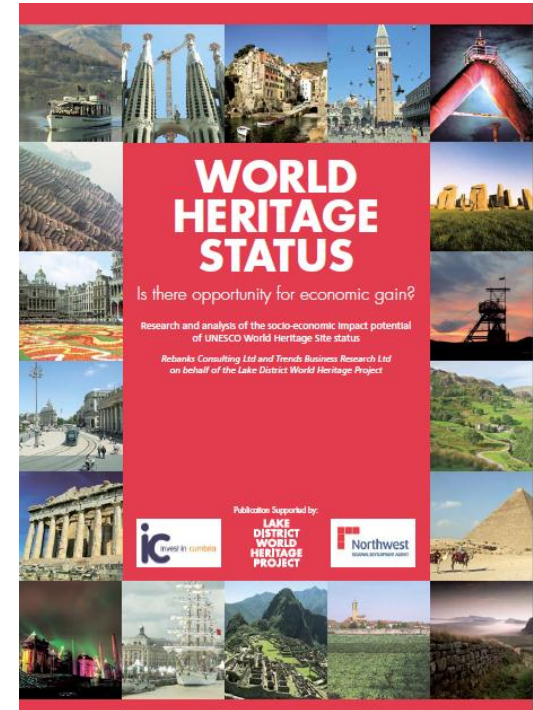
- **Emergency assistance 218,800 USD**

Urgent action to repair damage caused by human activity or natural disasters



World Heritage Status

- A « **Celebration** » designation
- A Heritage « **SOS** » Designation
- A **Marketing/Quality Logo/Brand**
- A « **Place Making** » Catalyst



Source: Re. Rebanks Consulting Ltd and Trends Business Research Ltd WH status research

Socio economic benefits resulting from WH designation



Effective Marketing

- Key to payback
 - scale of the market,
 - ability to use the UNESCO World Heritage Site designation to attract higher spending cultural visitors

Network Effect

« Rather than the addition of new Sites devaluing perceptions of the brand, the reality appears to be that the addition of new sites is increasing consumer understanding of the UNESCO WH Site designation. »

Multistakeholder Models for Preservation

- The **old bridge of Mostar**, using the reconstruction of the Cultural Heritage as a vehicle for reconciliation
- A six-year project implemented with 8 million USD



Multistakeholder Models for Preservation

- The conservation of **Cocos Islands National Park** (Costa Rica).
- Creation, with NGOs, of a “nature shop”



Multistakeholder Models for Preservation

UNESCO WHC /Jaeger LeCoultre
Marine Programme
Innovative partnership



Multistakeholder Models for Preservation

UNESCO WHC / Panasonic

- Global communication campaign



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World
Heritage
Convention

Panasonic supports
sustainable development
through UNESCO World Heritage
conservation and education



Partnerships for Conservation Initiative

World Heritage **Partnerships for Conservation Initiative** (PACT) since 2002:

- Sustainable partnerships whose purpose, beyond financial issues, is the development of a dialogue, an exchange, and an interaction between all stakeholders interested in World Heritage Conservation



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Our Partners



Questions

- To what extent the inscription on the WH List leverages local social economic development and makes it sustainable?
- What is the added value of the inscription of a site?
- How to finance UNESCO's role (Expertise, Coordination, Brand)?



Thank you for your attention

