



United Nations  
Educational, Scientific and  
Cultural Organization

# United Kingdom National Commission for UNESCO

## UK National Commission for UNESCO

Wider Value

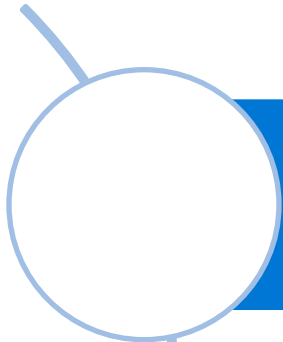
Helen Maclagan, Culture Director, the UK National Commission for UNESCO

[www.unesco.org.uk](http://www.unesco.org.uk)  
#UNESCOUK

# Introducing UNESCO

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## ABOUT UNESCO



**UNESCO:** Building peace in the minds of men and women

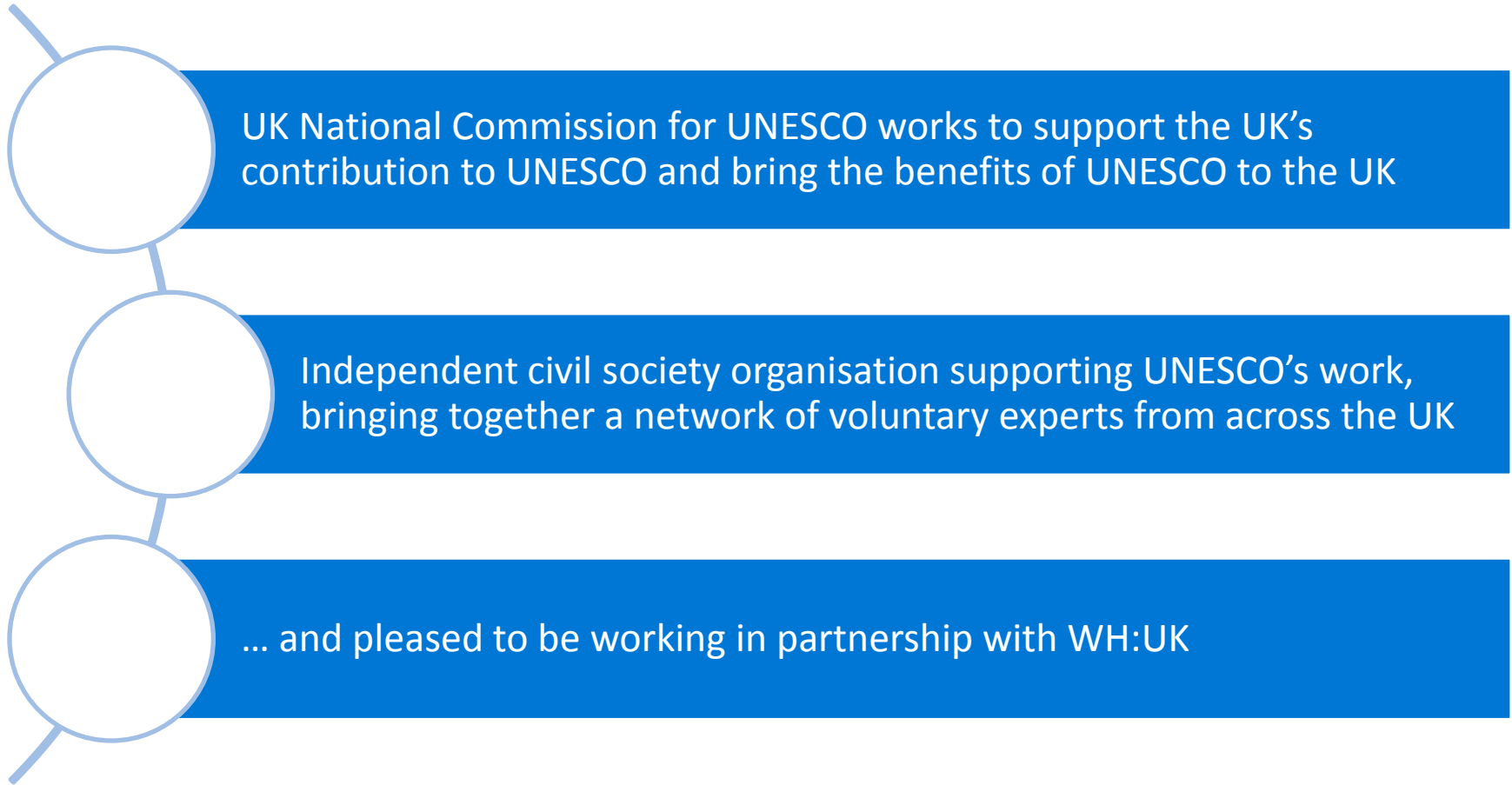


UN agency founded in 1945 to contribute to peace and security through international collaboration in **education, sciences, culture, and communication and information**

# Introducing the UK National Commission for UNESCO

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## ABOUT UKNC



# The UKNC has three main priorities

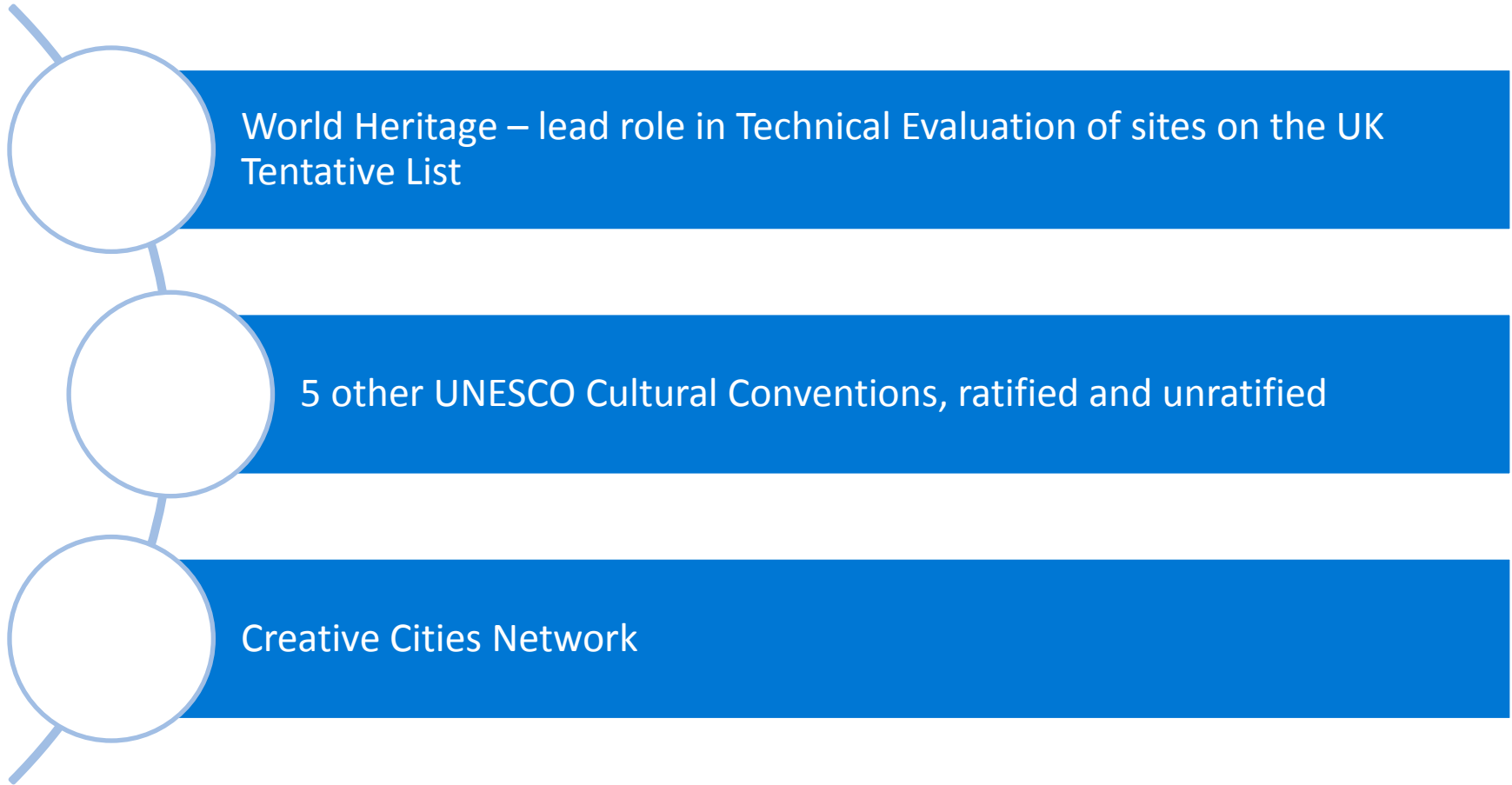
## WHAT WE DO



# Culture Portfolio

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## CULTURE



# Turning to Wider Value

## Then and now

Previous Approach

- Primarily **financial focused** but recognises the limitations of not capturing non-financial value – such as social and environmental benefits

New Approach

- Capture financial and wider information from UNESCO at '*unit-level*' in the UK, and relate the wider impact to Government priorities including Overseas Territories



# UNESCO in the UK

## What are the Units?

	Total number in UK
UNESCO Associated Schools Programme (ASPnet)	83
UNESCO Prizes & Patronage including L'Oreal-UNESCO For Women In Science award	35
Creative Cities	6
UNESCO Chairs/UNITWIN Networks	16
Biosphere Reserves	5
Global Geoparks	7
International Hydrological Programme and the UK water scientists who help inform the UK IHP's position and contribute to IHP's programmes	6
Intergovernmental Oceanographic Commission and the marine science bodies who help inform the UK IOC's position	24
UK-based archives with a collection or collections that have been inscribed on to the UK or International Memory of the World Register	37
<b>World Heritage Sites</b>	<b>28</b>
<b>TOTAL</b>	<b>247</b>

# Wider Value and WH:UK

## YOUR ROLE





# The Wider Value report has both an external and internal purpose.

## PURPOSE

### External

- Provide UK Government, UNESCO, and member states with evidence of value to UK
- Support UNESCO designations to evidence their value

### Internal

- Identify areas where UKNC can provide more targeted support to help designations extract maximum value from their UNESCO involvement
- Begin an ongoing process to evaluate, support and celebrate UK UNESCO designations

# The UK's World Heritage Sites are wonderfully diverse. How do you compare them or identify themes that are common to all?

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## CHALLENGES (1/4)

A thriving city



An inaccessible island



Many were thriving tourist destinations and of global acclaim prior to their inscription. How do you distinguish the value of the 'place' from the added value of its 'status'?

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## CHALLENGES (2/4)



# The UK already has a thriving heritage sector. What, if anything, is the value added of UNESCO's World Heritage community?

## CHALLENGES (3/4)



World Heritage means different things to different sites; some see it as a badge, other see it as an active network. What is the value to your site?

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## CHALLENGES (4/4)



## Next steps

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### Timeline

- March: fieldwork
- April: Analysis and reporting
- May: Development of draft
- End of May: Press release on financial figure
- June: Design of report and printing
- **July: Dissemination to designations**, press, Parliamentarians, UK Government

### Thanks and pleas...

- Thanks for your great help so far
- Please send back your forms
- Watch this space

## Challenges for discussion

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1. The UK's World Heritage Sites are wonderfully diverse. How do you compare them or identify themes that are common to all?

2. Many were thriving tourist destinations and of global acclaim prior to their inscription. How do you distinguish the value of the 'place' from the added value of its 'status'?

3. The UK already has a thriving heritage sector. What, if anything, is the value added of UNESCO's World Heritage community?

4. World Heritage means different things to different sites; some see it as a badge, other see it as an active network. What is the value to your site?



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