

13th Session

Agenda item: D

**Securing Cultural World Heritage Sites
Promoting the Inclusion of Cultural World Heritage Sites from
Underrepresented Regions**

The United Nations Educational, Scientific and Cultural Organization General Conference,

Deeply concerned about the lack of promotion of the inclusion of Cultural World Heritage sites from underrepresented regions, and those that have not been recognized by the UNESCO,

Reaffirming the 1972 World Heritage Convention adopted by the UNESCO, guided by the purposes and principles contained in the proposed policies related to the Cultural World Heritage sites in underrepresented regions,

Stressing that the government municipalities of the Member States which consist the Cultural World Heritage sites of the underrepresented regions to cooperate in protecting and preserving the local Cultural World Heritage sites for all, without distinction of any kind,

Expecting the overall preservation, construction and maintenance of the Cultural World Heritage sites of the underrepresented regions with the collaboration and contribution of financial assistance from the existing mechanisms such as the European Union (EU), the United Nations Population Fund (UNFPA) and the World Monument Fund, while introducing new financial mechanism to maintain stability,

Taking into consideration that UNESCO held "Future Heritage Movement" in 2009, to educate young generation for the management of local Cultural Heritage sites and introduction of a new protocol related to Cultural World Heritage sites for the individuals into the United Nations Incheon Education 2030,

Aware that the presence of spaces that incentivise and motivate the registration of Cultural Heritage sites on the World Heritage List such as conference, museum, media, and all other spaces that allows people to express their value in the realm of Outstanding Universal Value and Implementation of Protection Policies presented in The Venice Charter 1964 is the very priority in promoting further inclusion of diverse cultures in the World Heritage List,

Alarmed and concerned about the value of the underrepresented regions, or that the fact registration is only accepted in the official languages of UNESCO is making it more difficult for those nations to include their sites,

Alarmed that underrepresented regions are suffering from the shortage of finances and infrastructures in underrepresented regions to begin tourism sectors on their own, even though culturally significant sites are applied to Cultural World Heritage Sites,

Stressing on the use of various forms of media including but not limited to social media, and traditional media, to promote the inclusion of Cultural World Heritage sites of the underrepresented regions,

1. *Requests* developed Member States of the European Union (EU) to adapt the mechanism of Hand-In-Hand, to provide financial assistance to strengthen the agreement of advancing inclusion of the Cultural World Heritage sites of underrepresented regions, regarding technological aid and improving awareness on social media platforms by:
 - a. Providing financial assistance in promoting underrepresented regions on social media platforms among the members of the European States;
 - b. Providing financial assistance in conducting campaigns to educate the public about the significance of the local Cultural World Heritage sites, this includes but is not limited to:
 - i. Conducting systematic maintenance strategies to preserve the value of the underrepresented Cultural World Heritage sites;
 - ii. Improving the mechanisms on strengthening the rules and regulations related to the preservation of Cultural World Heritage sites;
2. *Endorses* the implementation of Financial Inclusion for Cultural Heritage Sites (FICHS) with the collaboration of United Nations Population Fund (UNFPA) and the World Monument Fund in administering financial assistance to the government and their municipalities of the host country, to help them build their institutional and infrastructural capacities in order to preserve and maintain financial stability by:
 - a. Encouraging Member States to contribute to the mechanism to FICHS in relation to the preservation of Cultural Heritage Sites of conflicted areas;
 - b. Strongly encouraging Member States to contribute to the mechanism to FICHS in relation to the preservation of Cultural Heritage sites affected by natural disasters;
 - c. Providing financial aid and the necessary technological knowledge in order to supervise and manage the traditional and social media platforms, to promote the endangered and less unknown Cultural World Heritage sites;
 - d. Assisting in conducting social and traditional media campaigns to enhance knowledge on promotion for the tourism industry;
3. *Strongly encourages* Member States to adopt the introduction of the Map and Overview for Major Education (MOME) to emphasize educating new generation on the importance of preservation of Cultural World Heritage sites for individuals into the United Nations Incheon Education 2030 commitment by:
 - a. Requesting both local and private educational institutes to adapt the mechanism of the MOME on teaching material and syllabus;

- b. Including the history and the significance of the local Cultural World Heritage sites in textbooks;
 - c. Conducting campaigns and educational trips in relation to the local Cultural World Heritage sites to recollect the anecdotes and the significance of the cultural diversity;
- 4. *Requests* Member States to ensure that knowledge of Cultural World Heritage sites and their values are accessible for all members of the society including children as well as those who are not in school education by:
 - a. Suggesting that Member states reenact the "Future Heritage Movement" in the federations of associations of the UNESCO Member States, so that the younger generation will be more aware of the importance of World Heritage sites;
 - b. Supporting Member States to promote the Cultural Heritage sites education so that young people appreciate a unique nature of the Cultural Heritage sites;
- 5. *Encourages* intergovernmental and interorganizational coordination in expanding and sustaining existing regional educational programs related to heritage management in research institutions, while maintaining high input in education;
- 6. *Urges* Member States to simplify the registration process to make it easier for all Member States to include their sites on the World Heritage List by:
 - a. Making checklists for local people which make it less challenging to register for the World Heritage List;
 - b. Translating the application to local languages so that Member States that use languages other than United Nations official languages will be able to combat language barriers;
 - c. Supporting and work with governments or local communities of underrepresented regions in order to fulfill the criteria of registration for Cultural World Heritage sites in terms of finance, lectures, technical assistance, and experts by:
 - i. Sending representatives of UNESCO, Non-Governmental Organizations (NGOs) or other international communities in order to look for valuable sites that remain undiscovered and unmodified;
 - ii. Preserving the structures and buildings being in danger due to natural disasters natural and humanitarian disasters especially earthquakes and tsunamis with architectural technologies provided by developed countries;
- 7. *Encourages* Member States and the representative authorities of Cultural World Heritage sites to enlighten the underrepresented regions about the rights of protection and preservation policies related to registered Cultural World Heritage sites by:
 - a. Encouraging Member States to work with UNESCO to access the local municipalities of the host country to investigate the unidentified Cultural World Heritage sites;
 - b. Taking measures to implement the protection and preservation of the Cultural World Heritage sites of the underrepresented regions by sending experts and volunteer labors from UNESCO and Non-Governmental Organizations (NGOs) in order to promote maintenance of structures and buildings;

- c. Providing financial and infrastructure aid and technical equipment to the underrepresented regions in order to facilitate their legally identified Cultural World Heritage sites;
8. *Suggests* detailed schemes persuading underrepresented regions to register for Cultural World Heritage sites by:
 - a. Planning eco-friendly tourism so that all the natural and cultural resources may be preserved and can be shown to tourists as they are so they can see the benefits they can receive and they will be more active to nominate their sites;
 - b. Advertising the sites in underrepresented regions on social networking services in order to attract people from all over the world which is persuasive enough for local governments to be keen to accelerate tourism;
 - c. Providing learning opportunities supported by Non-Governmental Organizations (NGOs) and other international organizations especially UNESCO for local people to know about the values of the sites so that local people will know why they should preserve the sites and promote tourism;
9. *Endorses* the creation of the Cultural Heritage and Media Multi Platform System (CHAMMPS), a Program of Action in underrepresented regions with the purpose of raising awareness on the public regarding Cultural World Heritage sites by:
 - a. Encouraging improved interconnectedness between the youth and public and UNESCO using various forms of media;
 - b. Encouraging the inclusion of social media and traditional media platforms in the field of promotion of tourism industry, implemented jointly by UNESCO, its representatives and the United Nations Department of Public Information to encourage tourism industry;
 - c. Conducting investigation and monitoring of the social media platforms by appointing representative and expertise in the field of social media;
 - d. Updating the social and traditional media sites regularly to keep up with consistency in handling media platforms in promotion of Cultural World Heritage sites of underrepresented regions;
10. *Emphasizes* the existing Non-Governmental Organizations (NGOs) and the continuity of their efforts to better existing peace-building mechanisms with the WISLA framework (Working Internationally on Safety, Legislation and Awareness), including:
 - a. Advising Media companies in promoting the Cultural World Heritage sites of underrepresented regions and informing telecasting the issues faced by the less unknown Cultural World Heritage sites;
 - b. Monitoring intervention to prevent destruction caused in Cultural World Heritage sites due to conflict and natural disasters;
 - c. Assisting the financial condition with the help of European Union Trust Fund, African ASEAN, and creating a Coalition to encourage Non-Governmental Organizations (NGOs) by creating a platform that assembles the board of all Non-Governmental Organizations (NGOs) to discuss future strategies, possible concerns and investigation regarding Cultural World Heritage sites in underrepresented regions;

11. *Recommends* the Open Concerns Discussion (OCD) framework to provide a platform for an effective forum between leaders and representatives from the host countries of the Cultural World Heritage sites to cooperate on matters and issues which will also educate international community by;
 - a. Encouraging representation by Non-Governmental Organizations (NGOs) and communities related to the Cultural World Heritage sites of underrepresented regions for their needs such as financial, infrastructure and promotional aid with government officials of the country;
 - b. Offering opportunities to contribute the concerns and requests of the representatives of underrepresented regions to government officials, regarding the scarcities for the maintenance of the sites;
 - c. Promoting and enabling the environment for expansion, promotion and requesting financial assistance from developed Member States and World Heritage Funds for the maintenance of Cultural World Heritage sites;

12. *Suggests* introducing a manual called the Assistance Mechanism for the Underprivileged Regions (AMUR), intended as a tool for capacity-building for the effective management of heritage, and for World Heritage sites in particular to:
 - a. Strengthen the knowledge, abilities, skills and behavior of people with direct responsibilities for heritage conservation and management;
 - b. Improve institutional structures and processes through empowering decision-makers and policy-makers;
 - c. Introduce a dynamic relationship between heritage and its context that will lead to greater reciprocal benefits through an inclusive approach, such that outputs and outcomes follow on a sustainable basis.