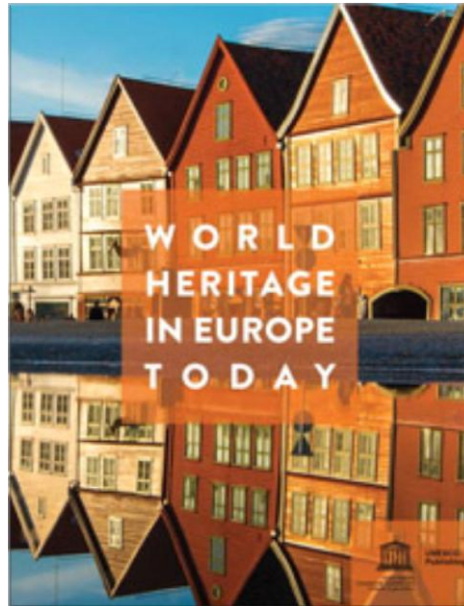


Communicating World Heritage through the Helsinki Action Plan



Part B: Effective Management of World Heritage Properties

Reinforcement of interdisciplinary skillsets for Site Managers

Objective: Reinforcement of Site Managers' technical, managerial and advocacy skills

- Action 21: Establish capacity-building systems for Site Managers
- Action 22: Reinforce and/or create networks of Site Managers (national or thematic)
- Action 23: Twinning/mentoring at sub-regional, regional and/or inter-regional levels
- Action 24: Research and knowledge exchange at sub-regional and/or regional level on common threats to the OUV of properties (i.e. by type of property)

Objective: Adaptation of the role of the Site Manager to a fast-changing environment

- Action 25: States Parties to review and update the roles and responsibilities of Site Managers ('Terms of Reference'/'Job description') on the basis of general guidelines proposed by the World Heritage Centre and the Advisory Bodies

Part C: Increased Awareness of the World Heritage Convention

Objective: Harnessing benefits of heritage for society through informed decision-making

- Action 26: Heritage practitioners and communities advocate to increase understanding of key concepts and processes of the World Heritage Convention by the decision makers at national and regional level

Objective: World Heritage properties that are well cared for by the community and where the community advocates for their heritage

- Action 27: World Heritage professionals to: identify and engage communities (identity mapping); and empower those communities through the formalisation of continuous participatory processes in the management systems

Objective: Reliable and clear information on World Heritage is easily and widely available

- Action 28: Disseminate relevant and credible information on World Heritage

Objective: Management Plans communicated to the communities

- Action 29: Prepare and distribute concise and understandable leaflets on management plans and/or systems

Objective: Sustainability of educational programmes on heritage ensured

Action 30: Educate and inform younger generations about heritage, notably through:

- using the World Heritage in Young Hands Kit;
- encouraging the organisation of World Heritage Youth Forums;
- enhancing the position of heritage in national education programmes;
- organising school projects and school days on World Heritage

Objective: World Heritage Centre's website maintained and updated with contributions from the States Parties

- Action 32: Maintain the World Heritage Centre website according to the needs of users
- Action 33: Fund the updates of information tools available on the World Heritage website (e.g. the State of Conservation database, Periodic Reporting platform, presentation of good practice examples, data exchange with other inter/national databases etc.)
- Action 34: Contribute content to the World Heritage Centre website (e.g. with good practice examples, illustrative material, updated weblinks regarding properties, State Party report on state of conservation, management plans etc)