

# **COOPERATIVE PROJECT**

**Annex to MoU between NWHF and WHITRAP (2009)**

**Between**

**Nordic World Heritage Foundation (hereinafter NWHF),  
Here by represented by its Director, Ms. Anne-Kristin ENDRESEN**

**And**

**World Heritage Institute of Training and Research  
in Asia and the Pacific Region(hereinafter WHITRAP),  
Hereby represented by its Director, Mr. JianZHOU**



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### **1. Objectives**

This cooperative project is developed under the framework of the Memorandum of Understanding between NWHF and WHITRAP (2009), which was reviewed and still deemed of relevance. It proposes concrete cooperation regarding World Heritage (sub-) regional capacity building strategies and sustainable tourism between the two parties by:

*Recalling* the request and methodology of developing regional capacity building strategies and implementation plans in the *World Heritage Capacity Building Strategy (WHC-11/35.COM/9B)*, which encourages category II centers to take a leading role in the above mentioned actions;

*Further recalling* the World Heritage Committee decision (34COM) on strengthening the link between World Heritage and sustainable tourism.

Taking into account NWHF and WHITRAP as established category II centers under the auspices of UNESCO, which aim to support the States Parties with their implementation of the World Heritage Convention and to contribute to emerging priorities of the World Heritage Committee within their own mandates and capacity, this cooperative project aims to:

- draw upon the network and experience of both parties to develop pragmatic regional capacity building strategies, building on the results from the different regional Periodic Reports of Africa and Asia-Pacific. The Nordic-Baltic region could use the outcomes and lessons learned for its regional capacity building strategy.
- create efficient alliances of, and communication between professionals, organizations and institutes for the consultation and implementation of World Heritage regional capacity building strategies; WHITRAP seeks to learn from experiences from the Nordic-Baltic region in this.
- share information and best practice regarding the challenges and opportunities of heritage-based tourism development in a regional context, and contribute to the World Heritage and Sustainable Tourism Programme.

The parties agree to implement, to the best of their ability and within the limits of the available resources, the activities according to the terms outlined below.

## **2. Methods**

The cooperation on the regional capacity building strategies and implementation plans for the Nordic-Baltic region as well as the Asia-Pacific region shall follow the methodology suggested in the *World Heritage Capacity Building Strategy* (WHC-11/35.COM/9B). It requests a participatory approach in both information collection and programme design. In order to better comprehend the needs of various stakeholders and to complement existing capacity building programmes in the Nordic-Baltic region as well as the Asia-Pacific region, in addition to baseline information from the Periodic Reporting exercise, other surveys, questionnaires and consultation meetings could be jointly developed. A Results Based Programming, Management and Monitoring (RBM) approach shall be applied in the cooperative project through the means of the following joint activities.

## **3. Joint Activities**

NWHF and WHITRAP shall cooperate in the compilation, development, implementation and evaluation of regional capacity building strategies and implementation plans for the Nordic-Baltic region as well as the Asia-Pacific region. The cooperation shall be based on the needs and opportunities as identified as part of the World Heritage Periodic Reporting in both regions.

The cooperation on sustainable tourism shall draw upon the experience and resources of both parties, in response to the development of the World Heritage and Sustainable Tourism programme. The collaboration may be enhanced by inclusion of other international, regional, national, and local partners as agreed for specific activities. In particular the following joint activities will be pursued:

- organize information and consultation meetings, whenever necessary, to identify additional needs in the two sub-regions and to coordinate interventions in the process of implementation;
- provide guidance and technical assistance to the development of sub-regional capacitybuilding strategies, making use of baseline information gathered during the second cycle of the Periodic Reporting exercise;
- support the implementation plans and follow-up actions related to sub-regional capacitybuilding strategies, specifically aiming to increase the engagement of local communities in the process of World Heritage protection, conservation and management;
- develop comparative case studies on heritage-based tourism development, to identify specific challenges and potentials in the regional context;
- participate and jointly organize seminars and workshops in relation to World Heritage and sustainable tourism, and to disseminate research outcomes; in particular, to jointly organize an international expert workshop on the Implementation of the World Heritage and Sustainable Tourism Programme (WHSTP) in the two regions, in close collaboration with the World Heritage Centre and the Advisory Bodies in Spring 2014. This workshop should include multi-stakeholder groups, such as local community representatives, national government officials, private sector groups, and NGOs;
- conduct training activities to improve the capacity of professionals, institutions and other actors involved in the management and sustainable development of heritage sites in the region; in particular, to jointly execute a training workshop on the revision of the Tentative List of Myanmar, with the aim to prepare the ground for Myanmar's next nominations to the World Heritage List;
- create and maintain networks of professionals, institutes and organizations on capacity-building and tourism development, in particular keeping in mind that the African World Heritage Fund (AWHF) is currently engaged in the implementation of the Action Plan from the Second Periodic Report in Africa. In the mid-term (2016/2017) an evaluation exercise should be organized to draw conclusions and lessons for discussion and dissemination at the international level.

#### 4. Timeline and Outcomes

##### Anticipated Outcomes

- 1) Draw upon the network and experience of both parties to develop pragmatic regional capacity building strategies, building on the results from the different regional Periodic Reports of Africa and Asia-Pacific. The Nordic-Baltic region could use the outcomes and lessons learned for its regional capacity building strategy.

<i>Timeline</i>	<i>Performance indicators</i>	<i>Benchmarks</i>	<i>Responsible party</i>
2013	Draft of capacity building strategy and associated programmes for Asia and the Pacific region finalized	sub-regional consultation surveys concluded	WHITRAP, in collaboration with UNESCO FOs and NATCOMs.
2013	Pre-analysis of Northern and Western Europe Sub-regions concluded	Presented at the 19 <sup>th</sup> General Assembly of States Parties	WHC in close consultation with NWHF
2014	A regional capacity building strategy and its associated programmes submitted	Report discussed and approved at the 38 <sup>th</sup> World Heritage Committee	WHC in close consultation with WHITRAP
2014	Conducting Nordic-Baltic analysis and preparing draft of sub-regional report	sub-regional consultations concluded	NWHF, in collaboration with WHC and States Parties.
2015	Number of regional networks of capacity building strengthened and effective communication developed	At least one, preferably in the Pacific (Pacific Heritage Hub), and communication and reporting integrated in WHITRAP's website and Newsletter	WHITRAP, in cooperation with States Parties in the sub-region.
2015	Periodic Report with Action Plan(s) for Europe prepared	Discussed and adopted by the World Heritage Committee at 39 <sup>th</sup> Session	WHC, in collaboration with NWHF and States Parties.

- 2) Create efficient alliances of, and communication between professionals, organizations and institutes for the consultation and implementation of World Heritage regional capacity building strategies; WHITRAP seeks to learn from experiences from the Nordic-Baltic region in this.

<i>Timeline</i>	<i>Performance indicators</i>	<i>Benchmarks</i>	<i>Responsible party</i>
2013	Professional network, in particular for site managers explored	networks identified based on sub-regions and distribution of World Heritage Sites	WHITRAP, in cooperation with UNESCO FOs and States Parties
2014	Formalize networks where needed and wanted	Selection of 2 out of 5 sub-regions	WHITRAP, in cooperation with UNESCO FOs and States Parties
2015	Steering Team of 5 representatives of the sub-regions established	first network meeting of all sub-regions organized	WHITRAP, in cooperation with UNESCO BKK and States Parties
2013-2015	Consolidation of existing site-managers network	Continued involvement and input in the Periodic Reporting exercise	States Parties in cooperation with NWHF

- 3) Share information and best practice regarding the challenges and opportunities of heritage-based tourism development in a regional context, and contribute to the World Heritage and Sustainable Tourism Programme.

<i>Timeline</i>	<i>Performance indicators</i>	<i>Benchmarks</i>	<i>Responsible party</i>
2013	A joint research framework for sustainable tourism explored	Research framework drafted	WHITRAP/ NWHF
2014	Analytical framework developed	Analytical framework approved by WHC	WHITRAP/ NWHF

		and Advisory Bodies	
2015	Strategy Framework with Guidelines developed	symposium organized at the international level	WHC

### 5. Effective Date and Duration

The cooperation project shall come into force upon signature of the parties and will be effective for a period of three years from the date of signature, with the understanding that it may be terminated by the appropriate authorities of either party giving three (3) months notice to the other party, in writing, unless an earlier termination date is mutually agreed upon. It will automatically be renewed for successive additional periods of three years unless either party advises in writing the other at least three (3) months prior to the expiration of the particular term of its intention not to renew.

It is understood that the cooperation shall be carried out on a non-exclusive basis, and shall take into account the mandates and decisions of the respective Governing Bodies and the rules and operating conditions of each party.

### 6. Signatures

Signed on 23 May 2013 in Shanghai,



Ms. Anne-Kristin ENDRESEN  
Director  
Nordic World Heritage Foundation



Mr. Jian ZHOU  
Director  
World Heritage Institute of Training and  
Research for the Asia and the Pacific  
Region