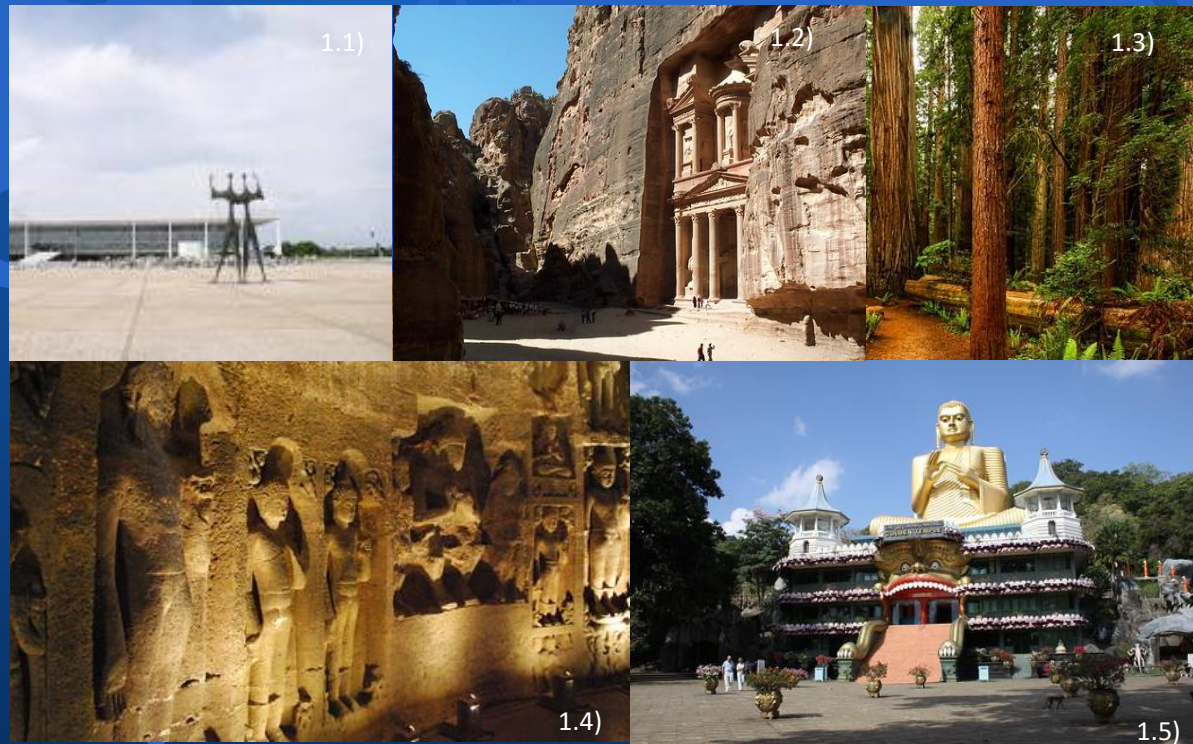# The Global Strategy of World Heritage - A concept for an Equitable and Sustainable Implementation of the World Heritage Convention

Prof. Dr. Marie-Theres Albert

Prof. Dr. Marie-Theres Albert
Director Institute Heritage Studies

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**Establishment of the
United Nations**

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Source: https://www.flickr.com/photos/larskjensen/2741004415/

Source: https://www.flickr.com/photos/jmmpereda/21949338361/

Auschwitz Birkenau, German Nazi Concentration and Extermination Camp (1940-1945), Poland

Date of Inscription: 1979
Criteria: (vi)

The fortified walls, barbed wire, platforms, barracks, gallows, gas chambers and cremation ovens show the conditions how the Nazi genocide took place in the former concentration and extermination camp of Auschwitz-Birkenau, the largest in the Third Reich. According to historical investigations, 1.5 million people, among them a great number of Jews, were systematically starved, tortured and murdered in this camp, the symbol of humanity's cruelty to its fellow human beings in the 20th century.

Source: http://whc.unesco.org/en/list/31

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Founding UNESCO

„The Governments of the States Parties to this Constitution on behalf of their peoples declare: That since wars begin in the minds of men, it is in the minds of men that the defences of peace must be constructed; […]"

(UNESCO Constitution)

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Article 1.
All human beings are born free and equal in dignity and rights. They are endowed with reason and conscience and should act towards one another in a spirit of brotherhood.

Article 2.
Everyone is entitled to all the rights and freedoms set forth in this Declaration, without distinction of any kind, such as race, colour, sex, language, religion, political or other opinion, national or social origin, property, birth or other status.[…]

Eleanor Roosevelt with the Universal Declaration of Human Rights (Source: https://commons.wikimedia.org/ (Public Domain))

1948
Universal Declaration of Human Rights

Article 6.
Everyone has the right to recognition everywhere as a person before the law.

Article 3.
Everyone has the right to life, liberty and security of person.

Article 4.
No one shall be held in slavery or servitude; slavery and the slave trade shall be prohibited in all their forms.

Article 5.
No one shall be subjected to torture or to cruel, inhuman or degrading treatment or punishment.

Source: UN. 1948. Universal Declaration of Human Rights. Online: https://www.un.org/depts/german/menschenrechte/aemr.pdf (02.07.2019)

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Warsaw destroyed in 1945

Reconstructed Old Town of Warsaw

Historic centre of Warsaw

Category (ii), (vi)
listed since 1980

After the war, a five-year reconstruction campaign by its citizens resulted in today's meticulous restoration of the Old Town, with its churches, palaces and market-place. It is an outstanding example of a near-total reconstruction of a span of history covering the 13th to the 20th century.

Source: http://whc.unesco.org/en/list/30

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Destroyed Dresden, 1945

Rebuilt Frauenkirche

The Reconstruction of Dresden

After the war, as part of the German Democratic Republic, the destroyed areas were subject to restoration and reconstruction.

In 2004, the Dresden Elbe Valley was listed under criteria (ii), (iii), (iv), (v).

The nomination includes the Frauenkirche, the reconstruction was completed in 2006.

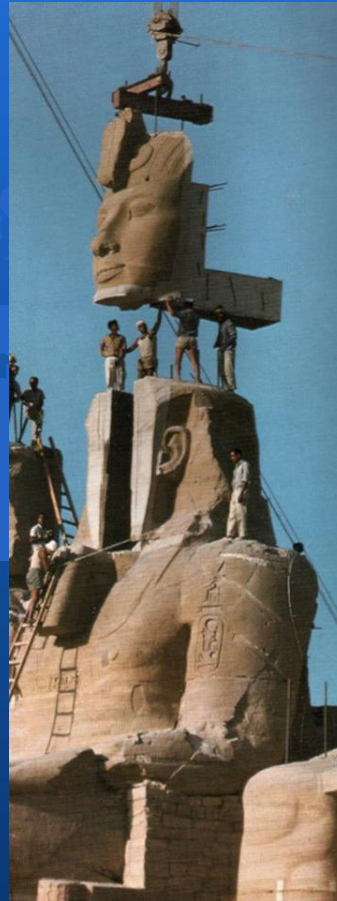The Dresden Elb Valley was delisted in 2009.

Source: http://whc.unesco.org/archive/advisory_body_evaluation/1156.pdf

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Ramses Temple in 1865

Ramses Temple in 2004

Deconstruction of the Temple

Aswan Dam

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1978
12 sites in 7 state parties

1972
Adoption of the Convention

1984
185 sites in 54 state parties

2019
With **1121** sites (**869** cultural, **213** natural and **39** mixed) in **167** state parties we may say that the need to protect heritage has become a concern for all peoples

1990
335 sites in 78 state parties

2012
962 sites in 157 states parties

2009
890 sites in 148 states parties

1996
581 sites in 109 state parties

2002
730 sites in 126 states parties

WELTERBE · WORLD HERITAGE · PATRIMOINE MONDIAL

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World Heritage inscriptions, First Stage 1978 – 1991

Zone	Cultural	Natural	Mixed	Total
Africa	16	22	2	**40**
Arab States	40	2	1	**43**
Asia-Pacific	41	17	7	**65**
Europe & North America	131	26	6	**163**
Latin America & Caribbean	32	11	3	**46**
Total	**260**	**78**	**19**	**357**

Source: http://whc.unesco.org/en/list/stat

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World Heritage inscriptions, in total 2019

Regions	Cultural	Natural	Mixed	Total	%
Latin America and the Caribbean	96	38	8	142 *	12.67%
Europe and North America	453	65	11	529 *	47.19%
Asia and the Pacific	189	67	12	268 *	23.91%
Arab States	78	5	3	86	7.67%
Africa	53	38	5	96	8.56%
Total	869	213	39	1121	100%

Source: https://whc.unesco.org/en/list/stat

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World Heritage List, totals by category 2002
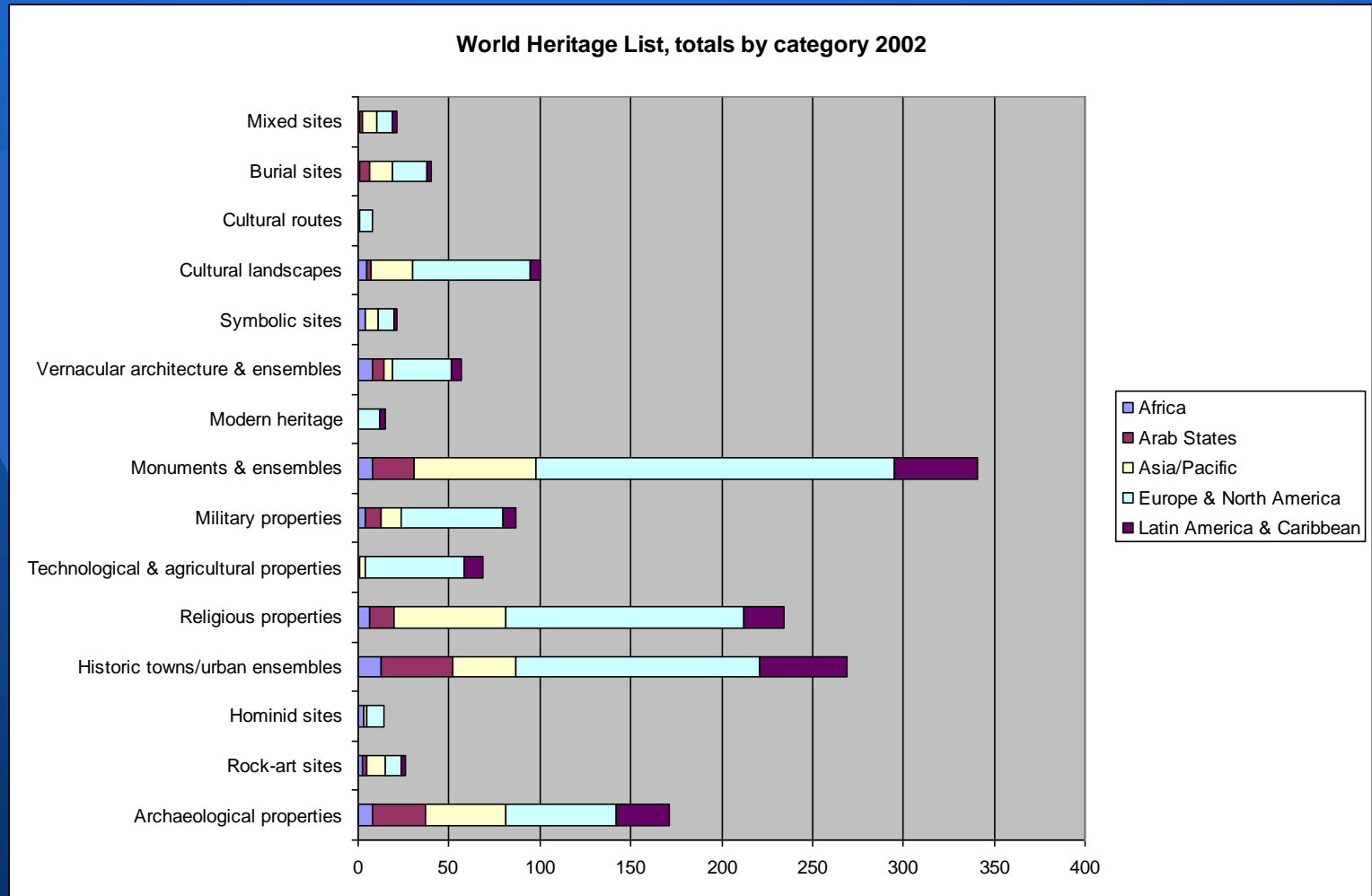
Source: ICOMOS: Filling the gaps. An Action Plan for the Future; http://www.international.icomos.org/world_heritage/gaps.pdf, 2005

Budapest, Hungary
Source: https://pixabay.com/images/id-1254366/
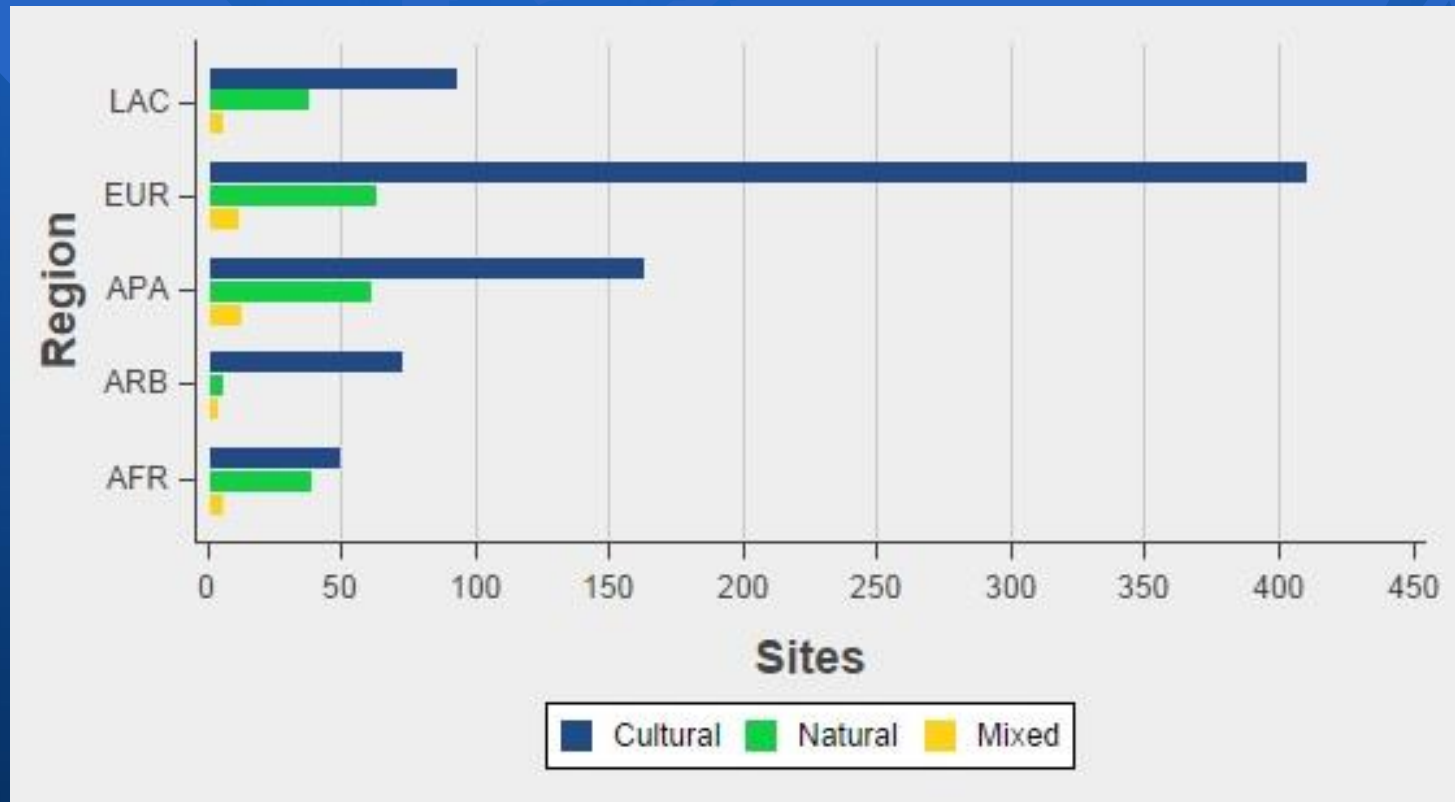
2002
Budapest Declaration on World Heritage:

I. strengthen the **credibility** of the World Heritage List, as a representative and geographically balanced testimony of cultural and natural properties of outstanding universal value.

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Convention concerning the Protection of the World Cultural and Natural Heritage

Total World Heritage Sites in 2014

Source: http://whc.unesco.org/en/list/stat

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World Heritage Top 10 in 2019

Country	Cultural	Natural	Mixed	Total
Italy	50	5	-	55
China	37	14	4	55
Spain	42	4	2	48
Germany	43	3	-	46
France	39	5	1	45
Total Top 5	211	31	7	249

India	30	7	1	38
Mexico	27	6	2	35
United Kingdom and Northern Ireland	27	4	1	32
Russian Federation	18	11	-	29
USA	11	12	1	23
Total Top 10	324	71	12	407

Source: http://whc.unesco.org/en/list/stat

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to limit the number of annual nominations

to encourage state parties to nominate natural sites

2006
In order to establish the desired balance, the 30th session of the World Heritage Committee in Vilnius decided measures had to be taken

to nominate preferably transboundary sites, e.g. binational cultural landscapes

to preferentially nominate heritage sites from underrepresented types of heritage

Compare e.g. World Heritage Committee
WHC-03/27.COM/14 "Evaluation of the Cairns Decision" http://whc.unesco.org/archive/2003/whc03-27com-14e.pdf

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1. Identification of the property: must make clear to the Committee precisely where the property is located and how it is geographically defined

1.e Maps and plans, showing the boundaries of the nominated property and buffer zone: The boundaries should be clearly marked

3. Justification for Inscription: must make clear why the property is considered to be of "outstanding universal value"

Format for the nomination of properties for inscription on the World Heritage List

4.b Factors affecting the property: This section should provide information on all the factors which are likely to affect or threaten a property. It should also describe any difficulties that may be encountered in addressing such problems

3.c Comparative analysis (including state of conservation of similar properties) The property should be compared to similar properties, whether on the World Heritage List or not.

4.a Present state of conservation: Information should be provided in this section on the physical condition of the property, any threats to the property and conservation measures at the property

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4.b. (i) Development Pressures (e.g., encroachment, adaptation, agriculture, mining)
(ii) Environmental pressures (e.g., pollution, climate change, desertification)
(iii) Natural disasters and risk preparedness (earthquakes, floods, fires, etc.)
(iv) Visitor/tourism pressures
(v) Number of inhabitants within the property and the buffer zone Estimated population located within:
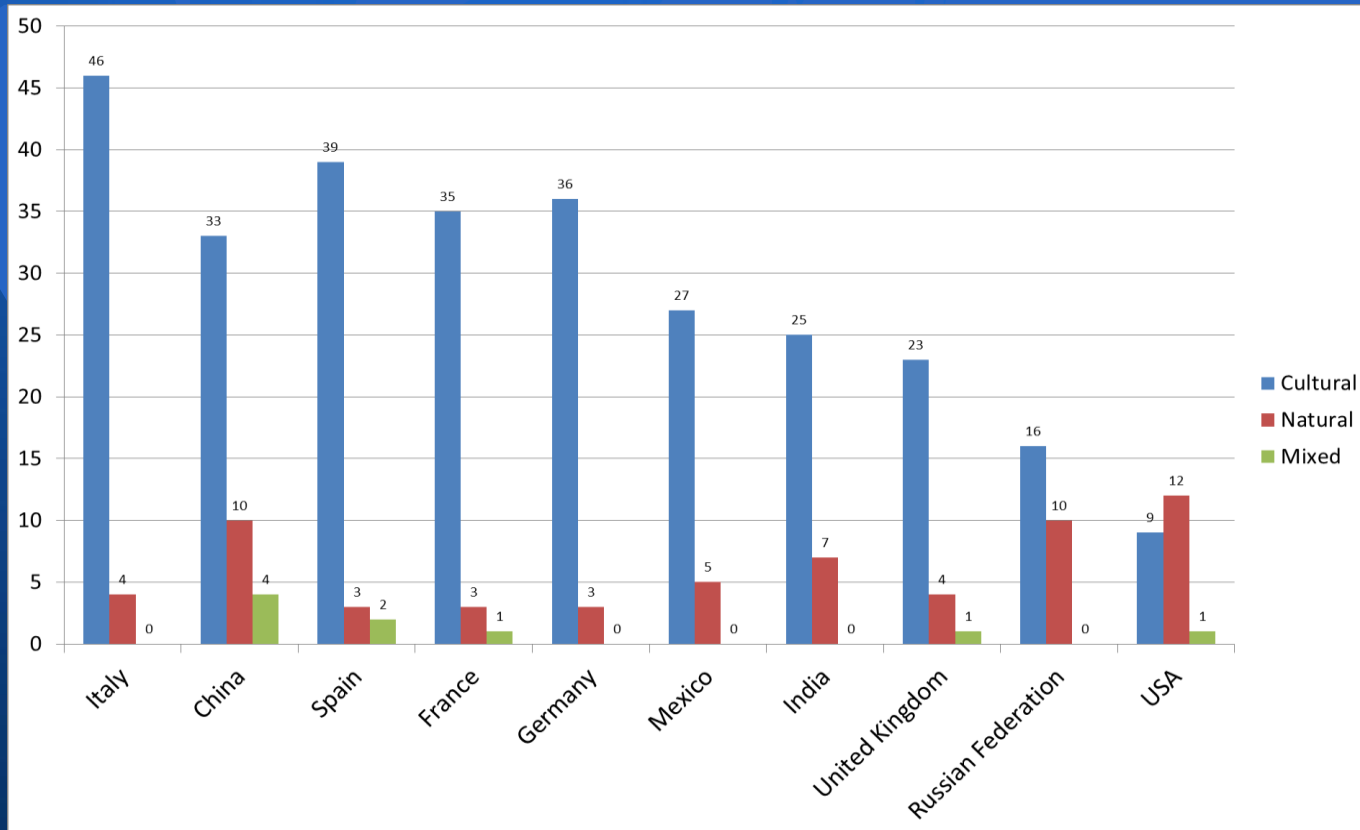Area of nominated property _____
Buffer zone_____
Total _____
Year _____

Format for the nomination of properties for inscription on the World Heritage List

5. Protection and Management of the Property: This section of the nomination is intended to provide a clear picture of the legislative, regulatory, contractual, planning, institutional and/ or traditional measures [...] and the management plan or other management system

5.f Sources and levels of finance
5.g Sources of expertise and training in conservation and management techniques
5.h Visitor facilities and statistics
5.i   Policies and programmes related to the presentation and promotion of the property
5.j Staffing levels (professional, technical, maintenance)

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Unequal Distribution of World Heritage Sites

In 2014, about 35 % of all 1007 World Heritage Sites were located in only ten State Parties

Source: http://whc.unesco.org/en/list/stat

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Budapest, Hungary
Source: https://pixabay.com/images/id-1254366/

2002
Budapest Declaration on World Heritage:

II. To ensure the effective **conservation** of World Heritage properties

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Kakadu National Park, Australia
Mixed Site
Year of Inscription: 1981
Extension: 1987, 1992
Criteria: (i)(vi)(vii)(ix)(x)

Source: https://www.flickr.com/photos/andy_tyler/7241819640/ & https://www.flickr.com/photos/epochcatcher/13936382630/

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Collegiate Church, Castle and Old Town of Quedlinburg, Germany

Date of Inscription: 1994
Criteria: (iv)

Source: http://de.wikipedia.org/wiki/Quedlinburg

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Population Development in Quedlinburg, Germany

Year	2003	2005	2010	2015	2020	2025
Residents	23.216	22.631	21.447	20.627	19.935	16.200

Source: Bertelsmann-Stiftung & Prognose Stadt Quedlinburg; https://de.wikipedia.org/wiki/Quedlinburg#Bev%C3%B6lkerungsprognose

Source: http://www.demografiemonitor.de/

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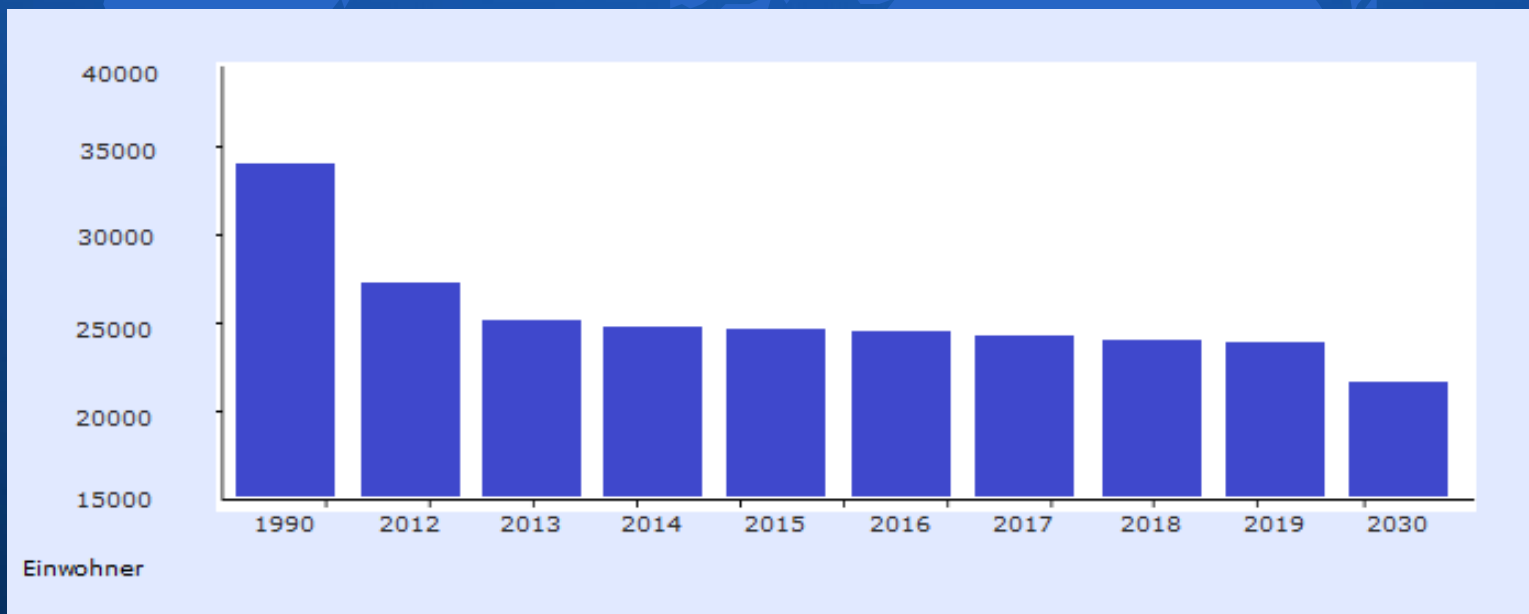
__Venice and its Lagoon, Italy__

Date of Inscription: 1987
Criteria: (i)(ii)(iii)(iv)(v)(vi)

Mass tourism Venice, Italy

Heritage as a tourist attraction

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World Heritage Conservation

Needs to be aware of the conflicts between the suitability of cultural assets, the compatibility of measures and museality on one hand and modernity on the other.

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Budapest, Hungary
Source: https://pixabay.com/images/id-1254366/

2002
Budapest Declaration on World Heritage:

III. To promote the development of effective **capacity-building** measures, including assistance for preparing the nomination of properties to the World Heritage List, for the understanding and implementation of the World Heritage Convention and related instruments

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United Nations Development Programme (UNDP)

UNDP recognizes that capacity building is a long-term, continuing process, in which all stakeholders participate (ministries, local authorities, non-governmental organizations and water user groups, professional associations, academics and others).

Source: https://www.gdrc.org/uem/capacity-define.html

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**Humanity and
Social Sciences**

**Natural Heritage
and Cultural
Landscapes**

UNESCO Capacity Building:
UNI TWIN
UNESCO Chairs

**Art, Architecture
and Conservation**

Management

**e.g.: BTU Cottbus, Germany
UNESCO Chair in Heritage Studies
and its "World Heritage Studies"**

Source: Institute Heritage Studies

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Teaching methods and learning strategies were exchanged

Close networks between teaching staff were established

BTU UNESCO Chair in Heritage Studies
EU Asia-Link Project
„Development of Multi-Disciplinary Management Strategies for Conservation and Use of Heritage Sites in Asia and Europe"
(MUMA)

Faculty exchanges and workshops took place in four universities

World-wide network between European and Asian universities

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Studies

The Institute Heritage Studies at the 'Internationale Akademie (INA) Berlin'
is a centre for science and research. It bases heritage protection
on the SDG`s and paradigmatically—heritage
as promoter for human development

World Heritage

In November 1972, the General Assembly of the UNESCO adopted the World Heritage Convention for the protection and conservation of natural and cultural property of all types and of all times.

Intangible Heritage

The Convention for the Safeguarding of the Intangible Cultural Heritage was adopted in 2003 as an instrument particularly for the identity building of people.

Documentary Heritage

The Heritage Studies research of documentary heritage lies at the intersection of culture, humanities and information science.

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Capacity Building helps sensitizing for Corporate Responsibility

Programmes have to consider the current economic downturn.

Education and capacity building deal with different target groups in a more practical sense.

Capacity Building shall be related to Entrepreneurship

With Capacity building, Public Private Partnerships can be established

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Teaching staff and educational planners from national and international educational institutions need to be equipped to implement heritage education into school curricula

Teaching and learning concepts of heritage need to be developed and implemented

Education and capacity-building deal with future-oriented approaches in schools' heritage education and in teacher training

Multi-disciplinary and sustainable heritage education strategies for creating awareness and consciousness of future generations have to be developed

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**UNESCO
Associated Schools
Project Network
(ASPnet)**

Elementary school at SAMPUBANGIN village Markham Valley. Papua New Guinea has over 800 different languages and children can begin their learning experience in their mother-tongue.

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"6. Requests the Advisory Bodies, World Heritage Centre, and the UNESCO Category 2 Centres and relevant UNESCO Chairs to assist States Parties in the development of regional capacity building programmes which are based on the outcomes of the Periodic Reporting exercises and the WHCBS; […]"

(UNESCO Draft Decision WHC-12/36.COM/9B, par. 6).

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**Our World Heritage – Mining Cultural Landscape Erzgebirge/Krušnohori
Naše světové dědictví – Hornická kulturní krajina Krušnohoří**

https://heritagestudies.eu/en/world-heritage-mining-cultural-landscape-erzgebirge-krusnohori/

"Transboundary European World Heritage – a Topic for UNESCO Project Schools"

World Heritage Educational Platform: https://worldheritage-education.eu/en

Source: Carola Muysers, Stefan Simon, Institute Heritage Studies

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Budapest, Hungary
Source: https://pixabay.com/images/id-1254366/

2002
Budapest Declaration on World Heritage:

IV. To increase public awareness, involvement and support for World Heritage through **communication**

Raising awareness about World Heritage

Development of a dialogue, an exchange, and an interaction between all stakeholders

Since 2002
Partnerships for Conservation Initiative (PACT)

Mobilizing sustainable resources for the long-term conservation

international cooperation system between different institutions, organizations and companies

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Examples from the Muskauer Park/Park Mużakowski and the Erzgebirge/Krušnohoří Mining Region

Videos from workshops

World Heritage Educational Platform:
https://worldheritage-education.eu/en

Project approaches:

- Objectives-Oriented Project Planning Strategies;
- Project Cycle Management;
- Logical Framework Approaches;
- Project Cycle:

Figure 1: Project Cycle
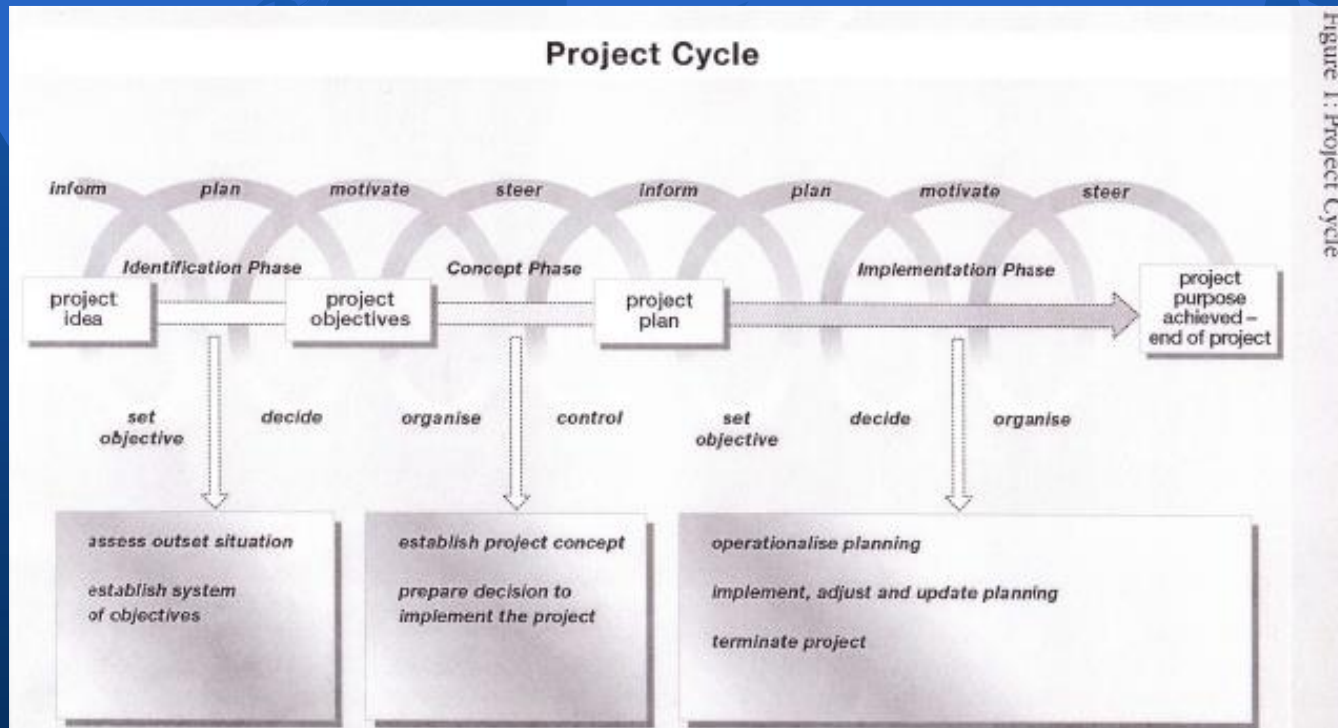
Churches of Peace in Jawor and Świdnica

Date of Inscription: 2001
Criteria: (iii)(iv)(vi)

"Only as late as 1652, the emperor allowed... to have three protestant churches erected in the midst of a forcefully converted catholic Lower Silesia.... the churches (however MTA) were not supposed to look like the catholic churches, were not to have a bell tower and were not to be built with solid .... materials such as bricks or stone. "
(Krik & Bujak 2004, p.256).

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Te Wahipounamu South West New Zealand

2007
World Heritage Committee New Zealand
*session The "5th C": **community involvement***

"the identification, management and successful conservation of heritage must be done, where possible, with the meaningful involvement of human communities, and the reconciliation of conflicting interests where necessary. It should not be done against the interests, or with the exclusion or omission of local communities"

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Waldschloesschen Bridge in the Dresden Elbe Valley, Germany

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Tourists want to visit a site; they pay for 'physical experiences'

Educational institutions want to highlight facts and figures

Conservationists might want to close a site in order to protect it efficiently

Diverse stakeholder and their interests in a World Heritage Site

Public authorities need to strengthen capacity building

Ecologists want to strengthen sustainable development

Local authorities need tourists to increase the GDP

Private owners sell a site as a product

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ZOPP: Objectives-oriented Project Planning
A planning guide for new and ongoing projects and programmes
"Deutsche Gesellschaft für internationale Zusammenarbeit (GIZ)"

giz Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

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Is culture the last frontier in development? Perspectives on the interactions between culture and development.

Result of a three-year study by the World Commission for Culture and Development

1995 "Our Creative Diversity"

OUR CREATIVE DIVERSITY

Javier Pérez de Cuéllar

REPORT OF THE WORLD COMMISSION ON CULTURE AND DEVELOPMENT
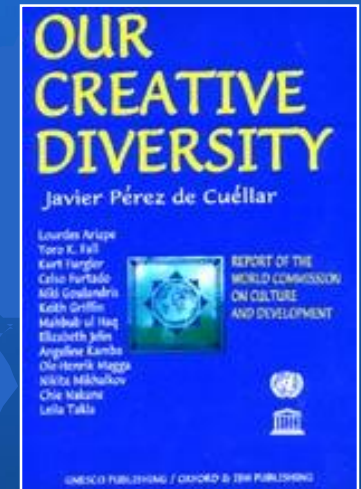
Remarks towards World Heritage: reflects a concern for a type of heritage that (in 1972) was highly valued in industrialized countries (p.178)

"new institutions have helped local communities themselves deal with cultural conservation. For their leaders, the most durable return on investment has not been financial but educational and social" (p. 183)

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View of the Cultural Landscape Dresden and justification for its inscription

Current view on the historic city centre of Dresden

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View of the Cultural Landscape Dresden and justification for its inscription

Waldschloesschen Bridge in the Dresden Elbe Valley, Germany

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Liverpool – Maritime Mercantile City, United Kingdom

Date of Inscription: 2004
Inscription Year on the List of World Heritage in Danger: 2012
Criteria: (ii)(iii)(iv)

"The World Heritage Committee has placed Liverpool Maritime Mercantile City on the List of World Heritage in Danger due to the proposed construction of Liverpool Waters, a massive redevelopment of the historic docklands north of the city centre. [...] The Committee warned that if the project is implemented, Liverpool may entirely lose the outstanding universal value for which it was given World Heritage status."

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The reconstructcted bridge in 2004

A symbol of identity - Old Bridge Area of the Old City of Mostar, Bosnia and Herzegovina

Date of Inscription: 2005
Criteria: (vi)

The Turkish Bridge of Mostar, Croatia, built between 1556 and 1566, during the reign of Sultan Soliman the Magnificent (1494 - 1566) who was Ottoman Sultan from 1520 to 1566. The bridge was destroyed by the Croats on November 9, 1993.
Rebuilt 11 years later, this bridge became the symbol of reconciliation and human solidarity.

On July 23rd 2004 in Mostar, the reconstructed Old Bridge was inaugurated by the chairman of Bosnia and Herzegovina's tripartite presidency, Sulejman Tihic, and UNESCO Director-General Koïchiro Matsuura, representing the entire United Nations, in the presence of about ten heads of state and other top European political figures.

http://portal.unesco.org/en/ev.php-URL_ID=21743&URL_DO=DO_TOPIC&URL_SECTION=201.html

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Historic Centre of Rome, the Properties of the Holy See in that City Enjoying Extraterritorial Rights and San Paolo Fuori le Mura, Italy

Date of Inscription: 1980
Extension: 1990
Criteria: (i), (ii), (iii), (iv), (vi)

Mass tourism at the Trevi Fountain, Rome, Italy

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All stakeholders with their different interests have to be informed responsibly and adequately about and involved in the nomination process from the very beginning

Stakeholder interest and their involvement is needed to assure public responsibility

All stakeholders have to have the possibility to identify with the World Heritage Site beyond the Operational Guideline's ten criteria for outstanding universal value and beyond the concepts of authenticity and integrity

Conflicting interests need to be taken into account and reconciled with the agreement of local communities

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Thank you for your interest!

Prof. Dr. Marie-Theres Albert
albert@ina-fu.org

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