



Summary of the workshops and conference of the annual meeting of the European Network of World Heritage Associations and National Commissions for UNESCO

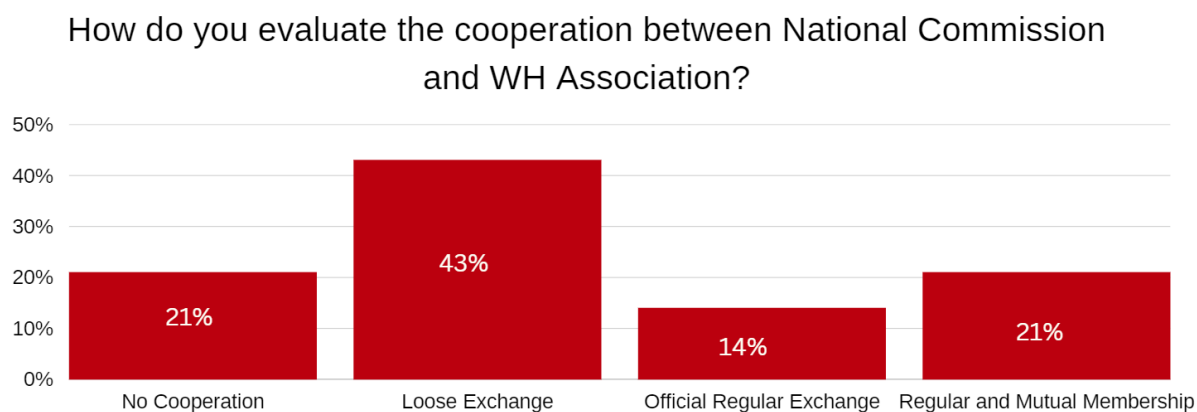
Results and discussion in the morning

The morning of **October 27th**, encompassed the following topics and tasks:

- Best practice presentations regarding the subject “cooperation between World Heritage (WH) Associations and National Commissions”
- Self-reflection and evaluating on Mentimeter.com
- Evaluating the perceived stage of cooperation with the aid of the country’s flag
- Workshop: Challenges, solutions, and wishes regarding cooperation

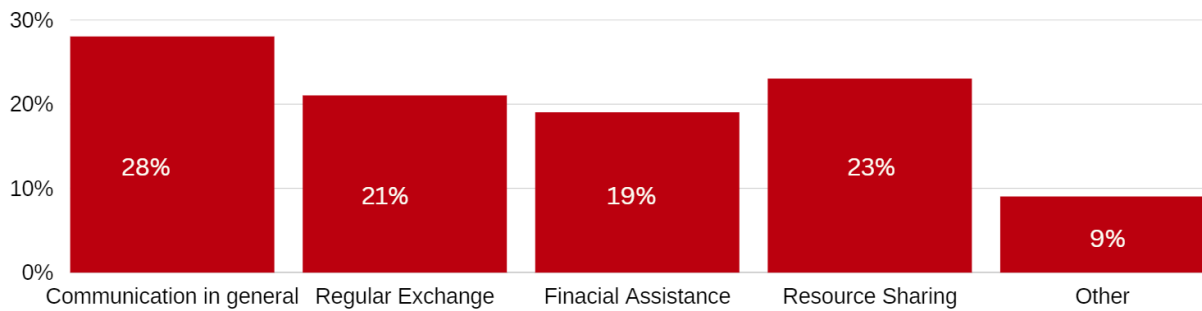
Results Mentimeter

Through the online tool [Mentimeter.com](https://www.mentimeter.com), everyone could evaluate anonymously their cooperation level and necessary adoptions or improvements that must be done. Every participant could choose several answers. The results are displayed below:



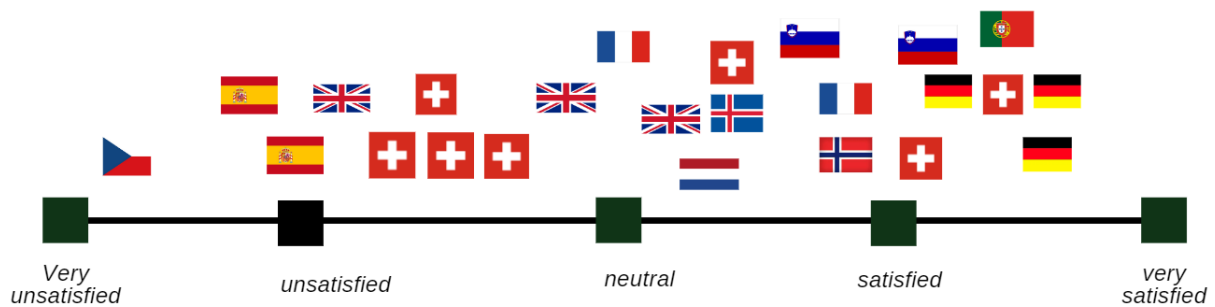


What could be improved / adopted?



Results of the Satisfaction Chart: Mark your satisfaction level regarding the cooperation in your country

The results of the evaluation of the satisfaction regarding the cooperation within a country between the National Commissions and the WH Associations are given below:





Workshop Cooperation

Challenges

Main challenges that were discussed during the workshops and during the plenary encompassed:



- **Funding** is primarily a challenge for the WH Associations. It is associated with a lack of manpower and resources.
 - **Governance**, which incorporates a clear role allocation, and task distribution.
 - The **common vision and strategy** as well as **communication**.
 - **Understanding** of the environment of the WH.
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- The increasing politicization of the WH, and the usage of the UNESCO-label which has been sometimes abused e.g., for marketing purposes. This is purely the responsibility of the National Commissions for UNESCO.
 - The “common language” is still a challenge, although there are many platforms: the WH should be accessible and communicated to everyone.



Solutions

Solutions that were discussed during the workshops and during the plenary included the following:



- The co-creation of common management – or/and action plan, encompassing a common vision and strategy, resource sharing, and funding.
 - A distinct role allocation: Who does what?
 - Frequent exchange on a national and international scale. E.g., the establishment of an international Forum/Platform (like the UK), and annual meetings.
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- Knowledge – sharing e.g., through a platform or special events/days e.g., the WH-Days in Germany/Switzerland. National Commissions could provide knowledge on WH. Generally, the education of all stakeholders should be promoted.
 - Involvement of all stakeholders e.g., joint projects
 - Better, more frequent internal and external communication



Wishes

Wishes that were presented during the workshops and during the plenary encompassed the following:



- More and more **frequent exchanges** on an international and national level.
 - The **involvement of all stakeholders** such as ministries, communes, WH properties, site managers, local population, tourism operators, schools and universities, WH Associations and National Commissions etc.
 - A **shared strategy** at a national level on WH between stakeholders including governance, management, communication, collaboration and promotion.
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- **Better international cooperation:** annual meetings, and mutual promotion.
 - Attain an equal mix of strong National Commissions and strong WH Associations.
 - **Synergies:** Create synergies with other networks and promote UNESCO beyond the WH: Biosphere reserves (MAB Programme), Global geoparks (PIGG Programm), Intangible Heritage (Convention on Intangible Cultural Heritage), Memories of the World, Category II centres, and UNESCO Chairs.



Summary



Implementation



Results and discussion in the afternoon

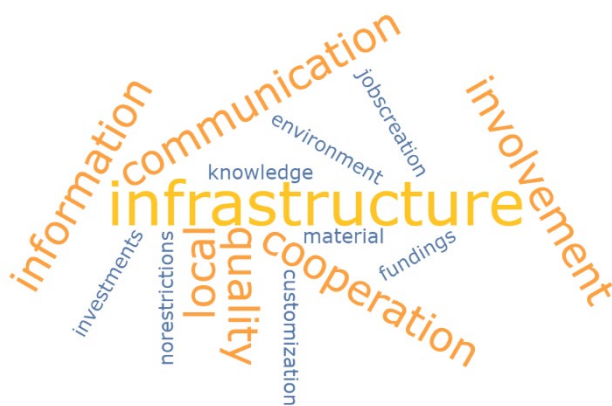
The afternoon of **October 27th**, encompassed the following topics and tasks:

- Best practice presentations regarding the subject “awareness raising”
- Workshop and roleplay: Challenges, solutions, and wishes regarding raising awareness in terms of tourism, community, ministries and schools
- Mentimeter and video of the Swiss National Commission for UNESCO.

Workshop Raising Awareness

During the workshop “raising awareness-”, a role-play was prepared, the following demands, challenges, and solutions were presented.

Demands:



- The demands mainly constituted financial aids incorporating **investments, funds, infrastructure, media or material**.
 - **Communication** and **information** provision were highlighted: frequent exchange, support and correct usage of the UNESCO-label.
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- **High-quality, local** products/services for visitors, customization and no restrictions for locals were demanded.
 - All stakeholders were demanded to be included.
 - **Cooperation** with stakeholders should be promoted.



Challenges



- Over- and under-tourism
- Costs/ investments and lack of funding/resources
- Loss of local culture and identity
- Authorizations
- Common vision, strategy

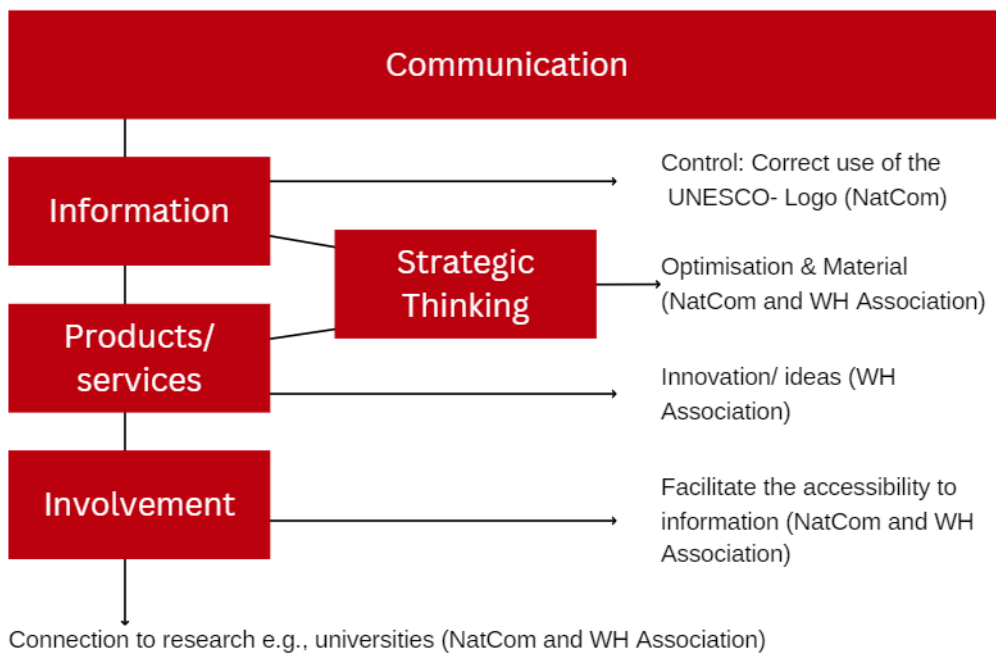
Solutions



- Correct and precise positioning within a destination/WH-property
 - Consultation
 - Steering group
 - workshops
 - **Regular exchange** among the stakeholders
 - Focus on **locality** and quality: local products, services and tourist experiences
 - Visitor management: avoid over-tourism
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- **Education** of all stakeholders and general population: facilitate accessibility through “common language”.
 - **Optimisation** of the communication to all stakeholders (ministries, universities, site managers, communes etc.) and material (educational material, information provision, promotion)



Plenary / Summary





Results Mentimeter: What will you take with you from the Conference?



More information on the WH-properties in Switzerland at www.ourheritage.ch
More information about the Swiss Commission for UNESCO at www.unesco.ch