UK National Commission for UNESCO

Wider Value

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

www.unesco.org.uk
#UNESCOUK
Introducing UNESCO

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

ABOUT UKNC

UK National Commission for UNESCO works to support the UK’s contribution to UNESCO and bring the benefits of UNESCO to the UK

Independent civil society organisation supporting UNESCO’s work, bringing together a network of voluntary experts from across the UK

... and pleased to be working in partnership with WH:UK
The UKNC has three main priorities

**WHAT WE DO**

- We provide expert policy advice to UK Government and to UNESCO that is centred around reform and effectiveness at UNESCO.
- We link UNESCO and the UK Government to the UK’s educational, academic, scientific and artistic community.
- We help organisations in the UK access and become affiliated to UNESCO.
Culture Portfolio

CULTURE

World Heritage – lead role in Technical Evaluation of sites on the UK Tentative List

5 other UNESCO Cultural Conventions, ratified and unratiﬁed

Creative Cities Network
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
### What are the Units?

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

YOUR ROLE

[Image of a telephone, a calculator, and files labeled 'Applications' and 'Grants']
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?

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’?

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?
Next steps

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

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?
Helen Maclagan

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