

GERMANY 2015  
39TH SESSION OF THE WORLD HERITAGE COMMITTEE  
39E SESSION DU COMITE DU PATRIMOINE MONDIAL  
ALLEMAGNE 2015

# A WORLD HERITAGE COMMITTEE SESSION

Experiences, Practices and Recommendations  
from the 39th Session in 2015

# Index

## 3 Introduction

## 4 Glossary

## 5 39 COM at a Glance

- 6 Facts & Figures
- 10 Organisers
- 11 Participants
- 12 Partners

## 14 Organising the Committee Session

- 15 Project Management
- 21 Sustainability
- 23 Communication
- 38 Registration
- 42 Security
- 43 Accommodation

- 45 Transport
- 49 Conference Venue
- 53 Catering
- 55 Local Staff
- 59 Interpretation
- 61 Side Events
- 67 Exhibitions
- 71 Excursions
- 73 Opening and Closing Ceremonies
- 75 Miscellaneous

## 77 Evaluating the Committee Session

- 78 Evaluation
- 79 39 COM Review

## 80 Annex

## 81 Publishing Information

# Introduction

It has been a great honour and pleasure for us to be one of the organisers of the 39th session of the World Heritage Committee.

In close cooperation with the World Heritage Centre and the Federal Foreign Office, we worked hard to make the 39th session not only an organisational success but also to provide a professional environment for the Committee while respecting current standards of sustainable event management.

We were responsible for the overall logistical framework – from the venue, registration and transport to side events and exhibitions – the opening and closing ceremonies as well as public relations. Therefore, this manual is focused on the organisational and logistical aspects of a World Heritage Committee session.

The aim of this manual is to share the experiences, highlight lessons learned and provide recommendations that can be useful for the future organisation of Committee sessions. Thus, it is a contribution to establishing a knowledge transfer from one session to the next, between one organiser and the next one in order to provide – at a long term basis – optimal working conditions for the Committee itself.

This manual is conceived in three parts: 1) The 39th Session, 2) Organising a Committee session and 3) Evaluating a Committee session. This structure supports organisers – be it in the host country or at the World Heritage Centre – to easily and quickly find relevant information on specific aspects of the organisational process. Recurring elements – see next page – help to guide through the approach applied during the 39th sessions, specific recommendations, checklists or facts & figures. The annex provides some sample documents for inspiration.

We hope that this manual will serve as a practical reference to future organisers!

Anna Steinkamp  
Head, Task Force “World Heritage Committee 2015”  
German Commission for UNESCO



# Glossary

This glossary is the key to the manual. You will find the following icons throughout the manual. They should help to easily and quickly identify the for you relevant content. Happy Reading!



Indicates the model, practice or approach that has been applied for the 39th session of the World Heritage Committee (39 COM)



Checkbox



Tip or Recommendation



Information



Contact



Link



Indicates when the aspect is covered in the Statement of Requirement (SoR)



Indicates when a practise has not been beneficial



Indicates a “green”, sustainable, eco-friendly solution or approach



Young Experts Forum



# The 39 COM at a Glance

This first chapter contains the facts and figures of the 39th session of the World Heritage Committee, held from 28 June to 8 July 2015 in Bonn. It highlights the complexity and multiple dimensions of a World Heritage Committee session. It should allow the reader to get a first idea of what it means to host a committee session.

How many people attended the session? What was the structure of the audience? Besides the plenary session, how many side events and exhibitions took place? These and a lot more figures are presented here.

Finally, this chapter presents the three organising institutions as well as the partner organisations that helped to make the session a success. Who are they and how long did it take them to prepare the session?

Get an impression about the multi-faceted 39th session of the World Heritage Committee!



## Preparations

5

**TEAM MEMBERS**  
at the Task Force

months of  
**PREPARATION**

9

11

meetings of the  
**STEERING  
COMMITTEE**

2

site visits of  
**WHC**  
STAFF MEMBERS

6

PARTNER  
ORGANISATIONS

38

**TEAM  
MEETINGS**

## The Session

**2665**

**PARTICIPANTS**  
IN TOTAL

**6**

**HOSTESSES**

**11**

**DAYS** of  
**SESSION**

**12**

**STAFF MEMBERS**  
of the  
agency lab concepts

**50**

**VOLUNTEERS**

**12**

**STAFF MEMBERS** of the  
German Commission  
for **UNESCO**

**10**

**STAFF MEMBERS**  
of the  
Federal Foreign Office

**45+**  
**STAFF MEMBERS**  
of the  
**WHC**

**250,000**  
**PRINTED PAGES**

**60**  
**SIDE EVENTS**

**195**  
GALLONS of  
**WATER**

**10**  
**EXHIBITIONS**

**33,000**  
CUPS of **COFFEE**

## Outreach

59

BLOG POSTS

COUNTLESS  
**TWEETS**

#39whcbonn

630

FACEBOOK  
FOLLOWERS

20

PRESS  
RELEASES

198,845

WEBSITE  
clicks

MORE THAN

2,300

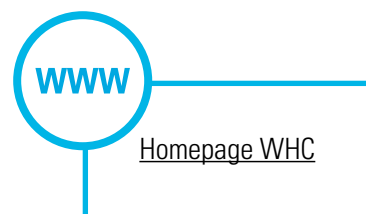
NEWSPAPER ARTICLES



# Organisers

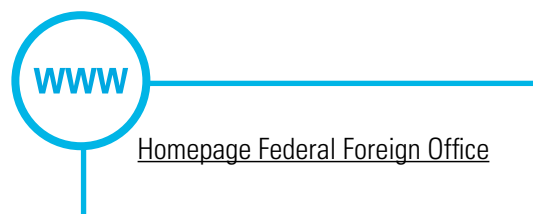
## The World Heritage Centre

As the Secretariat to the World Heritage Convention, the World Heritage Centre is the focal point and coordinator within UNESCO for all matters related to World Heritage. It is responsible for all statutory and policy matters of the sessions of the World Heritage Committee, provides advice to States Parties regarding the preparation of nominations to the World Heritage List, organises international assistance from the World Heritage Fund, and coordinates both the reporting on the state of conservation of sites and the emergency action undertaken when a site is threatened.



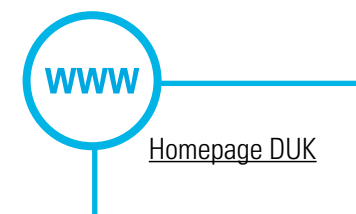
## Federal Foreign Office

With headquarters in Berlin and a network of 229 missions abroad, the Federal Foreign Office maintains Germany's relations with other countries and international as well as supra-national organisations. Along with political and economic relations, cultural relations is one of the three cornerstones of German foreign policy. The federal Foreign Office contributes through Germany's membership to the achievements of UNESCO e.g. by financing, co-organising and chairing the 39th session of the World Heritage Committee in Bonn.



## The German Commission for UNESCO

The German Commission for UNESCO is one of 199 National Commissions established under Article VII of the UNESCO Constitution. It acts as an intermediary of Germany's cultural relations and education policy, and is funded by the Federal Foreign Office. It provides advice and liaison for all public stakeholders in Germany on UNESCO issues as well as on other issues of multilateral policy in education, culture and science. The German Commission for UNESCO was responsible for all organisational, logistical matters and public relations of the 39th session.



## Participants

### BY GROUP

Advisory Body ICCROM.....	5
Advisory Body ICOMOS.....	25
Advisory Body IUCN.....	21
Media / Press.....	181
NGOs/IGOs invited by DG.....	5
NGOs/IGOs invited by DIR/WHC.....	51
Observer (State Party non-member of the WH Committee).....	754
Other Individual Observers.....	332
States Members of the Committee.....	432
UNESCO Secretariat.....	104
<b>TOTAL.....</b>	<b>1,910</b>

### BY GENDER

Mr.....	1,191
Ms.....	703
N/A.....	16
<b>TOTAL.....</b>	<b>1,910</b>

### OTHER

German Observers.....	71
Young Experts.....	28
Events' Organisers & External Attendees.....	225
Organisers.....	18
Local Staff.....	99
Service Providers.....	305
N/A.....	9
<b>TOTAL.....</b>	<b>1,910</b>

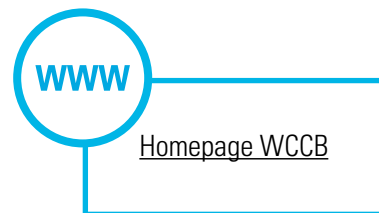
**IN THE GRAND  
TOTAL 2,665 PEOPLE  
CONTRIBUTED TO  
MAKING THE 39TH  
SESSION OF THE WORLD  
HERITAGE COMMITTEE  
A GREAT SUCCESS**

	36 COM	37 COM	38 COM	39 COM
<b>States (Observers and Committee)</b>	110	104	134	127
<b>Participants</b>	1,279	2,184	1,158	1,910

## Partners

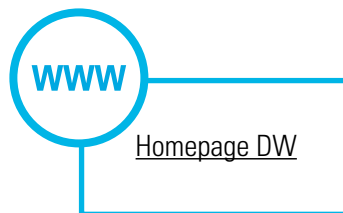
### World Conference Center Bonn (WCCB)

The conference venue WCCB of the 39th session is a historic, unique location and today listed as protected monument: From 1992 to 1999, the building served as the plenary chamber of the German parliament (Bundestag) where the representatives met until Berlin became the new federal capital. Today, the WCCB provides a modern venue offering a complete service for all types of events.



### Deutsche Welle

Deutsche Welle (DW) is Germany's international broadcaster and was the official media partner of the 39th session. Deutsche Welle produces and provides media services throughout the world with TV, radio and online content. At the session, participants could enjoy DW's multimedia project „Wonders of World Heritage“, along with the exclusively produced film trailer.



### City of Bonn

The former capital of Germany, the City of Bonn, is home to six federal ministries and a number of national authorities. It is also the second official residency of the President and the Chancellor of Germany. The city has become a centre of international cooperation and Germany's United Nations city hosting several UN agencies and numerous international conferences. The City of Bonn cooperated with the organisers for the session's public relations work, public transportation and the cultural programme.



### Bonn Tourismus und Congress GmbH (T&C)

Bonn Tourismus und Congress GmbH (T&C) was founded in 1996 with the mission to strengthen tourism in Bonn and its region. It provides tourist services and support for conferences, congresses and events as well as agency and booking services. T&C supported the 39th session as central accommodation service, and also as point of contact for all participants regarding external meeting room bookings, local transport as well as for touristic advice.



### lab concepts

The event agency lab concepts – with its branches in Bonn and Berlin – specialises in the design and implementation of events in the fields of education, culture, politics, economy and society. lab concept has many years of experience in sustainable event management and supported the organisers in the logistical planning and implementation of the session.



### better nau

The communications agency better nau was founded in 2015. better nau offers strategic consultancy in media and public relations work as well as media training. The agency supported the 39th session's public relations and press work. It served as contact point for press and media representatives during the session.





# Organising the Committee Session

Based on the facts and figures of the 39th session, this second chapter looks more into detail and behind the scenes.

Of course, there is not one-fit-all approach when organising a Committee session. There is always the local dimension, geographical situation, political circumstances as well as the cultural particularities of each host country that make every Committee session unique.

Nevertheless, there are recurring elements within the organisational process that are addressed in the sixteen sections in this chapter.

Starting with the basics – setting a solid project management structure – and ending with section on local staff, side events and exhibitions, this chapter is the heart of the manual. It should be both a practical guide and a source of inspiration for future organisers. Also, lessons learned and suggestions of what could be done better in a next session are mentioned in order to allow for improvement and learning.

Find out about the approaches and models applied during the 39th sessions, their pros and cons as well as recommendations for future organisers!





# Project Management

SoR

A solid project management is crucial for a professional organisation and a successful run of the Committee session. This means having sufficient time for preparation, a diverse team with the needed competences and partners that support and complement the process. Moreover, it also includes using the right management tools, having an in-depth understanding both of UNESCO processes and the host country.

The organisation of a World Heritage Committee session is more complex than other conferences due to its statutory character and length, the increased

visibility and interest in it as well as the high number of participants. Thus, this very first section explains the project management set up of the 39 COM. The “Who is Who” is presented, project management tools are explained and the financial aspects of the organisation are addressed.

This chapter should help future organisers to become aware of the administrative preparation, possible team size, and the needed support of external service providers and raise awareness of the different stakeholder systems in this project.

## How to get started

The modalities of the cooperation between UNESCO and the host country on the occasion of a World Heritage Committee session are defined by a Host Country Agreement after negotiation processes. This agreement with a binding legal character is accompanied by the so-called “Statement of Requirements” (SoR), which defines respective responsibilities and details about the set-up of the Committee session (e.g. with regard to local staff, venue requirements, technical needs).





Invest sufficient time in negotiating and drafting the SoR. If details are well and clearly enough defined at the outset, it eases the organisational process at a later stage and helps to guide you through the process.

**A MINIMUM OF 12 MONTHS AND 7 FULL TIME JOBS AT THE HOST COUNTRY LEVEL ARE NEEDED TO THOROUGHLY ORGANISE A COMMITTEE SESSION**



Remember that WHC is organising the Committee session every year! Do not hesitate to ask them for their advice and expertise so that your collaboration with WHC becomes more fruitful.

## Responsibilities

### HOST COUNTRY

- chairs the session
- finances the session
- provides the logistical infrastructure incl. transfers, accommodation, venue, catering, local staff, security measures
- registers participants (in collaboration with UNESCO)
- manages public relations (in collaboration with UNESCO)
- organises the Young Experts Forum/ Youth Forum
- organises cultural programme incl. opening and closing ceremony, side events, exhibitions, Young Experts Forum, excursions

### UNESCO/WHC

- is responsible for all statutory aspects of the session
- sends out invitations
- sets the agenda
- prepares all working documents
- registers participants (in collaboration with the host country)
- manages public relations (in collaboration with the host country)
- organises interpretation for the session

## GENERAL INFORMATION DOCUMENT

One of the first tasks requested by UNESCO is to draft the “[General Information Document](#)” (GID). This document provides important information concerning registration, compulsory visas, travel advice, recommended hotels, site transfers and tourist information. Drafting the GID helps to get the logistical basics clear at a very early stage. It is also the first opportunity to widely communicate your contact details, website and deadlines to the Committee members.

## Human resources

Besides the WHC team, a local team in the host country is needed to fulfil the manifold and time-intensive tasks.



The host country contributes financially to strengthening the human resources at the World Heritage Centre for managing tasks directly related to the Committee session (e.g. drafting of working documents and web management).



For the 39 COM, the host country, here the Federal Foreign Office as leading ministry for all federal foreign policies and multilateral cooperation in Germany, partnered with the National German Commission for UNESCO to organise the Committee session. The German Commission for UNESCO took over all operational tasks of the host country's responsibilities as well as public relations, in close consultation with the Federal Foreign Office. For this purpose a proper task force "World Heritage Committee 2015" was established. Moreover, the German Commission for UNESCO commissioned an agency – lab concepts – that organised the logistical and technical aspects.

## UNESCO/WHC

Germany created a steering committee to organise the 39 COM. It consisted of representatives of the Federal Foreign Office and the Permanent Delegation of Germany to UNESCO, the task force of the German Commission for UNESCO, the agency, the co-organiser of the Young Expert Forum – the Land Rhineland-Palatine – as well as the National Focal Points for World Heritage in Germany. The steering committee was in charge of aligning the activities – content and organisational-wise – and of ensuring a coherent performance of the host country.

**"PERFECT ORGANISATION! THERE WAS ALWAYS A HELPING HAND. NICE ROOMS AND PERFECT INFRASTRUCTURE."**

Event Attendee

**"THE HOSTS PREPARED A VERY WELL ORGANIZED AND EFFICIENT COMMITTEE SESSION. ANY COMPLAINTS I MAY HAVE ARE MINOR ONES."**

Observer State Party

## Specific Tasks for 39 COM

### FEDERAL FOREIGN OFFICE

- fills the 39 COM presidency with life
- advises on designing the 39 COM and the framework programme
- liaises with UNESCO, Committee members etc.
- facilitates visa procedures for 39 COM participants

### GERMAN COMMISSION FOR UNESCO

- ensures the overall coordination among all stakeholders
- designs, leads and implements the infrastructural set-up of the session according to the SoR and the presidency's objectives
- organises the Young Experts Forum/Youth Forum
- designs and implements a communication strategy
- manages contact with participants
- commissions and monitors the agency
- evaluates and monitors the project

## Task Force

**2 pax full  
time  
= 14 months**

**2 pax full  
time  
= 12 months**

**1 pax full  
time  
= 10 months**



+ 2 full time staff for the organisation of the Young Experts Forum/Youth Forum

**“PROGRAMME VERY WELL STRUCTURED AND  
TRANSPARENT, EVERYTHING WELL ORGANIZED  
AND ALWAYS SOMEONE TO ASK.”**

Other Observer



## AGENCY LAB CONCEPTS

- sets up the online registration tool
- sets up the website and provides technical support
- designs the corporate identity
- organises the onsite registration
- manages travel arrangements
- provides further logistical support e.g. for side events, printings, local staff



Defining clear responsibilities and tasks makes the organisation process not only easier for your team members but also for all stakeholders involved. Provide an organigram to the WHC and other partners to communicate your organisational structure also externally.

**“J’AI APPRECIÉ L’ORGANISATION DE LA SESSION ET L’ACCUEIL CHALEUREUX DES ALLEMANDS.”**

Committee Member

**SEE SECTION “LOCAL STAFF” FOR THE ADDITIONAL HR NEEDS DURING THE 10 DAYS OF THE COMMITTEE SESSION**



## Monitoring Mechanisms

In order to ensure a coherent, time- and result-effective project management regular monitoring and communication among the different stakeholders is highly recommendable.

The 39 COM task force met once a week for a team meeting of up to 2-3 hours to report and discuss the milestones, general lines of the project development and to-dos of the week. Hence, every team member was aware of the bigger picture and was able to contextualise and adapt accordingly.

Once a month, the task force met with the agency to oversee the open tasks and take quick decisions if necessary.

Also the steering committee met once a month.

## MILESTONE PLANNING

Developing a milestone plan for the entire organisational process at the very beginning of the project helps to think through the project in good time. It also represents a monitoring tool in more turbulent times and enables you to check whether every element of the project is on the right track.



Providing the infrastructural set-up makes you the first contact point for questions of the participants. Provide a contact email address for general questions and enough time of the team to answer the high number of requests and demands. It can be very time consuming.



The online-based management tool that was chosen to support the task force and the agency to overcome distances among the geographically dispersed team, having one common data base and to avoid email floods, did not unfold its effectiveness. Teams need to be familiar with the relevant software in order to use it as a helpful management tool. For short-term and singular projects – like the 39 COM – any newly acquired tool is not of benefit.



Throughout the organisational process, all working steps were analysed to identify potentially negative environmental impacts following the motto: remove, reduce, reuse. See the next section on sustainability to find out more.

**“I HAD A GOOD TIME AND COMFORT  
FOR THE WORK AND COMMUNICATION.  
THANK YOU.”**

Observer State Party

## Sustainability

The organisers have envisaged a sustainable approach to prepare and implement the 39th session of the World Heritage Committee. Throughout the organisational process, all working steps were analysed to identify potentially negative environmental impacts following the motto: remove, reduce, reuse. The aim was to focus on more positive impacts through improved planning and processes, alternative solutions and selection of sustainability-conscious service providers: Leaving a more positive legacy through “green solutions”. In this section, examples of a sustainable event management during the 39 COM are presented to inspire further action.



**“I THINK IT WAS A GREAT INITIATIVE  
TO IMPLEMENT MORE SUSTAINABLE  
MEASURES.”**

Other Observer

**“I THINK SUSTAINABILITY IS  
EXTREMELY IMPORTANT. PLEASE HAVE  
MORE OF IT NEXT TIME.”**

Media & Press



**Reduced Paper Use:** By using the electronic files of the session's documents, as well as the digital publication service, the amount of paper could be reduced by half during the 39th session, as compared to former sessions.

**Transfer:** By using public transport in Bonn, all participants could contribute to reducing the ecological footprint of the session. A special arrangement with the German railway company was offered for a more sustainable transport mode of participants based in Germany. The provider of the WHC shuttle service compensated its CO2 emissions through [www.atmosfair.de](http://www.atmosfair.de).

**Catering:** Whenever possible, regional, seasonal or organic products were used to prepare the session's catering. There was a daily offer of vegetarian meal options.

**Drinking Water:** Using the drinking bottles included in the participants' kit, the participants could enjoy the excellent tap water in Bonn – everybody could refill the bottle at any tap or the water coolers in the conference centre. This measure helped to reduce emissions and waste along with the participants' expenditures!

**Upcycling:** Wherever possible, the banners, flags and labels of the 39th session were donated to companies for upcycling purposes after the session.

**Office and participants' kit material:** Whenever possible, supplies and merchandise articles were reduced to the minimum and ordered by providers that offered upcycled, recycled, fair trade or organic materials.

**Project management:** All throughout the preparation process, the geographically dispersed team avoided traveling by plane, organised most meetings via video- and teleconferences and applied a sustainable approach during the everyday office life.

**Publication:** The small amount of printed material of the 39 COM was printed on recycled and FSC certified paper. The info leaflets for participants were reduced to the minimal number of pages. A digital publication desk was added to the usual publication desk. Delegations were invited to reduce the amount of their printed publications and offer a digital version instead.

**Local staff:** Local staff was recruited locally and/or from existing teams and networks.

**Communication:** Communication was mainly online-based.

**"I ATTENDED THE LAST 3 COMMITTEE SESSIONS, FOUND THE ONE IN BONN QUITE ECO-FRIENDLY AND EFFICIENT, IT IS AN EXCELLENT ORGANISATION."**

Advisory Body

**"I LOVE THE WATER BOTTLE AND USE IT DAILY."**

Observer State Party

# Communication

## Corporate Identity

Developing a corporate design helps to sharpen the identity of the specific Committee session and the message of the session's chairperson and host country. It is not a specific requirement of UNESCO but a good tool to represent your country, your message and your understanding of World Heritage.

A clear and distinctive design creates a visual memory of the session, helps participants to orient themselves before and during the session and sets the basis for communication and visibility.



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YOUNG EXPERTS FORUM



**CONSULT UNESCO  
AT AN EARLY STAGE,  
WHICH LOGO YOU  
ARE ENTITLED TO USE  
FOR THE OVERALL  
REPRESENTATION  
OF UNESCO AS  
ORGANISERS**



Choose a flexible design so that you can "play" with the logo e.g. for the signage system at the venue, sustainable approaches or the Young Experts Forum.

## CRITERIA FOR 39 COM LOGO

- reflect the cooperative idea of the World Heritage Convention
- open minded
- modern and catchy
- work in colour and black and white



## CI Products 39 COM:

- Logo
- Documents
- Participant Kit
- Publications (online & print)
- Branding of the conference venue (plenary, signposting system, name badges, etc.)
- Welcome desks at the hotels
- Promotion in the city (banner, poster, etc.)

**CHECK CLOSELY  
THE POSITIONING  
OF THE LOGO IN  
YOUR OVERALL  
CORPORATE  
DESIGN**

## Website

The session's website is the ideal means to provide up-to-date information to all participants. Moreover, information on the host country and its World Heritage sites, UNESCO and World Heritage in general can be included on the site.



The WHC designs the **internet domain** of each session according to a recurrent model:

- Number of session
- City of the session
- Year of the session
- Domain of the host country



### Criteria chosen for the 39 COM's website:

- Modern design
- Presentation of the host country and its World Heritage sites
- Keeping the page "light", for fast loading times even in regions with slow internet connections
- Three languages: EN/FR/GER
- Boxes on the front page with short cuts to the most frequently used sub-pages (registration, livestream etc.)
- CMS: typo3



### The 39 COM's website included prior to the session:

- Online registration tool
- Information on the session (programme, chairperson, documents...)
- Logistical information (venue, accommodation, travel, visa, insurance...)
- Information on the host country, the city of Bonn and World Heritage in Germany
- Information on the organisers and the partners
- Blog
- A separate sub-page on the Young Experts Forum 2015

# [www.39whcbonn2015.de](http://www.39whcbonn2015.de)





**The 39 COM's website after the session additionally included:**

- Links to photos (flickr) and videos of the session
- Results of the session
- Overview on side events and exhibitions
- Evaluation results



The website is a great tool to present the host country. However, it requires significant time and effort. Ideally, plan at least 1 staff member for social media and website at least 7 months prior to and three months after the session.



For more information on the website's Blog, see the chapter „Social Media“.



Choose a reliable web design company, which provides a 24h emergency support in case of website problems during the session.



## Social Media

With regard to public relations, social media can be a useful tool to build interest prior to and during the session, to generate a broader community and to pursue targeted communication objectives. For the 39th session, a combination of a facebook page, a blog and twitter was chosen.



### Blog Contents

- Logistical and organisational updates
- Sharing of calls (e.g. Call for volunteers)
- Series of postings, for example World Heritage Greetings
- Announcements of events (e.g. World Heritage Day in Germany)
- Short articles about World Heritage in Germany and beyond
- At the 39 COM: One summary of each day of the session

WWW

Check out the series of "[World Heritage Greetings](#)" on the Blog of the 39 COM's website.

## FACEBOOK

An event site on facebook, especially created for the Committee session, allows to address participants as well as others interested in World Heritage.

### Create your community

- Find and like facebook pages of thematically connected institutions
- Involve your media partners
- Embed a facebook icon in your email signature and your homepage
- Contact UNESCO to spread the information on their facebook profile
- Two posts per day are ideal to reach your entire community: one in the morning, one in the afternoon

### Write a concept note for facebook posts. Possible content could be:

- World Heritage sites of the host country
- News of the World Heritage Centre
- Shared posts of the UNESCO site
- Hint to UNESCO international days
- Information about the city/region where the session takes place
- Information about organisers and partners
- The special issue of the World Heritage Review
- Call for World Heritage Greetings from around the world
- Outcomes of the conference after the event

WWW

Have a look at the [39 COM facebook](#) profile.



### Twitter

- #39whcbonn
- The twitter account of the German Commission for UNESCO was used to frequently tweet from the session.
- The hashtag was also published on the screens in the conference venue, a lot of participants engaged in the debate as well as other people interested in the session.

**READ THE  
TWEETS OF  
[#39WHCBONN](#)**

**"FACEBOOK SITE WAS GREAT—  
BEFORE AND DURING."**

Other Observer



- The blog proved to be rather time-consuming – decide beforehand if you want to invest the time.
- Twitter is a great way to communicate and to involve followers: create a hashtag and spread it.
- Start to build audience for Facebook and Twitter several months in advance.
- Sharing pictures via flickr is a simple way – create an account and embed the icon on your website.



During the session, two team members should dedicate their entire time to social media – this will be a full-time job, especially if you wish to tweet from the side events etc.!



Cooperate with UNESCO to use its photos and images for your social media activities.

**RESPONSIBILITIES OF HOST COUNTRY****Press Work**

The press work for the session is organised in cooperation with UNESCO's Bureau for Public Information and the World Heritage Centre. The host country is responsible for various logistical aspects to set out the conditions for a successful national and international coverage of the session.

- accreditation of all journalists
- development of a press kit
- handling and providing information to journalists at the conference venue
- logistical organisation of press conferences, including interpretation
- contracting and coordination of a conference photographer
- monitoring national media reporting about the session







Journalists should stay within a restricted area in order not to disturb the Committee debate. During the inscription of new World Heritage sites, journalists will most likely need to be positioned in such a way as to enable them to film the representatives of the country nominating the sites of main interest.

## BEFORE THE SESSION

- **Accreditation:** Online accreditation of journalists needs to be possible well prior to the event in order to ensure that media representatives may acquire the necessary visas. Besides personal data, an international press card has to be submitted. Independent journalists must provide a letter from a media organisation which has committed to distribute the work.
- **Press Area:** It is advisable to identify a press area within the Conference room as early as possible since many journalists enquire about their placement within the venue prior to the event.
- **Press Kit:** A press kit informing about the agenda of the World Heritage Committee, the nominations to the World Heritage List, an FAQ about World Heritage and press contacts in English, French and the local language has been useful. A draft needs to be prepared by the host country and submitted to UNESCO prior to the session. Translations are part of the host country's responsibility.
- **Press Distribution List:** Invest time in creating an extensive contact list prior to the session.



## DURING THE SESSION

- **Press Counter:** A press counter with staff fluent in English, French and the local language is necessary throughout the entire Committee session. At the press counter all relevant documents of the Committee session as well as press releases, information about press conference and other events should be available.
- **Press Area:** A press area needs to provide sufficient working space for journalists. A printer, high speed Internet and a branded background panel for filmed interviews are suitable. The transmission of the Committee debates in the press area is also necessary.
- **Press Releases:** UNESCO publishes several press releases during the session which need to be distributed to all accredited journalists via an email contact list provided by the host country to UNESCO or directly by the host country.
- **Conference Room:** Journalists are usually allowed inside the conference room at all times. However, their access is limited to a restricted press area. During the period of inscriptions of new World Heritage sites, journalists are allowed to access through the plenary room for one minute after a site has been inscribed. Sufficient staff is needed to guide journalists back to their places after this time.



**Pictures:** It is advisable to install an easily accessible platform (for the 39 COM: Flickr) for sharing conference pictures with UNESCO and journalists who may need the pictures immediately after or even during an event.



**Daily Email Briefing:** At the 39 COM, it has proven useful to inform journalists about the daily agenda immediately after it was discussed in the Bureau meeting. Information about press conferences, footage, pictures, available speeches etc. can also be included in this email.



**Footage:** During the 39 COM, high resolution footage of the session was provided to journalists free of cost (saved on their own devices). This was widely used by journalists on-site but also by those not present in Bonn (then via FTP Server).



**Staff:** A press and public relations agency supported the German Commission for UNESCO before and during the session. The press work during the 39 COM was organised by three people full-time, supported by two volunteers. Especially on the peak days, one additional person would have been helpful due to the high interest in the session and the necessary coordination processes with UNESCO and other partners.

**"EN RÉSUMÉ, SACHEZ QUE  
VOTRE ORGANISATION  
ÉTAIT IRREPROCHABLE  
POUR LES JOURNALISTES.  
L'ACCUEIL DE VOS ÉQUIPES  
ÉTAIT CHARMANT ET LES  
CONDITIONS DE TRAVAIL  
TRÈS AGRÉABLES."**

Media & Press

## AFTER THE SESSION

**Press Clipping:** After the event a press clipping of national media reporting is also appreciated by the UNESCO colleagues.



## Live Webcast

Many people are interested in the session but not everybody can attend it in person. Via the live webcast, everyone with a stable internet connection can follow the session online – it becomes a public event. The organisers need to ensure the audio (original speech and respective translations: English, French, language of host country) and video recording and encoding.

## TECHNICAL SET-UP

For the technical execution of the 39 COM's live webcast, technical components from four interconnecting sections were necessary:

### 1. Technical requirements at the venue

- Included for example the spotting system of speakers according to microphone use in the plenary, signal converters, etc.

### 2. Internet provider

- For a stable transmission, an Internet connection of at least 5 MB was necessary, (in addition to the regular Internet connection at the venue). As a safety net, an additional 10 MB connection was booked

### 3. CDN (content delivery network) / streaming server

- A 20,000-viewers package was booked

### 4. The websites

- The live webcast was embedded in two websites (39 COM and WHC)
- The webcast was incorporated via "i-frame"

**SEE THE DOCUMENT "39 COM  
WEBCAST - STATEMENT OF  
REQUIREMENTS" FOR MORE  
DETAILS ON TECHNICAL  
AND PERFORMANCE  
REQUIREMENTS BY WHC  
(SEE ANNEX)**

## SoR

Audiovisual records of the session are one output of the live webcast and must be handed over to UNESCO after the session.



At 39 COM, only the Committee session were recorded.



- Start at least 4 months ahead of time to see how all requirements can best be met at the venue.
- You may need a combination of several service providers, which may slow down the planning process.
- Clear communication and good coordination with WHC and the numerous service providers is key to success!
- Carry out a test run of the live webcast before the session starts.

## WWW

Videos of the 39 COM

**FIND OUT ALL ABOUT  
TECHNICAL AND  
ORGANISATIONAL DETAILS  
BY READING THE REPORT  
ON THE LIVE WEBCAST OF  
THE 39TH SESSION (SEE  
ANNEX)**



## Participants' Kit

The participants' kit equally serves practical as well as promotional functions. It allows the organisers to brand the products and thereby associate them to the event's uniqueness. For the participants, it generates identification and feelings of belonging to a group. Within the given conditions, the organisers chose sustainably produced merchandise, which contributes to creating a long-lasting memory of the event.



### The 39 COM Participants' Kit contained:

- Conference Folder
- USB Stick
- Bloc Notes
- Bottle
- Pencil
- Lanyard





## World Heritage Map

After each session of the World Heritage Committee, WHC issues a new World Heritage Map with all World Heritage properties, updating the previous one with the newly inscribed sites. This Map is produced in partnership with National Geographic, and published in English, French and Spanish.

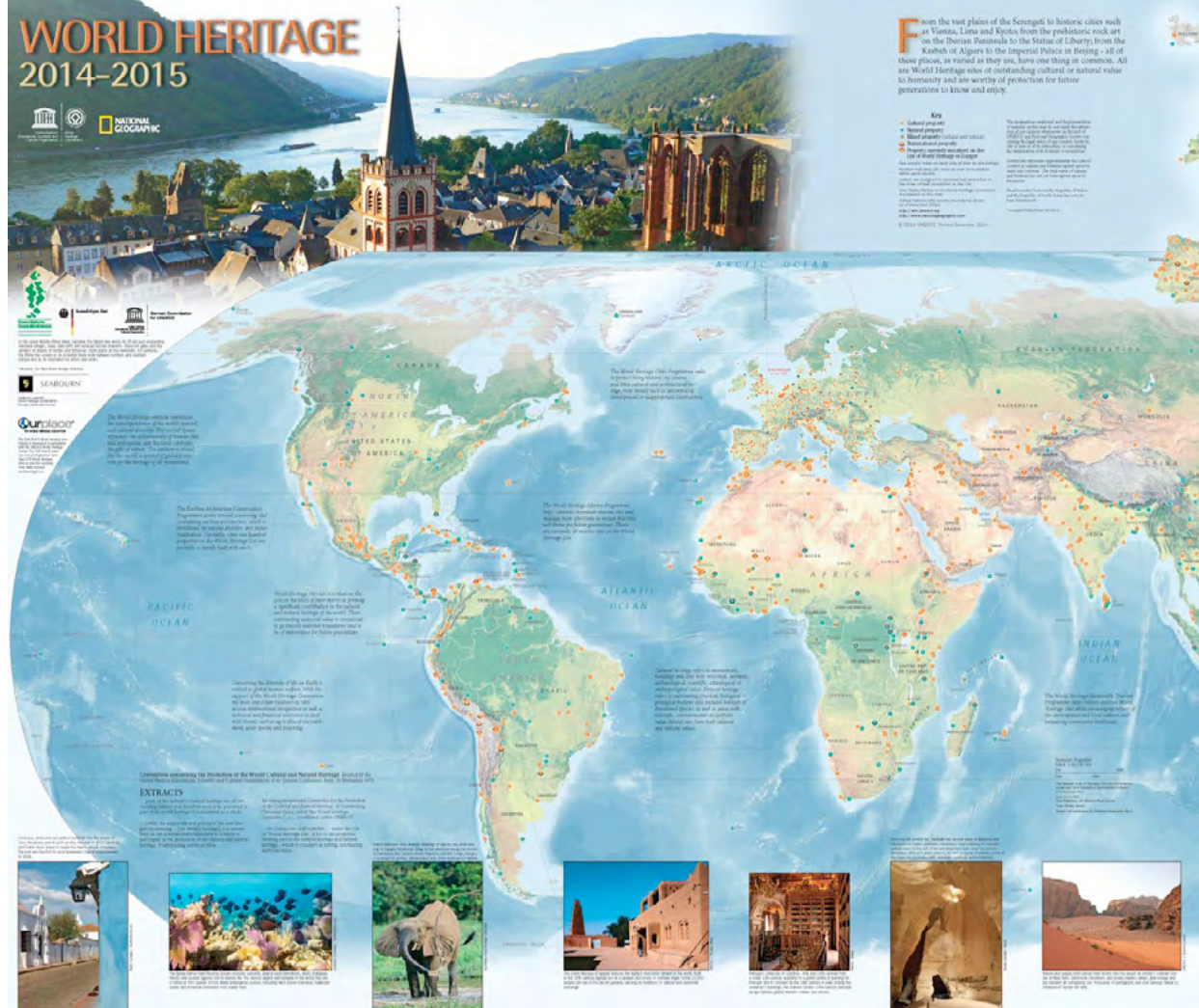
The Map features a large image of a World Heritage site in the host country of the forthcoming session.

### SoR

The production of the World Heritage Map is part of the Statement of Requirement, its regulation is covered in one of the annexes.

The host country provides a selection of images that can be featured on the Map. It can further provide logos of the national institutions involved.

The host country is asked to financially support the production of the Map. In return, the host country receives an agreed number of Maps in English, French and Spanish language. WHC also ensures the delivery of the maps to the venue of the forthcoming Committee session.



Provide the selection of images and relevant logos as early as possible, ideally right after the preceding Committee session. This will allow a swift production and dissemination of the Map, which can be used as a major promotional material both for World Heritage and for your country as the host of the forthcoming session.

The host country can decide whether to produce the World Heritage Map in its national language. WHC informs about the budget required for such a supplementary version.



## World Heritage Review

For each session of the World Heritage Committee, WHC publishes a special issue of its World Heritage Review focusing on World Heritage in the country hosting the annual session.

UNESCO's Focal Point for Publications in the Culture Sector coordinates the preparation of the Review in close cooperation with a person designated by the host country's authorities.

The Review is published in English, French and Spanish.

The host country prepares the concept of the special issue and fine-tunes it in collaboration with UNESCO.

### SoR

The production of the World Heritage Review is part of the Statement of Requirement, its regulation is covered in one of the annexes.

The host country is in charge of providing all texts as agreed in the concept, as well as any graphic material and photographs the copyright of which need to be ceased to UNESCO for non-exclusive use in this issue of the Review. The texts have to be provided in either English, French or Spanish.





Prepare and coordinate your concept as early as possible in order to inform the authors in time and ensure timely finalization of the texts.



The special issue on World Heritage in Germany was split in two equal parts: a first part presenting the World Heritage-related activities and cooperation in general, and a second part portraying each of the inscribed World Heritage sites in the country.



If the original texts need to be translated into one of the working languages before providing them to UNESCO, plan enough time for quality translation and for the revision of the translated texts.



Germany chose to also produce a German language version of the Review. This language version was at the sole responsibility of the host country, which commissioned a German graphic design company to insert the German text into the standard layout produced by UNESCO's co-publisher PFD.



If you decide to produce a national language version, reserve time for the translation of the editorial, message and greetings by UNESCO officials as well as of the so-called sponsored statements and advertisements into your language.

The Review also includes so-called sponsored statements and advertisements, which are handled separately by the co-publisher PFD. The choice of the advertisements is based on UNESCO's principles and cannot be changed by the host country.



The host country is asked to financially support the production of the Review in English, French and Spanish language. In return, the host country receives an agreed number of Reviews. WHC also ensures the delivery of the Reviews to the venue of the forthcoming Committee session.



Define a realistic timeline for edition, revision and delivery so that all involved can prepare for it.

When inviting authors of the texts, directly ask for illustrative material and clarify the question of copyrights, using UNESCO's standard form for the cession of rights.

# Registration

The online and onsite registration tools for the 39th session of the World Heritage Committee is the core instruments for managing the high amount of participants before, during and after the session. This section will give recommendations drawn from the 39th session on how to programme and implement these tools for a quick and smooth registration process.



## SoR

### Online Registration

Online registration of all participants prior to the Committee session is compulsory. The online tool is therefore one of the essential requirements of WHC to the host country. For this annually recurring task, WHC provides a guidance document with all basic information and technical details on how to set up such a tool.

### Codes

One essential requirement regarding the set-up of the registration tool is the possibility to differentiate between 42 different codes summed up in 14 categories. Through the code, participants can be assigned to certain groups (delegates of member states, observers,

media, NGOs, staff, etc). Once participants enter the code in the online registration form, previously determined information is displayed. The participants' categories are later displayed with a colour code on the badges during the session and serve to regulate the access to different areas at the conference venue.



**THE FINAL STRUCTURE  
OF THE REGISTRATION  
TOOL AND TEXTS FOR  
E-MAIL TEMPLATES – BOTH  
DEVELOPED FOR THE  
39 COM – CAN BE FOUND  
IN THE ANNEX**



The name badges are retrieved from the online registration tool. Make sure that participants insert all data correctly and decide whether it makes sense to add a special line for the title as it should be displayed on the badge.



The online registration tool must be ready at least 3 months before the session starts.



The registration was open from the end of March 2015.

## RECOMMENDATIONS

### Programming the Tool

- start at least six months prior to the session since the development of the tool requires substantial time
- ensure close communication/cooperation with WHC when setting up the tool to avoid modifications at a later stage when the tool is already in use
- make sure that the registration system is technically able to handle more than 3,000 registrations
- have the online registration tool and the onsite registration system provided by the same company
- consult with WHC whether to reduce the amount of categories. Some of the 42 different categories did not seem useful or were not used at all for the 39 COM
- be prepared for a very high amount of email communication, which might disturb an efficient workflow; especially during peaks when validation of participation requests by WHC may require more time



## Onsite Registration

The onsite registration serves to check the identity of each participant for security reasons, to distribute the name badges as well as to hand over the participants' kits (if applicable). Often it is the first contact point of participants with the team of the host country.



The onsite registration was executed with the support of a "Live Badge System". This system was connected with the online registration tool, which ensured that the information of the already registered participants was directly available on-site. Participants were asked to show their ID and had their picture taken so that their badge was printed directly on-site. At the same time, it was still possible to make changes within the database. The organisers highly recommend working with such a system for the following reasons:

### Advantages of a Live Badge System

- You avoid printing badges of numerous registered participants who will not show up.
- You are able to double-check the spelling of name, country, institution etc. together with the participant.
- Badges for not pre-registered participants can quickly be added and print out.





**Eight registration counters** were in use. This was adequate for the number of participants so that there were no major waiting times. The registration opened one day prior to the session from 14 to 20h for an early-bird registration.



WHC requires a daily export of participants' data, which lists all registrations per day. Define clearly together with WHC what data needs to be exported before the conference starts.



**Delegates' registration:** Make sure that you have one responsible WHC colleague on-site who supervises and facilitates the validation of spontaneous and invalidated registrations.

**VVIP registration:** At the 39 COM VVIP badges were produced in advance to be handed out at the VVIP entrance. This system did not turn out to be useful since most VVIPs arrived together with non-VVIPs. Therefore, it will be better to integrate the VVIP-Data into the Live Badge System as for all other participants.

**Press registration:** It is recommendable to have one person of the WHC/NatCom in charge for press/media at the registration desk. This person must be capable of validating not pre-registered media representatives.

**Waiting area:** Since some participants do not register beforehand, the onsite registration must also be able to register people last minute. Sometimes this requires feedback loops with WHC or delegations. For convenience, a waiting area close to the registration is highly recommendable.

**An additional computer** for people who did not register beforehand helps to make their registration process quicker.





## Security

To ensure a safe conference environment, the host country is responsible to take the necessary security measures.

The host country is strongly advised to ensure the participants' safety not only at the venue but also, as much as possible, upon their arrival in the host country and during their stay.



The host country's security standards, provisions and assessment of the security situation guide the organisers in the preparation process, not the UN standards.



In Bonn, there were security checkpoints at every entrance of the venue. Access was only granted with a valid name badge.

Security staff surveyed the conference venue and would have been ready to intervene in difficult situations. Outside the venue, police was present during the entire time of the session.

### VVIP ENTRANCE

For high-level representatives of UNESCO, the host country and Committee member delegations, a special VVIP entrance helped to smoothen their arrival at the venue and to ensure an adequate welcome. The organisers informed these "VVIP" about this option and requested detailed information to organise the arrival properly.



Please note that some high-level representatives are accompanied by armed security officers. Provide a clear process for these officers to access the venue.



# Accommodation

The host country is required to reserve a sufficient number of hotel rooms for the delegates, observers and members of the UNESCO Secretariat.



- Make the reservations well in advance to ensure that all participants will find an appropriate accommodation.
- Hotels should be very close to the conference venue to avoid loosing of time for transfer. Walking distance – if safe – is most convenient.
- Designate one contact person to whom participants can refer regarding the booking or related questions. This person should manage communication and negotiations with the hotels directly.
- Welcome desks should operate at the hotels throughout the period of the Committee session provide delegates with any guidance required for their travel or tourism.



Hotel rooms in Bonn were reserved one year in advance of the session. Participants could book these hotels through a specific hotel website created for the 39th session.

## Accommodation for UNESCO Secretariat

For reasons of efficiency, all UNESCO Secretariat members should stay in the same hotel, situated as close as possible to the venue of the meeting.



On average,  
participants  
booked their rooms  
three weeks before  
the conference  
started

The earliest  
bookings were  
made 150 days in  
advance, the latest  
on the days of  
arrival

Through the 39  
COM partners'  
website, 650  
bookings were  
processed

On the average  
participants  
stayed 7,7 days  
in town



# Transport

## Transport for UNESCO Staff

In order to guarantee time-efficient working conditions for the WHC staff, it is necessary to provide transport upon arrival and departure as well as transfers between the hotel and the venue of the meeting for the entire duration of the session. This section will give useful detailed information on how these transfers were handled during 39 COM. Please note that the indicated times may vary according to each specific session.



## WHC STAFF SHUTTLE SERVICES

### General Availability

3 Business Vans with 6-7 seats each

Van A 06:00-23:30

Van B 06:00-10:00 + 18:00-22:00

Van C 06:00-10:00 + 18:00-22:00

### Adapted Availability

Opening Ceremony

Van A 06:00-23:30

Van B 06:00-10:00 and 18:30-22:30

Van C 06:00-10:00 and 18:30-22:30

### Closing Ceremony

Van A 06:00-23:30

Van B 06:00-10:00 and 21:00-00:30

Van C 06:00-10:00 and 21:00-00:30

**Closing Day** (last day of the conference / main departure day)

Van A 06:00-23:30

Van B 06:00-10:00 and 14:00-18:00

Van C 06:00-10:00 and 14:00-18:00

# Day

## Arrival WHC Staff

Based on the list of travel times for the WHC staff, the host country organises the pick-up services upon arrival. The WHC staff usually arrives on different days and at different times, and the group sizes vary.

-3

Arrival 1 person / Senior Administrative Conference Officer from Conventions Common Services Unit

-2

25 persons on 4 different arrival times in groups from 1 to 13 persons

-1

8 persons on 2 different arrival times in groups of 3 and 5 people

1

5 persons on 2 different arrival times in groups of 2 and 3 people

2

1 group of 2 people

## Departure WHC Staff

The main departure date is the last conference day at the end of the morning session. However, some staff members may already leave on days 8, 9, and 10.

8

1 person

9

2 persons

10

1 person

11

33 persons on 4 different departure times in groups of 1, 26, 5 and 1 persons

+1

3 persons in a group

1-3

1-11

1-11

## VIP Limousine Services

Availability of Limousines

DG Day 1-3; 06:00-23:30

ADG CLT: Day 1-11; 06:00-23:30

Dir WHC: Day 1-11; 06:00-23:30



## Special VVIP Services

- Provide VIP Airport Service for DG and DG Assistant upon arrival and departure with baggage service and access to the VIP Lounge.
- Ensure adequate protocol arrangements, e.g. welcome by the Head of Delegation at the airport upon arrival.
- Inform the Offices of the DG and the Conventions Common Services Unit about booked services.

**BE PREPARED  
FOR PEAKS AND  
REQUESTS AT  
SHORT NOTICE.  
FLEXIBILITY  
IS THE KEY**



- 3 vans allow to shuttle small groups in a very flexible way.
- 3 vans with 1 available from 06:00-23:30 and 2 more from 06:00-22:00 would meet the demand.
- Plan adapted service times on days of opening and closing ceremonies.



The SoR gives an orientation about transportation requirements for WHC staff and UNESCO VIPs.

## Transport for Participants

All participants who booked their hotel rooms via the hotel website of our partner Bonn Tourism and Congress (T&C) received a free ticket for public transport in Bonn. As Bonn has a safe and efficient public transportation network the organisers decided not to provide additional shuttle service.

39 COM attendees could reach the conference centre with buses, trains and trams. Furthermore, the use of public transportation made a significant contribution to the sustainable approach of the conference.



Provide phone numbers and a call service at the exit of the conference venue so that participants can quickly organise their individual departure by taxi if necessary.



### Individual transportation services

Individual transportation services (including limousine services and drivers) could be arranged at the participants' own expenses via a local contact person.



### Green solution

If suitable and if traffic and security allows, bikes for rent can be a nice alternative to public transport and shuttles to discover the host city.



## Conference Venue

An adequate conference venue is key to the success of the session. Besides the Committee and the Bureau meeting rooms, rooms for Working Groups, press conferences, side events and bi- and multilateral meetings are needed along with exhibition space, recreation and working areas for delegates and press.



**“GOOD LOCATION, PLENTY OF SPACE,  
BEAUTIFUL WEATHER, LOVELY GARDEN.”**

Observer State Party

**“THE VENUE WAS GREAT – NATURAL  
LIGHT, VIEWS FROM ALL THE ROOMS, A  
LOVELY PLACE TO MEET IN.”**

Advisory Body

**“THE WCCB HAS A PERFECT WORKING  
ATMOSPHERE AND BY THIS ALLOWS FOR  
FRUITFUL AND STIMULATION DECISIONS.”**

German Observer



- The working atmosphere highly benefits from daylight in the conference centre and garden or similar recreation areas.
- While the required places for Committee, Bureau and Working Groups, as indicated in the SoR, proved to be adequate, it is recommendable to choose slightly larger rooms to allow for more spacious working conditions as rooms may be operated at full capacity at all times.
- Some Working Groups require interpretation, others do not – check and confirm with the conference venue if interpretation cabins can be easily installed.
- Be prepared for ad hoc meetings of Working Groups.
- Designate technical and logistical staff on the first days to ensure final adjustments of WHC staff offices.
- Develop a professional system of signposts and be prepared to adapt it when necessary during the run of the session.
- Ensure availability of sufficient meeting rooms and workstations for the press on peak days.
- Provide enough technical support for all rooms to provide service at short notice.
- Designate a liaison person from the organising team to coordinate all room distribution matters during the session in close cooperation with the responsible UNESCO staff member (“tandem team”): exchange all information on changes and ad hoc meetings and inform the room assistants accordingly.
- During 39 COM delegations could book the meeting booths at the Information Desk for one hour timeslots. Prepare a system of allocation of meeting rooms for delegations and inform about the booking process via the session’s website.

## The venue of the 39COM included:



- Plenary room for the Committee approx. 1,200 persons
- Rooms for Bureau and Working Groups according to SoR
- Spacious lobby area in front of plenary room with live transmission on several screens
- Three rooms for side events (minimum – to facilitate logistics, four rooms would have been beneficial)
- One extra room for events and networking of civil society organisations
- One extra room for side events of Advisory Bodies
- Two garden areas for recreation, including smoking areas
- Large catering area (indoor and outdoor)
- Two refreshment stands close to the Committee meeting room
- Two meeting rooms and 10 open meeting booths
- Open space delegates' lounge with computers, docking stations and printers (adapters for power sockets were frequently requested and therefore added)
- Office space according to SoR with some adjustments
- Press Media Centre
- Staff: 2 assistants per room, 10 assistants in the plenary
- Extras: Information Desk, Excursion Desk, Publication Desk, Information Desk of the City of Bonn in the lobby
- Times and places of Side Events or meetings shown on screens in the lobby, with daily updates

## EXTRAS

- Staff: 2 assistants per room, 10 assistants in the plenary
- Extras: Information Desk, Excursion Desk, Publication Desk, Information Desk of the City of Bonn in the lobby
- Times and places of Side Events or meetings shown on screens in the lobby, with daily updates

**"BONN WAS A GOOD LOCATION,  
PEACEFUL, GREEN AND STIMULATING."**

Observer State Party



## Committee Meeting Room



The Committee meeting room is the heart of the session. The Committee meets in the morning and in the afternoon of each day, holds debates according to its agenda and takes decisions. Committee Member States, Observer States Parties, Advisory Bodies, media representatives and other observers gather in the room and the sessions can be followed through a web livestream. Organisers therefore need to pay particular attention to the complex set-up of the room and the podium.



- Podium with two rows: the front row with 12 seats; and the back row in an elevated position (like a second podium) so that assistants can oversee the plenary
- Tables for the 21 Committee members and the 3 Advisory Bodies, as well as for Observer States Parties
- 10 assistants for the plenary room, two assistants in the back row of the podium
- Badge control at the entrances of the plenary
- Space reserved for camera positions in the back of the Committee meeting room
- Transmission of the debate outside the plenary room via livestream



- Request the outline of the podium set-up by WHC (to be annexed to SoR)
- Confirm the podium's final set-up with WHC colleagues on-site
- Use the preparatory missions to clarify the set-up of the Committee meeting room and the podium: On-site visits together with WHC are the most productive way to plan the set-up!

**Due to limited capacities, observers and media representatives were placed in two separate areas of the visitors' gallery**



## Catering



Catering is another aspect of being a host of a Committee session. It is a decisive tool to make the participants feel welcome and to demonstrate your hospitality.

This overview shall help the organisers of a Committee session to clarify the necessary services with the catering company and to budget accordingly through presenting i.a. the 39 COM model. The number of attendees of a Committee session fluctuates substantially during the eleven days of the session. It is especially high on the first two days as well as during the days of inscriptions. This influences the demand for lunches and refreshments.



## Day Attendees

<b>1</b> (coffee break only p.m.)	<b>600</b>
<b>2</b>	<b>1,200</b>
<b>3</b>	<b>1,200</b>
<b>4</b>	<b>800</b>
<b>5</b>	<b>800</b>
<b>6</b> (day of inscriptions)	<b>1,200</b>
<b>7</b> (day of inscriptions)	<b>1,200</b>
<b>8</b> (day of inscriptions)	<b>1,000</b>
<b>9</b>	<b>600</b>
<b>10</b> (coffee break only a.m., closing ceremony in the afternoon)	<b>600</b>
<b>11</b> (coffee break only a.m.)	<b>400</b>

## SoR

### Mandatory Services for Participants

- All-day service of coffee, tea and water in a large space (e.g. in the lobby) from 09:00-18:30h
- Water in the Committee meeting room for all participants
- Water in the Bureau meeting room for approx. 50 persons each morning



### Additional Services for UNESCO/ WHC

- Separate refreshment stand with an all-day service of coffee, tea and water in the WHC office area from 06:00-22:00h
- Separate lunch area and buffet free of costs for WHC staff in the restaurant from 12:00-16:00h
- All-day service of refreshments in the office of the UNESCO Director-General, the ADG Culture and the Director WHC
- Lunch service in the office of the UNESCO Director-General



- The catering is one of the most cost-intensive parts of the budget.
- Respect multicultural dietary preferences.
- Be prepared for short-notice changes or amendments due to changes of the schedule.
- Catering for Opening Ceremony and Side Events have to be planned separately.

## SoR

### Mandatory Services for UNESCO/ WHC Staff

- Water for 12 speakers on the podium in the Committee meeting room
- All-day service of coffee, tea and water for the Secretariat and the Advisory Bodies from 06:00-22:00h
- All-day service of coffee, tea and water for the interpreters (10-15 persons) from 08:00-19:00h



### Services for Others and Staff

Budgeting catering services for Local Guests, Media/Press, NGOs/IGOs, Individual Observers, Events Coordinators and Attendees, Service Providers and Local Staff (a grand total of approximately 700-750 people)



### Green solutions

Sustainable options make a big difference when handling such a high amount of attendees. If the caterer can provide sustainable options, choose these ones.

## Local Staff



In order to support the UNESCO staff, ensure the organisational management and provide professional service to all participants, a high number of local staff is necessary to make the session run smoothly. In general, the provision of staff should follow the motto: The more the better – provided that they are well briefed and coordinated!

In the following, the organisational model of local staff during the 39 COM will be presented.

**“VERY FRIENDLY AND HELPFUL LOCAL STAFF WHO ALWAYS TRIED TO ANSWER ALL QUESTIONS AND SOLVE ALL PROBLEMS WITH A SMILE.”**

Observer State Party





Team



+25

COLLEAGUES

of the

German Commission for  
UNESCO

5

ORGANISERS as the  
**task force**

"World Heritage Committee  
2015" at the **German  
Commission for UNESCO**

6

HOSTESSES

50

HOSTESSES

12

PROJECT MANAGERS  
as the

SUPPORTING  
AGENCY

**"THE STAFF WAS VERY PROFESSIONAL  
AND HOSPITABLE."**

Event Attendee



**“LOCAL STAFF COULD NOT HAVE BEEN MORE FRIENDLY AND HELPFUL. THEY WERE EXCELLENT.”**

Other Observer

**“VERY FRIENDLY AND HELPFUL LOCAL STAFF WHO ALWAYS TRIED TO ANSWER ALL QUESTIONS AND SOLVE ALL PROBLEMS WITH A SMILE.”**

Observer State Party

## TASKS

**This list gives an overview of the number of assistants needed in different positions:**

- 8 receptionists at the main registration
- 2 assistants at the VVIP entry
- 2-4 assistants at the information desks
- 2-4 wardrobe assistants
- 2-4 assistants at the publication desk
- 2 assistants for access control at the main entry of the plenary room
- 2 assistants for headset distribution at the main entry of plenary room
- 10 bilingual room assistants for plenary room (with 3 for powerpoint presentations, 1 for podium papers, 6 for entry doors inside)
- 2 assistants for access control and headset distribution at each of the two doors on 1st floor
- 2 room assistants for every meeting room for access control, correct set-up of the room, and focal point in case of short-notice changes
- 1 assistant for the officer of the Conventions Common Services Unit
- 1 assistant for controls at each access to restricted staff area
- 2 assistants in the Secretariat's area as focal point for UNESCO staff (technical and organisational questions)
- 1 assistant for delegates lounge
- 2 assistants for official press lounge
- 1 assistant for access controls to restricted WHC catering area
- 1-2 assistants as photocopy machine operators
- Side Events assistants (noon and evening) according to number and size of side events
- 1 assistant at each of the 3 hotel welcome desks

## TECHNICAL STAFF

- Computer technicians on call for WHC staff office area
- Team of Technicians (EN and/or FR) for interpretation, recording, projection equipment and Wi-Fi access on Plenary room

## RESPECT MAXIMUM WORKING HOURS ACCORDING TO THE RESPECTIVE LABOUR LAW



- To avoid wrong expectations, inform the assistant staff beforehand that tasks are rather service-oriented than content-based (that is, welcoming participants, orienting in the conference center, providing information about the local situation, etc.)
- Clarify in detail tasks for plenary room assistants with the UNESCO staff



When planning working hours consider including shifts starting with early morning tasks and ending with late evening events. Include breaks to ensure a good working rhythm.



### Information Folder for Local Staff

An information folder was handed out to the entire local team in order to enable all staff members to give adequate information:

- 39 COM programme
- Overview of side events
- Overview of exhibitions
- Map of the conference center and its vicinities
- Plan of meeting rooms
- Overview of positions
- VVIP Who is Who
- Organisational Who is Who
- Telephone list
- List with restaurants in Bonn

# Interpretation

## SoR

Committee sessions are held in the two working languages English and French. These translations are organised by the Conferences and Cultural Events Management Section at UNESCO and financed by UNESCO for the following elements of the session:

- Regular Plenary Sessions
- Bureau Meetings
- Operational Guidelines Working Group
- Budget Working Group





In case of requests for additional translation into any other language, these will also be organised by the Conferences and Cultural Events Management Section at UNESCO upon written request until 3 months prior to the conference; these need to be financed by the requesting country, irrespective of whether it is the host country or any other country.

Additional interpretation services e.g. for UNESCO press conferences or official UNESCO side events also need to be requested at the Conferences and Cultural Events Management Section at UNESCO.

All contracts between UNESCO and interpreters are concluded according to the "Agreement between the United Nations Common System / Chief Executives Board for Coordination and the Association Internationale des Interprètes de Conférence regulating the Conditions of Employment of Short-Term Conference Interpreters" dated 1 July 2012.

## CABIN SET-UP

The basic set-up of interpreters' cabins consists of two cabins (1) English – French and (2) French – English with microphones, headsets, monitors and channels, including the possibility to add other languages. Each cabin only provides interpretation into its designated language.

If more than the basic set-up is necessary, inform the Conferences and Cultural Events Management Section at UNESCO in time in order to set up the teams accordingly, specifying if active or passive translation is needed and also liaise with the technical services of the venue which set-up is feasible.

**HAVE A FOCAL POINT IN  
YOUR TEAM TO MANAGE  
AD HOC CHANGES AND  
ADDITIONAL REQUESTS IN  
COOPERATION WITH THE  
CHIEF OF INTERPRETATION**



## Side Events

Although not a statutory requirement, States Parties, Advisory Bodies, UNESCO and partner institutions use the occasion of the World Heritage Committee session to present their World Heritage-related activities in Side Events. These are scheduled during the lunchtime breaks and in the evenings after the close of business of the Committee.



In Bonn, 50 official Side Events took place at the conference venue, out of which 15 were held by the Advisory Bodies. These events were complemented by a significant number of closed meetings and multilateral consultations. In addition, up to 15 Side Events took place in other venues outside the conference venue.



The World Heritage Centre ensures the approval of the Side Events, coordination with their organisers as well as the overall programming of the events. Given the increasing interest in holding Side Events, however, it has proven beneficial that the host country designates a person who coordinates with the World Heritage Centre and with the management of the conference venue.





i

The host country is expected to provide 4 to 5 rooms for Side Events at the conference venue, including basic technical equipment and supporting staff.

## CALL FOR SUBMISSIONS

A call for submissions of Side Events should be published at an early stage and announced during the Orientation Session, 6 months before the Committee Session, indicating an email address and cut-off date for expressions of interest. Upon expression of interest, the potential organisers of Side Events would be provided with a questionnaire that allows to judge both the content and the required logistics of the event.



**"THE OVERALL  
DELIVERY OF THE SIDE  
EVENTS WERE VERY  
SIMPLE BUT EFFECTIVE  
AND WERE ALL VERY  
ENGAGING."**

Young Expert



## SIDE EVENTS' QUESTIONNAIRE

The questionnaire for interested organisers of Side Events should include the following points:

- Contact details of the organiser (one person)
- Title of the side event
- Brief description of the side event
- Indication whether the event is linked to an exhibition
- Preferred date and time of the side event
- Preferred location inside or outside the conference venue
- Expected number of participants (requested capacity of the room)
- Language of the side event
- Special requests for set-up of the room (if different from the standard set-up)
- Special technical requirements (if different from the standard set-up)
- Information about the catering at the venue

It is recommended to clearly indicate a date by which the organisers will receive feedback about the approval of their event as well as a date by which an approved side event should be confirmed by the organiser.





- The standard equipment should be indicated in detail, in order to avoid any misunderstandings. If additional technical equipment and change of standard settings is requested, it should be communicated in case these generate additional costs for the organisers.
- Communication with the organisers of Side Events can be intense. Be prepared to dedicate substantial time to communication with the organisers about programming and logistical arrangements all throughout the preparation of the session. Ideally, this communication should be handled through a specific email address (side.events@...) that can be managed by several persons if necessary. Also, a detailed timeline at any stage of preparation is essential.
- Agree on a working mode with the World Heritage Centre for programme coordination in preparation of the session.



- Communicate that Side Events – especially at lunchtime – are likely to take place in parallel.
- Choose different timeslots when scheduling Side Events that might address the same constituencies.
- Check whether planned exhibitions also foresee a related Side Event (see also chapter on “Exhibitions”).

## ADVISORY BODIES' SPACE

One meeting room for up to 100 person is to be reserved for the Advisory Bodies for the entire duration of the session. The three Advisory Bodies coordinate among themselves regarding the contents and time slots of the events held in this room. A designated person acts as the counterpart for the host country and arranges all relevant logistical aspects.

The separate programme should ultimately be inserted in the overall Programme of Side Events in order to allow visibility and timely announcements during the session.

## CIVIL SOCIETY'S SPACE

The host country may decide to provide a meeting room to Civil Society represented by accredited non-governmental organisations (NGOs), as was done for the first time during the 39th session.

All Side Events require approval by the Director of the World Heritage Centre. NGOs would then need to coordinate among themselves regarding the time slots of the approved events held in their room. A designated person acts as the counterpart for the host country and arranges all relevant logistical aspects.

The separate programme can ultimately be inserted in the overall Programme of Side Events in order to allow visibility and timely announcements during the session.





### Announcing Side Events

- Upload the Programme of Side Events and any related information on the Session's website.
- Provide each day the updated list of Side Events of the day to the Secretariat for announcement in the plenary room.
- Show the daily programme on screens in the lobby of the conference venue.



### Logistics

- Define and communicate the standard set-up and equipment of each meeting room to the organisers
- Ask for special requirements at an early stage
- Communicate the technical support provided by the host country as well as any potential additional costs that would need to be covered by events' organisers
- Prepare a list with contact details of alternative venues for Side Events in the surroundings of the conference venue and in representative buildings in your city that can be rented for evening events. Such alternative venues can be offered upon request. Bookings should be handled by a local tourism and events' management entity.

**"WE HAD A SIDE EVENT AT SHORT NOTICE AND WITH THE STAFF'S PROFESSIONALISM, IT WENT WELL."**

Observer State Party



All organisers of a Side Event are responsible for advertising their respective event through means of mailing lists or leaflets. For the sake of sustainability, event organisers should be encouraged to limit the number of printed leaflets and to collect left over leaflets once the event has passed.



### Organisation on-site

- Designate a focal point in your team to manage ad hoc changes and additional requests for rooms on-site.
- Designate one local staff or volunteer for each meeting room to assist the organisers for technical questions before, during and after the Side Events.
- Upon confirmation of the Side Event by both the World Heritage Centre and the organiser, provide direct contact to the catering service(s) of the venue.
- Ensure clear signage to the meeting rooms.

## INTERPRETATION

Interpretation during the Side Events is only provided upon special request. Depending on the requested type of interpretation, interpreters' cabins, headphones and other equipment would be provided by the conference venue. The organiser of the relevant Side Event is responsible for hiring the interpreters; advice can be provided by the host country. When hiring interpreters, priority has to be given to UNESCO interpreters.



Consider providing camera equipment in the Side Events' rooms in order to film the Side Events and make them accessible to a larger public on the Session's website.

**"AS PART OF ONE OF THE ADVISORY BODY DELEGATION WE HAD THE OPPORTUNITY TO RUN VARIOUS SIDE EVENTS. THIS WAS WELL FACILITATED IN MY EXPERIENCE."**

Advisory Body

**"WE ACTUALLY HAD ONE AND WE WERE ACCOMMODATED WITH SOME OF OUR LAST MINUTE CHANGES AND WE RECEIVED TREMENDOUS SUPPORT."**

Observer State Party

**RECOMMEND TO ALL ORGANISERS OF EVENTS OUTSIDE THE CONFERENCE VENUE TO ENSURE CONVENIENT TRANSFER OF PARTICIPANTS TO AND FROM THE EVENT**

## Exhibitions

The World Heritage Committee session is a widely welcomed occasion for the host country, other States Parties, and partner institutions to showcase their sites or projects related to World Heritage.

Typically, the host country would present an exhibition about its World Heritage sites as well as on its international cooperation in World Heritage conservation.



In Bonn, German institutions presented 6 exhibitions, two of which were presented in digital format on large screens in the main hall.

Moreover, 2 international exhibitions were shown in a separate building on the conference venue's premises.

## WHC

The World Heritage Centre is in charge of checking and approving proposed exhibitions. Exhibitions of nominated sites that are on the Committee's agenda or in the evaluation process are not permitted.

## HOST COUNTRY

The host country is expected to identify and provide adequate space for exhibitions at the conference venue, and to coordinate the location, set-up and dismantling of the exhibitions with the respective counterparts.



Exhibition space should be located in areas of the venue that are used by participants on a daily basis, e.g. in visible vicinity of meeting rooms, close to catering areas.

## CALL FOR PROPOSALS

A call for proposals of exhibitions can be announced at an early stage, e.g. during the Orientation Session, 6 months before the Committee session, indicating an email address (exhibitions@...) and a cut-off date for expressions of interest. Upon expression of interest, the potential organiser would be provided with a questionnaire that allows to judge both the content and the required logistics of the exhibition.

## EXHIBITIONS' QUESTIONNAIRE

**The questionnaire for interested organisers of exhibitions should include the following points:**

- Contact details of the organiser (one person)
- Title of the exhibition
- Brief description of the exhibition
- Type of exhibits (roll-up posters etc.)
- Preferred location inside or outside the conference venue
- Required surface in m<sup>2</sup>
- Inaugural event (yes/no) (if yes: preferred date and time)
- Special technical requirements (illumination etc.)

It is recommended to clearly indicate a date by which the organisers will receive feedback about the approval of their exhibition as well as a date by which an approved exhibition should be confirmed by the organiser.



Check whether planned exhibitions also foresee a related Side Event or inaugural event (see also chapter on "Side Events").

## COMMUNICATION

Communication with the organisers of exhibitions can be intense. Be prepared to dedicate substantial time to communication with the exhibitions' organisers about logistical arrangements during the preparation phase. This communication should be handled through a specific email address (exhibitions@...) that can be managed by several persons if necessary. A detailed timeline at any stage of preparation is essential.







### Announcing Exhibitions

- Upload the list of exhibitions and any related information on the Session's website.
- Show pictures of exhibitions on screens in the main hall of the conference venue to draw attention.



All organisers of an exhibition are responsible for advertising their respective exhibitions through means of mailing lists or leaflets. For the sake of sustainability, exhibition organisers should be encouraged to limit the number of printed leaflets.



Advise organisers of exhibitions to consider organising a related event to draw attention to the exhibition.



Ensure clear signage to the exhibitions.



### Logistics

- Define the standard equipment provided at the conference venue and ask for special requirements at an early stage.
- Communicate the technical support provided by the host country as well as any potential additional costs that would need to be covered by events' organisers.
- Prepare a list with contact details of alternative venues for exhibitions outside the conference venue that can be rented for exhibitions. Such alternative venues can be offered upon request. Bookings should be handled by a local tourism and events' management entity.



### Organisation on-site

- Designate a focal point in your team to manage any requests related to exhibitions before and during the Committee session.
- Upon confirmation of the exhibition by both the World Heritage Centre and the organiser, provide direct contact to the catering service(s) of the venue if requested.

## Exhibition “Heritage Heroes”

All around the world there are courageous people who protect the world’s cultural and natural treasures from destruction. By doing so, they even take risks for their health, lives, freedom or careers. The exhibition “Heritage Heroes” portrays 26 personalities. Their stories are intended to encourage others to not watch helplessly but to actively engage in the protection of our cultural and natural World Heritage, even if this may involve risks. Whether woman or man, whether in politics or administration, whether firefighter or simple civilian – all of them can contribute to saving World Heritage.



Germany produced the “Heritage Heroes” exhibition especially for the 39 COM.



[Heritage Heroes Exhibition](#)



## Excursions

Hosting a World Heritage Committee session is also occasion for the host country to offer the participants to visit and experience its World Heritage sites. Since there is no obligation nor recommendation in this regard, it is the host country's choice whether and how to organise such visits or field trips.

Partner organisations of the host country should be involved in the preparation and implementation on the visits and field trips. Typically, the local tourism board of the host city would provide guided tours on-site, and a national tour operator that is experienced with international visitor groups would develop and implement the programme of field trips.



The City of Bonn offered several city tours during the course of the Committee session for free. A tour operator offered half-day tours to the closest World Heritage sites as well as an elaborate programme of field trips after the Committee session. While the free guided tours of the city of Bonn saw notable demand by the participants of the Committee session, all the visits and trips with fees experienced very little response.



When programming guided tours and field trips, it is important to take into account that the timing of items discussed at the Committee session may shift and that participants may not plan in advance. Requests for tours during the Committee sessions are therefore spontaneous or at short notice. Programmed tours therefore may or may not be requested, and the organiser needs to calculate and communicate this uncertainty when commissioning outside partners.



Guided tours and field trips should be offered in English and French.



### Announcing Excursions

- A preliminary programme of guided tours and field trips should be published at an early stage and announced during the Orientation Session, 6 months before the Committee Session, indicating an email address for further questions and whether it is necessary to register before a certain deadline.
- Upload the programme of guided tours and field trips and any related links and information on the Session's website.
- The Session's website should provide the possibility to book a tour online, including the payment if applicable.

## COMMITTEE TOURS

It is recommended to offer guided tours of the host city and, if applicable, day trips of several hours to nearby World Heritage sites. These should be bookable until the last minute.

## POST-COMMITTEE TOURS

It is recommended to plan a limited number of 1- to 3-day field trips to World Heritage sites in the country. These should be bookable before and during the Committee session.

**DESIGNATE A PERSON TO ENSURE COMMUNICATION WITH INTERESTED PARTICIPANTS BOTH BEFORE AND DURING THE COMMITTEE SESSION**

**THIS PERSON WOULD ALSO HANDLE THE SPECIFIC EMAIL ADDRESS (EXCURSIONS@...)**



The organising partners should be encouraged to consider sustainable transport modes when planning the trips, while also considering aspects of convenience and safety for the international visitors.



### **Logistics**

- Set up a visitors' desk at the conference venue where officers of the host city and the tour operator can provide information to participants and handle the booking.
- Ask the tourism board and tour operator to have information leaflets about the sites and transport modes ready for those participants who prefer visiting the places on their own.



Start and end guided tours of the host city and, if applicable, day trips at the conference venue.



Start the field trips at the participants' respective hotels and to clearly communicate the place where each trip ends (e.g. nearby international airport).



# Opening and Closing Ceremonies

## Opening Ceremony

The opening ceremony traditionally takes place in the evening of the first day of the session, before the official opening of business of the Committee.

The opening ceremony allows the host country to design the first get-together of the participants, to set the tone for the session and to showcase the cultural richness of the country.

## Programme

The design of the programme is up to the host country. Besides the Chairperson's speech, further official speeches are to be scheduled for UNESCO's Director General, the Chairpersons of the General Conference and Executive Board, as well as for representatives of the organisers and the host city.



Leaven the programme through short cultural interventions. Showcase your cultural diversity!



The opening ceremony lasted 90 minutes. A professional moderator guided through the ceremony.



Ask people already during the online registration process whether they will attend the ceremonies in order to make arrangements according to the number of participants.

## Reception

Usually, the opening ceremony is followed by a reception offered by the host country. The reception is the platform for the first encounters and networking. Therefore, a "flying buffet"-style is most appropriate.



## Young Experts Forum

It has become a nice tradition that the participants of the preceding Youth Forum/Young Experts Forum present the results of their work during the opening ceremony. It is the unique opportunity to link both events and to prepare the next generation for the World Heritage procedures.



## Closing Ceremony

As the opening ceremony, also the closing ceremony is sole responsibility of the host country. The closing ceremony should be a convivial occasion to celebrate the long days of debate and collaboration in a relaxed atmosphere outside the conference venue.

## Programme

The closing programme consists mostly in a dinner and a light cultural programme. Short official greetings are to be planned for the Chairperson, a representative of UNESCO and the organisers.



Use the genius loci effect to support a relaxed and convivial atmosphere of the closing ceremony.



In Bonn, the closing ceremony was scheduled for the first time on the penultimate day of the session. It proved to be a good solution since participants often leave directly after the session's end.





## Miscellaneous

### SoR

#### Freight

The transportation of official documents pallets from UNESCO Headquarters to the conference venue (at the latest four days prior to the session) and its return to Paris (within two weeks after the end of the session) is a responsibility of the host country. The weight ranges between 1,300 and 1,800 kilos.



#### Supplies

With the SoR, UNESCO provides a list of stationery and various office supplies.



At 39 COM, a lot of material was not needed; e.g. the listed 1,600 packages of photocopy paper (ordered in addition to the paper for the working document production) were not used.



#### Green solutions

In order to avoid wasting any material, adjust the list in consultation with WHC. Counting and analysing the unused supplies at the end of each session would be a helpful and sustainable advancement for all following Committee sessions.



PRINTOUTS

Working Documents

SoR

The printing of the working documents is a requirement laid down in the SoR.

The print-ready files are transferred from UNESCO to the host country 6 weeks before the start of the Committee session.

The extensive set of documents need to be printed at least 50x in English and 20x in French. These copies have to be available at the Committee venue at latest 3 days before the start of the Committee session.

These sets include 2 photocopies for each interpreters' cabin in each language.

Liaise with the Senior Administrative Conference Officer and provide staff for the distribution of the printed documents on-site after the opening ceremony to have the copies ready for all Committee member delegations for the start of the plenary session of the Committee in the morning of the next day.

USB

All documents are provided to the participants on a USB stick.

If it is a branded one, clarify with the service provider until which date you need the final documents to be saved on the stick so that also the corporate design is printed on it in time.

SoR

The SoR gives detailed information about technical equipment and paper requirements (number and colour of paper) for on-site photocopying.

PLAN FOR A PEAK  
TIME FOR PRINTING  
AND PHOTOCOPYING  
DOCUMENTS IN THE  
MORNING OF THE LAST  
DAY OF THE COMMITTEE  
SESSION



# Evaluating the Committee Session

Last but not least, this last chapter presents what was done and what can be done to evaluate a Committee session from the organisers' perspective.

For the first time, an online-based participants' survey was conducted after the 39th session in order to find out whether the objectives were met. Moreover, interesting and very useful hints and tips from the participants – some of them attending Committee session for several years – for next sessions can be retrieved from the participants' responses. The results are summarised and presented in this chapter.

This chapter also presents links to the final documents, videos, declarations and visual impressions of the 39th session.

Finally, this chapter concludes with an invitation to further develop this manual after the next Committee session(s)!



# Evaluation

The organisers' objective was to plan, to prepare, to implement and to follow up on the Committee session in a successful, professional, and sustainable way. Being the host of a World Heritage Committee session is a very rare and unique occasion and a multi-faceted task. This is why the German Commission for UNESCO decided to evaluate its work in two different ways: internally and externally.

## EXTERNAL

The participants' survey aimed at getting an impression of how the participants perceived the 39th session and to see in how far the organisers' objective was achieved. Furthermore, logistics were evaluated in order to facilitate the organisation of future Committee sessions.

## INTERNAL

Internally, the Task Force "World Heritage Committee 2015" evaluated all steps of its project management. While it identified many successful aspects, it also acknowledged a few processes that could have been handled better to facilitate the organisation of this Committee session.

## MANUAL

The results of the internal and external evaluations have been compiled within this present manual and are herewith offered to the next host countries and the UNESCO World Heritage Centre to get inspired and implement some lessons learned at future Committee sessions.



Calculate sufficient time for the financial wrap-up after the Committee session.

## 39 COM Review

### Conference Documents and Videos

All conference documents and videos are published on the WHC website:

WWW

[39 COM Archive](#)

### Participants' Online Evaluation

Get the full picture of how the participants experienced the 39th session:

WWW

[39 COM Online Evaluation](#)

### Conference Photos

The official photos can be found on the Flickr account of the German Commission for UNESCO:

WWW

[39 COM Photos](#)





# Annex

General Information Document

Website

Concept for the 39 COM Online Registration Tool

Email Templates for Online Registration Tool

39 COM Webcast Guide

Implementation of the Live Streaming





# Publishing Information

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German Commission for UNESCO  
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Germany  
[www.unesco.de](http://www.unesco.de)

## Concept

Anna Steinkamp  
Linda Vahldieck

## Authors

Katharina Kimmerle  
Kerstin Manz  
Rike Rathjens  
Katja Römer  
Anna Steinkamp  
Linda Vahldieck

## Editors

Kerstin Manz  
Anna Steinkamp

## Design

Dagmar Possekel, [www.dagmarpossekel.de](http://www.dagmarpossekel.de)

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## Download

[www.39whcbonn2015.de](http://www.39whcbonn2015.de)

Germany hosted the 39th session of the World Heritage Committee. It was organised by UNESCO, the Federal Foreign Office of Germany and the German Commission for UNESCO. The session was financed by the Federal Foreign Office.

Bonn/Berlin, 2015