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## 5 Policies Regarding COMMUNICATION

The *World Heritage Convention* encourages States Parties to strengthen the appreciation of the public for World Heritage properties and to enhance their protection through educational and information programmes.

The presentation and interpretation of World Heritage sites should, as set out in the *Convention* text, increase people's awareness, understanding and appreciation of the need to preserve cultural and natural heritage, ensuring that future generations understand the values associated with this heritage and helping to increase stakeholders' participation in the protection and presentation of heritage.

The **Communication** theme includes policies related to education, awareness raising, interpretation and use of the World Heritage emblem.

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### 5.1 Education and awareness-raising

#### Operational Guidelines

##### **Paragraph 219**

"The World Heritage Committee encourages and supports the development of educational materials, activities and programmes."

#### Operational Guidelines

##### **Paragraph 217**

"States Parties are encouraged to raise awareness of the need to preserve World Heritage. In particular, they should ensure that World Heritage status is adequately marked and promoted on-site".

#### The Budapest Declaration on World Heritage

3. "(...)

e) [The World Heritage Committee will] promote World Heritage through communication, education, research, training and public awareness strategies."

#### WHC-11/18.GA/11 Future of the World Heritage Convention

[The General Assembly adopted the Vision and Action Plan by Resolution 18 GA 11; the paragraph refers to the report]

9. "(...) Conservation and communication are complementary tasks. For World Heritage, increased awareness and knowledge of World Heritage objectives can increase commitment to conserve, engage with and support cultural and natural heritage sites (...)."

#### Case Law

### Synthesis based on relevant Committee decisions

At site-level, the World Heritage Committee encourages States Parties to organize awareness-raising activities for local population and surrounding communities, to mobilize their active participation in heritage conservation and management (*based on Case law further to decisions on the State of Conservation*).<sup>1</sup>

## 5.2 Interpretation

### Operational Guidelines

#### Annex 5

"[World Heritage site] should consider visitor facilities that may include interpretation/explanation (signage, trails, notices or publications, guides); museum/exhibition devoted to the property, visitor or interpretation centre; and/or potential use of digital technologies."

### Case Law

### Synthesis based on relevant Committee decisions

The World Heritage Committee recommends to develop a comprehensive site presentation and interpretation programme for visitors (*based on Case law on decisions on the State of Conservation*).<sup>2</sup>

## 5.3 World Heritage emblem

### Operational Guidelines

#### Paragraph 267

"States Parties to the *Convention* should take all possible measures to prevent the use of the Emblem in their respective countries by any group or for any purpose not explicitly recognized by the Committee. States Parties are encouraged to make full use of national legislation including Trade Mark Laws".

### Operational Guidelines

#### Paragraph 264

"The Emblem (...) has fund-raising potential that can be used to enhance the marketing value of products with which it is associated. A balance is needed between the Emblem's use to further the aims of the *Convention* and optimize knowledge of the *Convention* worldwide and the need to prevent its abuse for inaccurate, inappropriate, and unauthorized commercial or other purposes."

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<sup>1</sup> See for example Decisions [36 COM 7B.17](#) , [36 COM 7B.61](#) , [36 COM 7B.64](#) .

<sup>2</sup> See for example Decisions [31 COM 7B.84](#) , [33 COM 7B.131](#) , [35 COM 7B.77](#) , [40 COM 7B.30](#) .

## **ANNEX I. List of documents and texts**

[OG Operational Guidelines for the Implementation of the World Heritage Convention \(WHC.19/01 - 10 July 2019\)](#)

[WHC-02/CONF.202/5 The Budapest Declaration on World Heritage](#)

[WHC-11/18.GA/11 Future of the World Heritage Convention](#)

[Decision 36 COM 7B.17](#)

[Decision 36 COM 7B.61](#)

[Decision 36 COM 7B.64](#)

[Decision 33 COM 7B.131](#)

[Decision 35 COM 7B.77](#)

[Decision 31 COM 7B.84](#)

[Decision 40 COM 7B.30](#)