

WIDER VALUE of UNESCO to the UK

2014-2015

Contribution of
UNESCO to the work
of UK organisations

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3 Whitehall Court
London SW1A 2EL
United Kingdom

+44 (0) 20 7766 3491
www.unesco.org.uk

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UNESCO

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) aims to enhance peace, security and sustainable development by fostering international collaboration through its work in education, science, culture, communication and information.

UK National Commission for UNESCO

The UK National Commission (UKNC) works to support the UK's contribution to UNESCO and bring the benefits of UNESCO to the UK.

The UKNC has three core priorities:

- To provide independent policy advice to UK and devolved government on UNESCO related issues
- To support the UK government's agenda in helping UNESCO to become more effective
- To advise and support individuals and institutions in the UK, its Overseas Territories and Crown Dependencies on accessing UNESCO accreditation and prizes

In carrying out these roles, the UKNC relies on its pro bono expert network, including specialists in the fields of education, culture, the sciences and communication and information from across the UK.

You can contact the authors at info@unesco.org.uk. For more information please visit www.unesco.org.uk

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1 Executive Summary

“I have always been the sort of academic who believes that we have wider social responsibilities, but the [UNESCO University] Chair has put it full square and centre in what my job is. It is about trying to make a difference and that is what UNESCO encourages me to do”.

– UNESCO Chair

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) is the UN agency with global responsibility protecting cultural heritage internationally (including in conflict zones), coordinating the tsunami warning system, setting and monitoring the global Education for All Goals, leading the UN’s Scientific Advisory Board and monitoring press freedom to name just a few of its global functions: but what is the impact and influence of UNESCO in the UK?

This report explores this question. It examines the financial and wider, non-financial value of UNESCO to the work of UK affiliated organisations and considers how more value might be derived from UNESCO endorsed activity in the UK.

Based on findings from a study conducted by the UK National Commission for UNESCO of UNESCO affiliated organisations in the UK, the report identifies three core benefits of UNESCO membership¹:

- 1 Financial value**
- 2 Wider, non-financial value**
- 3 Support for UK government policy**

¹ The study uses a Wider Value Scorecard methodology. Please refer to Appendix I for the Methodological Note and example Wider Value scorecard

1.1 Financial value

- The UK's UNESCO membership helped the UK designations surveyed for this project to attract an estimated **£100 million** in additional income from April 2014 to March 2015 from sources including tourism revenue and European Union funding.
- Association with the UNESCO brand provides a competitive edge to UK affiliated organisations in international and UK funding applications.
- UNESCO affiliation brokers positive local partnerships as well as UK-wide and international partnerships, which open up new funding and programme opportunities.

1.2 Wider, non-financial value

- UNESCO designation is a recognised mark of quality which symbolises the designated body's universal value, promoting professional and civic pride as well as investor confidence.
- UNESCO designation can also be a mechanism to *enhance* quality and *create* value.
- UNESCO designation of heritage and cultural assets which is a lengthy and competitive process, requires applicants to engage the community in the development of the bid and develop a compelling and evidence-based narrative to explain why an asset is of global import. These aspirational and inspirational narratives (e.g. Statements of Outstanding Universal Value) are often used by UK UNESCO affiliated organisations to underpin organisational strategy, broker new partnerships and frame funding proposals.
- Belonging to UNESCO's dynamic global network of affiliated experts and organisations opens up new partnership, programme and funding opportunities and requires new quality-control processes (e.g. UNESCO Annual Reviews and UNESCO World Heritage Site Management plans and periodic reporting) which streamline work, reduce duplication and – as they are being assessed on a global platform – inspire UK organisations' teams to work to a world class standard.

1.3 Support for UK government policy

- UNESCO affiliated activity in the UK complements a broad portfolio of UK-government and devolved administration policies².

2 See Wider Value of UNESCO to the UK: Contribution of UNESCO to UK government policy

1.4 Untapped potential

The research suggests that there is significant untapped potential for UNESCO in the UK.

UNESCO designation in the UK appears to be used in different ways, to varying levels of success, with some UNESCO-affiliated organisations deriving more value from their involvement with the Organisation than others. While some see their designation as a simple ‘badge’ that *recognises* the quality of an asset, others see it as a mechanism to *enhance* the quality of the asset through working collaboratively with the dynamic global network of partners and peers.

1.5 Recommendations

The research suggests that the UK’s UNESCO designations could generate more value from their UNESCO involvement through more proactive use of the UNESCO brand and engagement with the UK and global UNESCO network.

The UKNC plans to use the research findings to provide targeted support to current and prospective UNESCO designations to help them unlock the potential value of UNESCO to the UK through greater partnership working and information sharing among the UK UNESCO network.

2 Overview of findings

2.1 UNESCO designations in the UK

The findings in this report are based on a robust study conducted by the UKNC with representatives from the nine UNESCO designation categories listed below. For more information on how the financial figures were calculated, please see Appendix I for the Methodological Note.

1. **Biosphere Reserves** are model regions for sustainable development and test sites for development and conservation approaches where communities collaborate to live better with their environment. They are the world's only internationally recognised 'badge' for demonstrating excellence in sustainable development. There are five in the UK. The four Biosphere Reserves that were surveyed for this project generated an estimated £1.8 million from April 2014 to March 2015 through their association with UNESCO.
2. **Creative Cities** draw together vibrant creative communities using culture to make cities thrive. There are six Creative Cities in the UK. The five that were surveyed for this project generated an estimated £2.4 million from April 2014 to March 2015 through their association with UNESCO.
3. **Global Geoparks** are grass-roots, community-led partnerships that promote an appreciation of and collective responsibility for shared, internationally significant geological heritage and its connection to cultural and intangible heritage. The sites work to support the sustainable economic development of the area, primarily through geological and geo-tourism. The UK is home to seven Global Geoparks. The six Global Geoparks that were surveyed for this project generated an estimated £8.7 million from April 2014 to March 2015 through their involvement with the Global Geoparks Network. They became part of a formal UNESCO programme after the research came out of field.
4. **The L'Oréal-UNESCO For Women In Science** Programme celebrates, enhances and enables the contribution of women to scientific research. The Programme has honoured 41³ UK-based scientists as Fellows and Laureates. The 17 scientists that were surveyed for this project generated an estimated £1.1 million from April 2014 to March 2015 through their association with UNESCO.

³ Five new Fellows were named in June 2015, after this research came out of field. This research is based on a total population of 36 Fellows and Laureates

5. **The Intergovernmental Oceanographic Commission** is the focal point within the UN system for global ocean science. The UK's contribution to the IOC is coordinated by the UK Delegation to IOC based at the NERC National Oceanography Centre. The 11 scientists that were surveyed for this project generated an estimated £168,250 from April 2014 to March 2015 through their association with UNESCO.
6. **The International Hydrological Programme** is the only intergovernmental programme of the UN system devoted to water research, water resources management, and education and capacity building. The UK-IHP Committee is the coordinating body for the UK's input to the IHP and its programmes. The Secretariat is based at the Natural Environment Research Council (NERC) Centre for Ecology & Hydrology (CEH) in Wallingford. Its members are comprised of expert hydrologists and water scientists from across the UK.
7. **The Memory of the World Programme** looks to preserve, promote and protect our written and audiovisual heritage for posterity. There are currently 37 UK-based archives or libraries that have collections inscribed onto the Memory of the World Register. Representatives from the 13 collections that were surveyed for this study generated an estimated £183,565 from April 2014 to March 2015 through their association with UNESCO.
8. **UNESCO Chairs & UNITWIN Networks** are a global network of universities that carry out research in areas of UNESCO's competency. There are 16 UNESCO Chairs and UNITWINs in the UK. The 12 that were surveyed for this study generated an estimated £14.4 million from April 2014 to March 2015 through their association with UNESCO.
9. **World Heritage Sites** are areas of Outstanding Universal Value. Their cultural or natural heritage is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. They belong to all the peoples of the world, irrespective of the territory on which they are located. As a result they are intended to promote peace and intercultural understanding as well as the protection of our shared cultural and natural heritage. There are 29⁴ in the UK and its Overseas Territories and the UK Department for Culture, Media and Sport is the State Party for the World Heritage Convention in the UK. The 22 that were surveyed for this project generated an estimated £85 million from April 2014 to March 2015 through their association with UNESCO.

⁴ The Forth Bridge became the UK's 29th World Heritage Site after this research came out of field

2.2 Wider Value of UNESCO to the UK

At a glance

Affiliation with UNESCO helps to:

- A** Broker local partnerships
- B** Strengthen local development plans
- C** Engage the local community with their shared heritage
- D** Forge international partnerships
- E** Build international visibility and influence

“It’s a non-political banner. The aims of UNESCO are something everyone can sign up to. [The World Heritage Site] has been outside of any local rivalries”.

– City of Bath
World Heritage Site

The following sections summarise the most frequent observations made by the coordinators of UK UNESCO designations surveyed about the value that UNESCO has brought to their work.

A Brokers local partnerships

UNESCO designation helps UK affiliated organisations to broker new, local partnerships. For example, all of the UK World Heritage Sites surveyed agree with the statement: “World Heritage steering groups provide a banner under which disparate organisations can come together with a shared, common purpose that, without the UNESCO association, they would not have”.

World Heritage Steering Groups, Biosphere Reserve and Creative City Partnerships and Global Geopark coordinating teams often have diverse membership comprised of: local authority representatives; members of civil society; representatives from local universities and colleges and third and private sector bodies. While those surveyed say that they would probably have met with these individuals anyway on a one-to-one basis, regular and structured meetings would not have taken place without the shared interest in achieving and then managing the UNESCO designation.

“[Conservation] is being taken more seriously [since becoming a World Heritage Site.] By having that UNESCO branding, people realise the importance of protecting our habitats, making sure future generations will be able to see the albatrosses and the long term role in generating eco-tourism”.

– Gough and
Inaccessible Islands
World Heritage Site

Developing the UNESCO bid or UNESCO management plan brings local partners together on a regular and structured basis. As a result, new opportunities for collaboration and programme development emerge, helping to identify and reduce the duplication of resources and streamline work. A representative from a UK Biosphere Reserve explains: “Whilst there may have been various projects going on in the area before joining the [Biosphere Reserve] network, now that we have the designation we can see a clear path to travel. These projects previously [...] lacked direction. Now the projects run by various bodies are all coordinated and are far more effective”. – Galloway and Southern Ayrshire Biosphere Reserve

B Strengthens local development plans

16 of the 22 World Heritage Sites surveyed agree that the universal value of the site: “Is taken more seriously in local planning decisions now that we are a World Heritage Site than it was before we received the UNESCO designation”. Similarly, four of the six Global Geoparks surveyed agree that: “Our involvement with the Global Geoparks Network has significantly contributed to efforts to protect our geological heritage at a local level” and that: “Our involvement with the Global Geoparks Network has widened participation in the local conservation of our local geology”.

Respondents say that they are often consulted by local authorities and their partners on best practice approaches to sustainable local development and regeneration. There are examples where construction companies voluntarily seek out the local UNESCO designation’s advice in order to strengthen their planning bid.

Indeed, the UK’s Biosphere Reserves are helping their local public bodies meet their statutory obligations⁵ to consider biodiversity conservation in their development plans. The North Devon and Totteridge Local Plan states that: “The Biosphere Reserve designation will act as a catalyst for the area by demonstrating innovative approaches as an exemplar of sustainable development, by raising awareness of nature and opportunities to live

“There is commitment from Welsh government to fund the development of a new bridge. Companies bidding for that work have come to [...] the Biosphere Reserve, asking ‘How does this impact on the Biosphere Reserve? Are there any design considerations I should be aware of? What other considerations are going on that might provide synergies when we are in the area? Is there anything we might provide that could benefit the Biosphere Reserve?’”

– Dyfi Biosphere Reserve

⁵ Current statutory obligations include Natural Environment and Rural Communities Act 2006 and the Nature Conservation Act 2004 (Scotland) and the National Planning Policy Framework

sustainably in greater harmony with the natural environment". As a result, communities managing local nature reserves and developers are using North Devon's guidelines to promote biodiversity and protect and manage the local environment.

The UNESCO designations' influence in local planning consultations appears to derive from the smart/soft power that they can exert as a non-partisan, expert consulting body without statutory power that look to work collaboratively with local partners to inspire effective, sustainable local development.

"Many cities don't know they're great until someone else tells them they're great".

– Glasgow UNESCO City of Music

C Engages the local community with their shared heritage

All of the UK's UNESCO designations have a responsibility, when preparing their bid, to demonstrate active engagement with and participation of the community, including the young and the vulnerable. The designations are also required to report annually on their educational and awareness raising role in their community. This can range from events, exhibitions and volunteering opportunities through to formal educational provision in partnership with local colleges, schools and universities.

It is a pre-requisite of their Global Geoparks network membership for example, that all Global Geoparks develop and operate educational programmes at a range of levels to spread awareness of geological heritage and its links to natural, cultural and intangible heritage. The Global Geoparks' education role extends to local schools, colleges, residents and visitors through events and activities which take place throughout the year, particularly during the annual European Geoparks Week. Furthermore, the UK's Global Geoparks work with local authorities and businesses to promote a best practice approach to utilising renewable energy and employing the best standards of green tourism.

By raising awareness about what is unique or world class about a local area, UNESCO designations work to promote community integration and cohesion and inspire communities to take collective responsibility for both protecting and promoting their shared asset.

"The World Heritage status raises awareness of the global impact of the industrial revolution, which brought huge changes to people's lives and to society as a whole. It used to be hard to convince people that these are historic buildings of great significance, not just derelict cotton mills".

– New Lanark World Heritage Site

Local ambassador schemes, run by most of the UK's World Heritage Sites, Global Geoparks, Creative Cities and Biosphere Reserves, promote a sense of ownership, civic pride and collective responsibility for the promotion and protection of the asset.

UNESCO's external validation that the designated asset is of global importance, combined with public engagement activities organised by the designation's coordinating team, encourages residents to view themselves and their local assets within a global context, and to protect their local environments.

“[UNESCO] puts the heritage that we have here on the world stage and compares us with some of the great monuments around the world. [...] That profile is really important. It engages us with a wider family overseas”.

– City of Bath World Heritage Site

“All of our global partners[hips] have come [through engagement with the Intergovernmental Oceanographic Commission]. Without the [IOC] association we would not have had the platform to reach out more internationally”.

– UK-based scientist
involved with UNESCO
Intergovernmental
Oceanographic
Commission

D Forges international partnerships

Local, national and international partnerships are a critical component of UNESCO designation which open up new funding streams and programme opportunities for the UK's UNESCO designations. Indeed, four of the five Creative Cities surveyed and five of the six Global Geoparks surveyed agree that: “By working alongside the Creative Cities/Global Geoparks Network, we have learned about new funding, research or programme activities”.

The strong focus that UNESCO places on partnership working denotes best practice which appeals to funders. European Union funding streams in particular look for evidence of genuine partnership in proposals. The UK's Global Geoparks are currently involved in a number of EU funded, transnational, partnership projects such as Geoeducation in Action – a partnership project between the North Pennines Global Geoparks and their counterparts in Greece, Portugal and Italy.

By observing how initiatives have been funded and implemented by counterparts around the world, the UK's UNESCO designations bring tried and tested projects and methods to their regions, mitigating the need to invest in costly project pilots. For example, farmers from Wales's Dyfi Biosphere Reserve visited counterparts in Germany to explore how farm businesses could benefit from the Biosphere Reserve status. All UK attendees returned to implement renewable energy schemes on their farm.

E Builds international visibility and influence

“UNESCO publications and conferences tend to be fairly high profile and therefore presenting our work or being included in a publication increases the impact of our science around the world”.

– UK-based scientist involved with the UNESCO International Hydrological Programme

Engagement with UNESCO helps give international visibility to UK-academics' work and can act as a launch pad for careers.

[By engaging with the International Hydrological Programme, UK-based scientists are] “Taking leadership in a globally fundamental area: water scarcity”.

– UK-based scientist involved with the UNESCO International Hydrological Programme

Survey respondents associated with the International Hydrological Programme, the Intergovernmental Oceanographic Commission, UNESCO Chairs and UNITWIN network and L'Oréal-UNESCO For Women In Science Programme say that they have had papers published in high profile places as a result of their UNESCO involvement and access to international conferences that they otherwise would not have been able to attend.

UNESCO involvement also provides the opportunity for UK-based experts to host international conferences, which bring both economic as well as reputational benefit to the UK. For example, the English Riviera Global Geopark is due to host the 7th International Conference on Global Geoparks in the autumn of 2016. With 800 delegates descending on the sea-side region over five days, the conference is expected to bring over £1.6 million in visitor spend to the local economy, as well as shining a spotlight on their work to engage local communities in celebrating and conserving their geological heritage. The other six UK-based Global Geoparks plan to set up programmes to encourage international delegations to extend their stay in order to visit these other Geoparks.

2.3 Unlocking the potential value

At a glance

The experience of survey respondents indicates that the full benefits of a UNESCO designation are not derived automatically upon receiving UNESCO accreditation. Unlocking the full potential of a UNESCO designation is often contingent on successfully

- A** Leveraging the UNESCO brand
- B** Communicating the significance of the UNESCO accolade to build local partnership and champions
- C** Actively engaging with counterparts in the global network

The research shows that some of the UK's UNESCO designations do this more successfully than others suggesting the UK has not yet realised the full potential of its UNESCO membership.

“Whenever we speak about the archive now, we say that we have UNESCO recognition – it elevates the whole status of all the other records we have”.

– Aberdeen City and
Aberdeenshire Archives,
Memory of the World

A Leveraging the UNESCO brand

Survey respondents say that the UNESCO brand has gravitas, indicating a high quality piece of research or living environment. Using the UNESCO brand to highlight quality can be particularly helpful when approaching non-expert funding bodies. As the coordinator for the UNITWIN Network in Humanitarian Engineering at Coventry University explains: “UNESCO is perceived to be neutral, without an agenda beyond its high minded ideals and so the [research that you produce as a UNESCO UNITWIN network], however noble and legitimate and valid in the first place, now has a platform, an audience, a voice and influence”.

However, UNESCO branding alone does not necessarily explain why a site, archive collection or research project is of value; the UNESCO badge just informs people that it is. The experience of survey respondents suggest that more value can be derived from UNESCO when prospective partners and funders understand the significance of the UNESCO accolade, the values that underpin it and what it is seeking to achieve. As a representative from Glasgow UNESCO City of Music explains: “When you get the [UNESCO] title, the next thing is to explain what the title means for your city. That is when the value starts to come in”.

“World Heritage can broker partnerships but only if you understand what World Heritage is for”.

– Old and New Towns of Edinburgh World Heritage Site

B Communicating the significance of the UNESCO accolade to build local partnership and champions

The full benefits of a UNESCO designation are not derived automatically. Once a designation receives the right to use the UNESCO logo, there is much work to do to raise awareness among local stakeholders about what the accolade means, how it can be used for the benefit of the community, and to build the local partnerships required in order to realise the full benefits of their designation.

Communicating the significance of and long term vision for the UNESCO accolade and building the necessary local support to achieve this vision is not without its challenges. Anecdotal evidence suggests that awareness of UNESCO designation is low in the UK. A World Heritage Site coordinator said: “For someone that has worked with World Heritage designations for a long time, I don’t think it is as clear cut as national parks, or listed buildings. Quite often you don’t have guidance or the statutory protection behind it. I think it is lacking in what it means in legal terms”. Another World Heritage Site coordinator agrees: “More work needs to be done on raising awareness of what it means to be a World Heritage Site”.

Low awareness of UNESCO designations means that they can be, and often are, misunderstood. Some World Heritage Site coordinators say that local planners have erroneously thought that the Site’s coordinators seek to block development, rather than inspire good development.

“World Heritage status does not mean we’re stuck in aspic and that nothing will ever change. We’re not anti-development. We want appropriate development. Outstanding Universal Value⁶ helps – instead of stopping development it helps make weak applications better. It makes people think outside the box a bit”.

– Derwent Valley Mills World Heritage Site

While some of the UK’s designations are systematically consulted by their local authority on planning proposals in the region, not all enjoy this relationship with local decision makers and therefore are not demonstrating their potential contribution to local development plans.

“The challenge is in getting decision makers more aware of the value of heritage. It is important to have political champions otherwise it all becomes very academic”.

– Frontiers of the Roman Empire World Heritage Site

⁶ To be included on the World Heritage List, sites must demonstrate how they are of ‘Outstanding Universal Value’ meaning that their cultural or natural heritage is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity

“Some collect [UNESCO status] as a badge [...] to help bolster the status of the city internationally. Once the badge has been ‘got’ it is put away in a drawer and forgotten about”.

– Old and New Towns
of Edinburgh World
Heritage Site

C Actively engaging with counterparts in the global network

The experience of UNESCO designations surveyed suggests that the full benefits of the UNESCO accolade are often derived when it is used actively, as a mechanism to enhance quality, rather than passively, as a recognised mark of quality. Active engagement involves forging partnerships with counterparts within the national and international UNESCO networks to share best practice and launch joint funding bids.

The UK Man and Biosphere Committee, UK Global Geoparks Forum and the newly formed charity, World Heritage UK are exemplars in information sharing and partnership working, collaborating to make the accolade as a whole meaningful on a national and local level. The UKNC seeks to encourage more collaboration across UNESCO designation categories, working together to bring the wider value of UNESCO to the UK.

3 Analysis by designation type



A community group and members of the Marine Biological Association sampling for marine life in the North Devon Biosphere Reserve. Photograph: Dorothy McCormack

3.1 Biosphere Reserves

Biosphere Reserves are model regions for sustainable development and test sites for development and conservation approaches where communities collaborate to live better with their environment. They are the world's only internationally recognised 'badge' for demonstrating excellence in sustainable development. There are five in the UK which are represented by the UK Man and Biosphere Committee which is comprised of local and national representatives from the UK's conservation, cultural, economic, education, environmental, and social sectors. The four Biosphere Reserves that were surveyed for this project generated an estimated £1.8 million from April 2014 to March 2015 through their association with UNESCO.

At a glance

Biosphere Reserves help to:

- A** Promote sustainable development and biodiversity conservation
- B** Support ecotourism, green marketing of businesses and the wider economic development of the region
- C** Bring news ideas, opportunities and ways of working to the UK from the global network
- D** Test new development theories and conservation approaches
- E** Promote meaningful lifestyle changes through community engagement

Case Study

In the wake of the devastating foot and mouth crisis, North Devon was no longer associated with its dramatic coastlines and rugged uplands but instead with burning pyres of sheep and cattle. The crisis not only decimated the local farming economy but also had knock on effects for the local tourism economy. Becoming a UNESCO Biosphere Reserve⁷ helped to take local and outsiders' attention away from this episode in British farming history and redefine a new and positive identity for North Devon as a world class, healthy environment in which to live and visit. The Biosphere Reserve partnership is comprised of national agencies, local authorities, individual members including farmers, foresters and fishermen, charities and private sector bodies. The partnership focuses on delivering biodiversity conservation, sustainable development and research projects, and international partnership working and information sharing. The marketing value of the UNESCO Biosphere Reserve has resonated with local organisations and businesses which have signed up to the Biosphere Reserve's accreditation scheme, inspired by a similar scheme launched in a Canadian Biosphere Reserve. Through the initiative, local organisations pledge to support the Biosphere's vision and values – of living and working in harmony with nature – in exchange for the permission to use the North Devon Biosphere's branding and logos in their marketing materials. Around 30 local businesses have signed up to the scheme, including local fishermen who want to say that their sustainably-caught fish were sourced from a UNESCO Biosphere Reserve. Local industry has also realised the value of the UNESCO brand, using it to attract and retain high-calibre staff. They highlight to prospective employees that by working for the company, they will be based within a Biosphere Reserve – a mark of a healthy environment in which to live and work.

⁷ North Devon's Biosphere Reserve status was originally designated in 1976 but was extended in 2002 (when the foot and mouth crisis was at its peak) after the UK rejoined UNESCO as a Member State and after a review of the UNESCO Man and Biosphere Programme. Consequently, in 2002 North Devon effectively re-launched the Biosphere Reserve

The research findings suggest that the UK's five Biosphere Reserves:

A Promote sustainable development and biodiversity conservation

Biosphere Reserves are supporting public bodies to adhere to the Natural Environment and Rural Communities Act 2006 and to the Nature Conservation Act 2004 (Scotland), as well as other policy and guidance such as the National Planning Policy Framework which require all public bodies to consider biodiversity conservation when carrying out their functions. For example, the North Devon Biosphere Partnership began a £1.8 million Taw River Improvement Project (TRIP) in 2012 to improve the water quality of the River Taw in order to help meet environmental targets of the Water Framework Directive. TRIP is a partnership project with different organisations offering specialist advice and help.

B Support ecotourism, green marketing of businesses and the wider economic development of the region

Biosphere Reserves are the world's only internationally recognised badge for demonstrating excellence in sustainable development. Local authorities are starting to feature their Biosphere Reserves in tourism strategies recognising that the UNESCO designation can be used to drive eco-tourism and green marketing of the region by advertising it as a healthy living, working and visiting environment. Businesses that operate within the UK's Biosphere Reserves are signing up to Biosphere Reserve accreditation schemes which require them to produce green products and implement environmental policies in exchange for using the UNESCO Biosphere branding to market their produce. The commercial value of Biosphere Reserves is likely to increase as the brand profile grows in the UK.

The East Yarde Orchard Café, situated on the Tarka Trail in North Devon Biosphere, holds a bronze award in the Biosphere's Investing in Nature Scheme and recently won the top award in the Green Tourism Business Scheme. The café's owners use it as an example of good sustainability practice, implementing a reed-bed waste system, solar thermal heating and wood fire ranges. Green Tourism is the largest sustainable tourism certification in the world, independently validated by the International Centre for Responsible Tourism (ICRT) on behalf of VisitEngland, VisitWales and the Northern Ireland Tourist Board and endorsed by VisitScotland and Fáilte Ireland.

C Bring news ideas, opportunities and ways of working to the UK from the global network

Working in partnership with the European and Global Network of Biosphere Reserves provides opportunities for UK-based farmers to both share best

practice and bring new ways of working to the UK. For example, the Galloway and Ayrshire Biosphere Reserve explained that the value of belonging to the global network of Biosphere Reserves is that it provides an international framework through which the Biosphere Reserve can seek advice and best practice. On a recent mission to meet with their Canadian counterparts, the Galloway and Ayrshire Biosphere Reserve learned how other Biosphere Reserves operate with similar funding arrangements. Consequently, they have applied for various grants, some of which they were not aware of before joining the network of Biosphere Reserves.

D Test new development theories and conservation approaches

As test sites for development and conservation approaches, Biosphere Reserves are ideal areas to test and refine new development theories and facilitate scientific understanding of global change.

A particular focus of mountain-based Biosphere Reserves is their sustainable development in the context of global change. The UK's UNESCO Chair in Sustainable Mountain Development is coordinated by Professor Martin Price, Chair of the UK Man and Biosphere Programme and elected member of the International Coordinating Council of the Man and Biosphere Programme⁸. The Chair facilitates an understanding of, and action towards, sustainable mountain development, taking global change into consideration.

E Promote meaningful lifestyle change through their community engagement and education remit

Brighton and Lewes Downs Biosphere is the UK's newest Biosphere. It successfully galvanised over 40 local organisations to join the global network with its dynamic *Biosphere Here* campaign. The Biosphere Reserve's dedicated awareness-raising and community engagement programme partners with local universities, schools and colleges, and the public, encouraging people to feel proud of their world class living and working environment, and to take personal responsibility for looking after it. This ethos is reflected in the partnership's slogan: "living in a world class environment". In its first year, the Biosphere has worked with Visit Brighton to develop a *Best of our Biosphere* guide for visitors and local people, launched projects with a range of public and private bodies to reduce impacts of flooding and to improve the quality of local drinking water and worked with Brighton & Hove City Council's Cityparks team and the University of Sussex to create new wildflower areas for bees and butterflies.

⁸ The International Coordinating Council of the Man and Biosphere Programme evaluates applications to join the global network of Biosphere Reserves

The UK's Biosphere Reserves contribute to an impressive portfolio of UK government environmental and development policy priority areas⁹. However, their potential contribution to these UK policy areas is hampered by their generally low profile and unclear brand identity outside of their local areas. As the UK Department for the Environment, Food and Rural Affairs observed in its 2008 report: "We believe that the idea of Biosphere Reserves is good, but it is poorly understood, and its potential unrecognised in the UK¹⁰".

Biosphere Reserves in the UK

- Beinn Eighe
- Biosffer Dyfi
- Brighton and Lewes Downs
- Galloway and Southern Ayrshire
- North Devon

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	£832,511
Local authority	£217,010
Non Governmental Departmental Bodies	—
UK research funding	£204,140
Other public institution	£10,327
Private investment	£147,140
University funding	£52,050
Private legacies	—
Non Governmental Organisations	£60,400
Tourism Revenue	£5,000
Heritage Lottery Fund	£25,000
Other non-government UK sources	£10,210
EU funding	£325,522
Research grants from overseas	—
UNESCO funding	—
Other UN funding	—
Other sources of non-UK funding	—
TOTAL	£1,889,310

Base: 4 out of the UK's 5 Biosphere Reserves

⁹ See Wider Value of UNESCO to the UK: Contribution of UNESCO to UK government policy

¹⁰ 'The potential for Biosphere Reserves to achieve UK social, economic and environmental goals', Report by Hambrey Consulting for Defra, 2008



Clifford's Tower in York UNESCO City of Media Arts

3.2 Creative Cities

Creative Cities draw together vibrant creative communities using culture to make cities thrive. They work to strengthen and promote creativity and creative expression, especially among vulnerable groups, enhance access to and participation in cultural life and strengthen the integration of cultural and creative industries and cultural tourism in local development plans. There are six Creative Cities in the UK. The five that were surveyed for this project generated an estimated £2.4 million from April 2014 to March 2015 through their association with UNESCO.

At a glance

UNESCO's Creative Cities help to:

- A** Create a positive, shared identity for the city
- B** Promote community integration and participation of minority or vulnerable groups
- C** Develop local partnerships, projects and opportunities
- D** Develop international partnerships, projects and opportunities

However, Creative City teams recognise that there is a gap between writing the vision in the bid, and implementing that vision, which often requires building local and international partnerships.

Case Study

The newly designated Dundee UNESCO City of Design plans to use the power of design to regenerate the city and make it a thriving and inspiring place in which to live, learn, work, visit and invest. It is still early days for the new City of Design, but the rigorous Creative City application process was an opportunity to build up local champions for the design-led vision for the region which is already at the heart of the city's new cultural strategy. The Creative City team has rolled out a guardian system with local businesses, whereby organisations that want to use the UNESCO City of Design badge must nominate a member of staff to regulate its use and ensure that they are adhering to the brand's values and vision. With initiatives like Dundee's pop-up craft café, its shared concourse and redeveloped water-way by the new V&A Design Museum, Dundee demonstrates how Creative Cities can help with regenerating shared public spaces, intended to bring different people together to promote community integration, health and well-being and an appreciation of and participation in their shared, creative heritage.

Generating £71.4 billion and accounting for 1.68 million jobs¹¹ per year, the UK's creative industries are booming. Given this, it would be legitimate to question the additional value of a UNESCO Creative City accreditation. UNESCO Creative City status is permanent (in contrast, for example, to a European City of Culture, which is a one-year designation). The survey feedback indicates that UNESCO Creative City status adds value in the following ways.

¹¹ Official UK government statistics, DCMS, 14 January 2014

“Many cities don’t know they’re great until someone else tells them they’re great”.

– Glasgow UNESCO City of Music

A Creates a positive, shared identity for the city

Like World Heritage, being a permanent UNESCO Creative City is a differentiator that can set a city apart. This is critical for creating a unique sense of place – the building blocks for community integration, business and investor confidence. UNESCO’s involvement is crucial as it puts a city’s cultural capital in a global context, highlighting local assets as world class.

The teams behind the UK’s six Creative Cities have a strong future-oriented perspective and perceive their UNESCO accolade as a mechanism to communicate a contemporary identity for a city that is seeking to develop and thrive through its creative industries.

All of the established¹² Creative Cities say that: “Our involvement with the Creative Cities network has attracted funding from overseas to the city”.

B Promotes community integration and participation of minority or vulnerable groups

Creative Cities promote community integration by encouraging local participation in their city’s creative industry. They work to regenerate shared public space, and hold community events to promote community cohesion, health and well-being and a shared creative heritage.

Case Study

Memory Bank: Bradford is a collaborative project between the UNESCO City of Film and the Yorkshire Film Archive which uses archive footage of local places, faces, events and everyday life in Bradford to act as a therapeutic tool for dementia sufferers. The DVDs are being distributed to care homes and support services across Bradford. The initiative was launched during the Bradford International Film Summit 2015 as something that could be rolled out by other UNESCO Cities of Film worldwide.

C Develops local partnerships, projects and opportunities

When a city joins the Creative City network, a thriving creative industry is already in place. The UNESCO application process and resulting designation brings the different interest groups together under one banner, giving them

¹² 3 of the Creative Cities interviewed have been established for at least a year. The other two had only been established for one month when the interview took place

collective ownership of the bid's vision. City-wide partners can then use this vision and branding to underpin, guide and drive their respective work. As a representative from one of the UK's Creative Cities explains: "What the Creative City designation does is give it [the local creative industry a] focal point and a voice. Yes, it would have all been there, but it would have been disparate without the UNESCO thing pulling it all together".

The process to become a Creative City requires the applicant to develop a clear narrative of what the designation means for their city. It also requires them to build a broad partnership of local decision makers, who are critical allies to have on board prior to the bid, to create the conditions necessary to get the project off the ground. The local collaboration and partnership working that develops during the bid process can lead to exciting new local projects and opportunities.

Bradford Film School is a partnership between Bradford College and Whistling Woods International that offers Further and Higher Education courses in Film, Animation and Photography. The Film School was founded after Bradford became a UNESCO Creative City of Film and its Director says that becoming a UNESCO City of Film was critical in securing the funding and support for establishing the school. The 80 students enrolled generate £560,000 per year in student fees. The School has received investment from industry as well as discounted equipment. The connection with Whistling Woods International gives Bradford based students the opportunity to study abroad in India, as part of their course.

All of the Creative Cities interviewed say that their Creative City initiatives are linked to local development plans and all surveyed agree with the statement: "Culture and creativity is taken more seriously in local planning decisions now that we are a UNESCO Creative City than it was before we received the UNESCO designation".

Glasgow City of Music was at the very heart of the Cultural Programme of the Glasgow Commonwealth Games that took place in the summer of 2014, hosting four of the most prominent musical events of the Commonwealth project, including the Commonwealth-wide singing contest, the Big Big Sing.

D Develops international partnerships, projects and opportunities

The UK's Creative City teams are able to point to successful examples across the global network to build local confidence and investment in the Creative City concept and its long term potential to drive urban regeneration and community integration.

York UNESCO City of Media Arts explains: *"On the day that we received the news [that the Creative City bid had been successful], we published an action plan on the advice of the other Creative Cities. In that report we put forward some bold ambitions for the next 10 years, which included doubling the value of the creative industries to the local economy to £330 million per annum and another to increase engagement in the arts from 50 to 75% of the local population"*.

Q: Which, if any, of the following apply to you?

By working alongside the Creative Cities Network, we have learned about new funding, research or programme activities	4 / 5 say that it applies to them
By working with the Creative Cities Network, we have launched joint bids for major cultural programmes or developments	2 / 5 say that it applies to them
We have shared with other cities our good practices	3 / 5 say that it applies to them
Opportunities for local talent/artists/entrepreneurs have opened up through our engagement with the Creative Cities network	5 / 5 say that it applies to them

Base: 5 out of the 6 UK Creative Cities

Having access to the global network of Creative Cities is ideal for creating the partnerships necessary to fulfil European Union criteria on sponsorship. The diverse characters of the cities mean that they are able to help each other without feeling they are in competition.

For example, Edinburgh UNESCO City of Literature Trust works closely with other Cities of Literature to assist and advise cities who are preparing bids. Similarly, Bradford City of Film was nominated in 2015 by other Creative Cities to serve as the global lead for Cities of Film. Bradford is currently supporting prospective cities to strengthen their bids by adopting its successful four-step model of using film as a vehicle to learn, make, enjoy, and visit.

The International Society for Music Education World Conference on Music Education will be coming to Glasgow UNESCO City of Music in 2016. 3000 delegates from around the world, staying in Glasgow over the course of five days, will bring an estimated £1.5 million into the local economy.

All Creative Cities interviewed feel that their work is still in its early stages and are unable to comment on the Creative City's impact on job creation, tourism, and economic regeneration. Future reports will use this baseline to monitor their progress.

Creative Cities in the UK

- Bradford, UNESCO City of Film
- Dundee, UNESCO City of Design
- Edinburgh, UNESCO City of Literature
- Glasgow, UNESCO City of Music
- Norwich, UNESCO City of Literature
- York, UNESCO City of Media Arts

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	—
Local authority	£133,600
Non Governmental Departmental Bodies	—
UK research funding	—
Other public institution	£198,620
Private investment	£1,200
University funding	£1,391,602
Private legacies	£6,891
Non Governmental Organisations	—
Tourism Revenue	—
Heritage Lottery Fund	£34,000
Other non-government UK sources	£123,718
EU funding	—
Research grants from overseas	—
UNESCO funding	—
Other UN funding	—
Other sources of non-UK funding	£4,305
TOTAL	£1,893,936

Base: 5 out of the 6 UK Creative Cities



Marble Arch Caves in Northern Ireland

3.3 Global Geoparks

Global Geoparks are locally-led partnerships that treasure our geological heritage and support sustainable economic development through geo-tourism. The UK is home to seven Global Geoparks which are represented by the UK Global Geoparks Forum. The six Global Geoparks that were surveyed for this project generated an estimated £8.7 million from April 2014 to March 2015 through their association with the Global Geoparks Network. The UK government and UK National Commission for UNESCO supported the process for Global Geoparks to become part of a formal UNESCO programme, which UNESCO Member States voted in favour of at the 38th Session of the UNESCO General Conference in November 2015, after this research came out of field.

At a glance

Membership of the Global Geoparks Networks provides:

- A** New funding opportunities
- B** International programme and partnership opportunities
- C** Local partnership opportunities
- D** Influence in local development plans

However, at the time of the research, the Global Geoparks were not part of a formal UNESCO programme. Future studies can build upon this baseline to explore how far being part of a formal UNESCO programme adds value to their work.

Case Study

The Marble Arch Caves Global Geopark straddles the border between Northern Ireland and the Republic of Ireland. Established during the Northern Ireland Peace Process in 2001, it was one of the first Geoparks to be designated in Europe and the first in the UK. Prior to joining the European network, they were already a fully-fledged Geopark in everything but name. For example, they were running education programmes and working to encourage geo-tourism. The network of Global Geoparks offered the added value of networking and information sharing, collaborating on projects with European partners and putting a positive news story out about Northern Ireland. The Global Geopark is currently working closely with Geopark Shetland and the North West Highlands Geopark on the three year funded 'Drifting Apart' project involving partners from Canada to Russia. The project will create a shared transnational geological trail that will form a basis for tourism, education and economic and social development opportunities.

The research suggests that membership to the dynamic, structured national, European and international network of Global Geoparks has opened the UK up to the following opportunities.

A New funding opportunities

All Global Geoparks interviewed agree with the statement: "By working alongside the Global Geoparks network, we have learned about new funding, research or programme activities".

“We’re constantly bombarded with requests to join [European] partnerships. The Geopark has opened up new avenues of funding that were not previously available in the area”.

– English Riviera Global Geopark

The Marble Arch Caves attribute the €3.2 million of European Union funding that they secured over the last three years entirely to their Global Geopark status. The strong focus that Global Geoparks place on partnership working denotes best practice, which is appealing to funders. European Union funding bids in particular look for evidence of genuine partnership in proposals. As a result, the UK’s Global Geoparks are currently involved in a number of transnational partnership projects. For example, *Geoeducation in Action*¹³ is a partnership project between the North Pennines Global Geopark and their counterparts in Greece, Portugal and Italy which is looking to establish the frameworks and resources for professional, certified training in ‘Geoeducation’.

B International programme and partnership opportunities

As with Biosphere Reserves, being part of a global network enables the UK’s Global Geoparks to bring tried and tested initiatives to the region. This mitigates the risk of investing in pilots which may not achieve desired results.

“It’s easy to pull out different expertise from others in the network. I think it’s a really great example of a network that is really functioning for everyone to try and help each other out”.

– Geopark Shetland

C Local partnership opportunities

The UK’s Global Geoparks have helped to raise the profile of the importance of protecting geological heritage as well as its potential to help drive sustainable regional development through geo-tourism. All of the UK’s Global Geoparks have sustainable tourism strategies that draw upon the unique geology and landscape as a means to draw people to the region. As with Biosphere Reserves and World Heritage Sites, the local authority has no statutory obligations to the Global Geopark, but it can be used as a mechanism to unite disparate groups under one banner in the interest of promoting tourism and investment. As a representative from the English Riviera Global Geopark explains: “It was a designation that was about our natural environment; a big badge that pulled us all together. Here is a designation that would bring tourism, education, science, culture, natural environment, and the geologists together under one umbrella under which we could go forward and market under this one brand as a Global Geopark. Through our association with the Geopark, we have moved our geosites from something to do on a rainy day to something that is of international significance and is worthy of funding”.

¹³ <http://geoeducation.eu/>

Seeing the potential in the brand, local businesses have signed up to the Global Geoparks' partnership schemes allowing them to use Geopark publicity materials. For example, Fforest Fawr Geopark, within the Brecon Beacons, has established a successful Geopark Ambassadors scheme through which they run training programmes with local tourism businesses to help them to understand what is special about the Geopark, how that links to local cultural heritage and how they can incorporate the area's geological assets in their own marketing materials and community engagement. Fforest Fawr currently has 30 local businesses involved with the Geopark Ambassador scheme.

D Influence in local development plans

The UK's Global Geopark partnerships have raised awareness locally about the international significance of the region's geological assets. Five of the six Global Geoparks interviewed agree with the statement: "Protecting local geological heritage is taken more seriously in local planning decisions now that we are a part of the Global Geoparks Network than it was before we became part of the network".

A representative from Geopark Shetland explains that: "Some of our geosites now have been designated as local nature conservation sites, so at least at a local level they have now some kind of protection. [Becoming a Global Geopark] has raised the profile of geodiversity as a 'thing', and you know that to maintain the designation certain standards must be kept".

Survey respondents expect that becoming part of a formal UNESCO programme will enhance their work. The value of being a Global Geopark tends to come from the opportunities that are open to them as members of the dynamic Global Geopark Network and the fact that it highlights that there is an asset to protect and promote in the area. However, the Global Geopark brand does not necessarily have the same level of resonance with the public as, for example, a National Park or an Area of Outstanding Natural Beauty. Future studies can build upon this baseline to explore how being a formal UNESCO programme impacts on organisational outcomes and profile.

Global Geoparks in the UK

- English Riviera
- Fforest Fawr
- GeoMôn
- Marble Arch Caves
- North Pennines
- North West Highlands
- Geopark Shetland

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	£321,585
Local authority	£291,747
Non Governmental Departmental Bodies	—
UK research funding	—
Other public institution	£28,300
Private investment	—
University funding	£3,000
Private legacies	—
Non Governmental Organisations	—
Tourism Revenue	£7,100,000
Heritage Lottery Fund	—
Other non-government UK sources	£40,000
EU funding	£740,298
Research grants from overseas	—
UNESCO funding	£172,280
Other UN funding	—
Other sources of non-UK funding	—
TOTAL	£8,697,210

Base: 6 out of the UK's 7 Global Geoparks



Professor Dame Carol Robinson, Mass Spectrometry, Laureate 2015, Europe (United Kingdom). © Brigitte Lacombe

3.4 L'Oréal-UNESCO For Women in Science

The L'Oréal-UNESCO For Women In Science Programme celebrates, enhances and enables the contribution of women to scientific research. The Programme has honoured 41¹⁴ UK-based scientists as Fellows and Laureates. The 17 scientists that were surveyed for this project generated an estimated £1.1 million from April 2014 to March 2015 through their association with the Programme.

14 Five new Fellows were named in June 2015, after this research came out of field.

At a glance

The L'Oréal-UNESCO For Women In Science Programme:

- A** Supports women in science to continue with their research
- B** Helps Fellows take their career to the 'next level'
- C** Provides a platform for women in science to become science ambassadors

However, UNESCO and the UKNC is currently perceived to be a silent partner in the Programme.

Case Study

Dr. Geetha Srinivasan was awarded the L'Oréal-UNESCO For Women In Science Fellowship in 2012 for her work on ionic liquids enabling biomedical applications. Through her involvement with the programme, she has accessed networks and built partnerships within the international scientific community which have opened up new funding and project opportunities. It also helped to raise her profile within her university department, contributing to her appointment as a mentor on the university's gender diversity programme. Queens University Belfast prominently feature Dr. Srinivasan in their publicity material to demonstrate excellence in their university and provide an example of why it is in the top one percent of global universities. Speaking about her science being featured in the national press as a result of the prize, Dr. Srinivasan explained: "As a normal post-doc researcher, I would never have had this platform, or the recognition. [...] I'm still feeling the recognition out of this. Winning the prize has more than met my expectations".

The L'Oréal-UNESCO For Women in Science Programme recognises the achievements and contributions of outstanding women in science across the globe, providing them with financial and non-financial support to help further their careers in science.

Over the past 14 years, four UK-based Laureates have been honoured with the L'Oréal-UNESCO For Women in Science Award – the first international award devoted to eminent women in science. The Programme has also awarded 37 UK-based Fellows with L'Oréal-UNESCO UK & Ireland Fellowships. The Fellowships provide flexible financial aid and science communications and media training to post-doctoral women in science. Since 2007, the Programme has contributed an estimated £805,600¹⁵ in prize money to UK-based scientists.

¹⁵ Four Laureates each received 100,000EUR and 37 Fellows each received £15,000 from L'Oréal UK and Ireland. Scientists from universities in the Republic of Ireland have been removed from the sample in this research which focuses on value to the UK

The research suggests that the prize itself and participation with the For Women In Science Programme more broadly has supported the scientists in the following ways.

A Supports women in science to continue with their research

The Fellowship is unique in honouring post-Doctoral level scientists with flexible financial aid. The Fellows surveyed say that the money itself, provided by L'Oréal UK and Ireland, is critical for their scientific research as it enabled them to pay for: additional equipment; laboratory staff; travel expenses or childcare. The flexible financial support was, for most of the Fellows surveyed, their primary reason for applying for the award.

“[The Fellowship] comes at the most critical time of your career; when you are meant to be at your most productive, when you have the most career opportunities, this coincides with most women’s child-bearing years. At least two of the eight candidates were requesting support to help them with childcare”.

– L'Oréal-UNESCO For Women In Science Fellow

The value of the prize to the winner is not purely financial. In addition to their prize money, provided by L'Oréal UK and Ireland, the Fellows and Laureates are offered media training to support them with communicating to a non-science audience and are provided with new opportunities to network with people in their sector, including the For Women In Science alumni and the eminent judging panel. Through the media and industry exposure that they receive through participation in the programme, it has helped to increase the visibility of the scientist and her research.

“It’s been extraordinary. There has been an enormous amount of publicity for myself and the research potentially helping to raise the profile of the disease itself”.

– L'Oréal-UNESCO For Women In Science European Laureate.

Q: Which, if any of the following apply to you as a result of your involvement with the Prize?

I have featured in the national press	13 / 17
I have had access to new networking opportunities	14 / 17
I have had access to new research opportunities	11 / 17
I have presented my research at high-profile conferences	11 / 17

Base: 17 out of the UK’s 41 L'Oréal -UNESCO For Women In Science winners

For some Fellows surveyed, their experience with the For Women In Science Programme was a much appreciated cash prize and a confidence boost. For others the prize has led to new funding and partnership opportunities and promotion through the ranks of their university department.

Case Study

Dr. Sneha Malde won the Fellowship in 2014 for her research in measuring the differences between matter and anti-matter. The award has helped her to excel in her career and significantly increase her visibility in her field. “There were two main reasons I applied” explained Dr. Malde. “I knew the prize money would enable me to say yes to more opportunities than I would have otherwise. Secondly, it’s a highly competitive field and you really have to try and find ways to distinguish yourself. Winning the prize is a way to do that. I knew it would drive my career forward”.

Q: Thinking about the impact that winning the For Women In Science Prize may have had on the visibility and profile of your work, which of the following statements, if any, apply to you as a result of your involvement with the prize?

Winning the prize has significantly increased the visibility of my work	16 / 17
My work would probably have a similar reputation had I not won the prize	9 / 17
Winning the prize has significantly increased my confidence to discuss my work with a non-science audience	15 / 17

Base: 17 out of the UK’s 41 L’Oréal -UNESCO For Women In Science winners

Winning the prize through a competitive process provides the scientists with external validation that their work is of importance, giving them the confidence to continue.

“The award really came at the right time. I was approaching the end of my contract and it really boosted my confidence. I was starting to lose a bit of faith. [...] The award has given me a big encouragement to pursue my science, to deliver knowledge and new technology that can be of real benefit”.

– L’Oréal-UNESCO For Women In Science Fellow

“Sometimes it is difficult to explain your work to your family, and whether it has much merit. The kind of press and the way that the award is presented in the media definitely is a nice thing to experience”.

– L’Oréal-UNESCO For Women In Science Fellow

“Funders want evidence that you’ve been able to obtain competitive funding and the Fellowship is really competitive”.

– L’Oréal-UNESCO For Women In Science Fellow

B Helps Fellows take their career to the ‘next level’

Survey respondents say that the For Women In Science brand appears to have gained in prestige over time. They say that is due to the calibre of the winners and what they have gone on to achieve, the rigorous application process and the high profile judging panel. For example, the International Laureates judging panel is populated by household name Nobel Prize Winners.

Winners say that the UNESCO association further helps to boost the credibility of the Programme making it less about corporate social responsibility and more about enabling the contribution of women in science, for the benefit of science. UNESCO, with its international, humanist agenda, helps to reinforce how the prize is not just about the individual scientists but about the wider issue of the gender gap in science.

C Provides a platform for women in science to become science ambassadors

A critical component of the For Women In Science Programme is that it provides those involved with a media platform from which to act as science ambassadors. Indeed, most L’Oréal-UNESCO For Women In Science Fellows and Laureates surveyed continue to engage with the Programme as science ambassadors years after winning the prize. They say that the Programme highlighted the gender gap in UK STEM industries and research and innovation and provided the scientists with a collective banner to engage with the issue.

16 out of the 17 For Women In Science winners surveyed agree with the statement: “It could be argued that winning a UNESCO prize encourages those involved to engage in public engagement, educational, leadership and advocacy activities that they otherwise wouldn’t, or wouldn’t be able to do”.

Case Study

Dr. Seirian Sumner received the 2007 Fellowship for her work in evolutionary biology. As a direct result of her involvement with the Programme, Dr. Sumner co-founded with another Fellow – Dr. Nathalie Pettoirelli - Soapbox Science; a public outreach platform to promote women in science, which is funded by the L’Oréal-UNESCO For Women in Science Programme. On winning the Prize, Dr. Sumner said: “Before I got the Prize I wasn’t really aware of the issue of Women in Science. Getting the Prize has awakened my awareness of it and now I have this quite substantial branch of my career devoted to raising awareness of women in science – writing about it, blogging about it. That’s now a big facet to my career path that didn’t exist before”.

By building a closer relationship with the winners, UNESCO and the UK National Commission would build a network of in-country science champions who can highlight UNESCO's role in the global science agenda and encourage UK-based scientists to engage with its global, scientific frameworks.

L'Oréal-UNESCO For Women in Science Fellows and Laureates¹⁶

- Professor Dame Carol Robinson – European Laureate 2015, Physical Chemistry, Mass Spectrometry, University of Oxford
- Professor Pratibha Gai – European Laureate 2013, Physical Chemistry, Electron Microscopy, University of York
- Professor Frances Ashcroft – European Laureate 2012, Life Sciences, Physiology, Anatomy and Genetics, University of Oxford
- Professor Athene Donald – European Laureate 2009, Physical Chemistry, Experimental Physics, University of Cambridge
- Dr. Clémence Blouet, University of Cambridge (2014)
- Dr. Tracy Briggs, University of Manchester (2014)
- Dr. Eva-Maria Graefe, Imperial College London (2014)
- Dr. Sneha Malde, University of Oxford (2014)
- Dr. Emily Jones, Birkbeck University (2013)
- Dr. Suchitra Sebastian, University of Cambridge (2013)
- Dr. Katie Hampson, University of Glasgow (2013)
- Dr. Tracey Gloster, University of St. Andrews (2013)
- Dr. Katrina Lythgoe, Imperial College London (2012)
- Dr. Silvia Giordani, Trinity College Dublin (2012)
- Dr. Claire Spottiswoode, University of Cambridge (2012)
- Dr. Geetha Srinivasan, Queen's University Belfast (2012)
- Dr. Victoria Coker, University of Manchester (2011)
- Dr. Emily Flashman, University of Oxford (2011)
- Dr. Monika Gullerova, University of Oxford (2011)
- Dr. Heather Whitney, University of Bristol (2011)
- Dr. Pia Mukherjee, University of Sussex (2010)
- Dr. Lourdes Basabe-Desmonts, Dublin City University (2010)
- Dr. Nathalie Pettoirelli, Institute of Zoology, Zoological Society of London (2010)

¹⁶ Scientists from the Republic of Ireland have been removed from the sample

- Dr. Dora Biro, University of Oxford (2010)
- Dr. Elizabeth Murchison, Wellcome Trust Sanger Institute (2009)
- Dr. Patricia Alireza, University College London (2009)
- Dr. Jennifer Bizley, University of Oxford (2009)
- Dr. Nathalie Seddon, University of Oxford (2009)
- Dr. Sarah Bridle, University College London (2009)
- Dr. Ashleigh Griffin, University of Edinburgh (2009)
- Dr. Tamsin Mather, University of Oxford (2009)
- Dr. Sarah Reece, University of Edinburgh (2009)
- Dr. Theresa Burt de Perera, University of Oxford, Zoology (2009)
- Dr. Seirian Sumner, Institute of Zoology, Evolutionary Biology (2009)
- Dr. Araxi Urrutia Odabachian, Cardiff University, Genetics (2009)
- Dr. Anna Git, Cancer Research UK Cambridge Research Institute (2009)

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	—
Local authority	—
Non Governmental Departmental Bodies	—
UK research funding	—
Other public institution	—
Private investment	—
University funding	£70,700
Private legacies	—
Non Governmental Organisations	—
Tourism Revenue	—
Heritage Lottery Fund	—
Other non-government UK sources	£618,505
EU funding	£359,191
Research grants from overseas	—
UNESCO funding	£17,500
Other UN funding	—
Other sources of non-UK funding	—
TOTAL	£1,065,896

Base: 17 out of the UK's 41 L'Oréal -UNESCO For Women In Science winners excluding sample from the Republic of Ireland



Workers unload a Tsunami Buoy to detect early tsunami warnings.
Photograph: BAY ISMOYO/AFP/Getty Images

3.5 Intergovernmental Oceanographic Commission (IOC)

The Intergovernmental Oceanographic Commission is the focal point within the UN system for global ocean science. The UK IOC Delegation, based at the Natural Environment Research Council's National Oceanographic Centre in Southampton, represents the UK at annual IOC meetings in Paris. The UK IOC Delegation draws upon the expertise of a network of leading UK-based marine scientists and oceanographers in order to inform the UK's position at IOC. This stakeholder group was consulted for this project to explore the perceived value of IOC to UK science and the UK's wider environmental and development priorities. The 11 scientists surveyed for this project generated an estimated £168,250 from April 2014 to March 2015 through their involvement with the IOC.

At a glance

The Intergovernmental Oceanographic Commission:

- A** Facilitates global marine science
- B** Increases international influence and profile of UK marine science
- C** Informs marine science policy

However, the IOC's role is not widely understood in the UK. The IOC's role needs to be clarified with its importance to global marine science explained.

Case Study

IOC's Global Ocean Observing System (GOOS) aims to develop a unified network providing information and data exchange on the physical, chemical, and biological aspects of the ocean. Governments, industry and scientists use this information to inform marine policy on, for example, global sea level rise. One UK IOC stakeholder surveyed explains: "Our understanding of sea level change [...] has all only been made possible through the IOC programme. IOC has been very active in trying to make this data available and stimulating accessibility and ensuring data is of the highest quality. That is a major scientific impact that has happened because of IOC".

Survey respondents explain that the Intergovernmental Oceanographic Commission (IOC) is critical for the following reason.

A Facilitates global marine science

The IOC brings significant benefits to UK marine science and policy by providing the frameworks, data, standards and diplomatic clearances required in order for researchers to carry out global marine science.

One UK-based marine scientist surveyed comments: "We simply could not be doing some of the science we do today if it were not for the IOC programmes". UNESCO-IOC works closely with the international marine science community to ensure international agreement of standards such as: the international standard seawater equation; the best methods for analysis

of various parameters; participation in international inter-calibration exercises and rapid dissemination of new ideas and techniques.

Marine science knows no national borders and is therefore contingent on diplomatic clearances for scientists to operate in waters that are outside of their national jurisdiction and obtain data from waters in other territories.

“If we were content to work in the UK’s own waters we wouldn’t need the IOC, but we are not content; we need that framework to operate. We also need to be able to justify to our funders what we do internationally. [...] To work internationally we are required to enter the waters of other countries, which we do through frameworks governed by the UN. We rely extremely heavily on the IOC – it orchestrates how diplomatic process to access other waters is managed”.

– UK IOC stakeholder

Through its associated programmes, like IODE and Argo, the IOC provides UK-based scientists with the data that they need to do their science.

“IODE is a very useful community to be part of. It gives you access to international sources of information. As a ‘human network’ it works very well. It gives us different ways to exchange data. Association with the IODE network also gives us access to European funding opportunities”.

– UK-based marine scientist

- **The International Oceanographic Data and Information Exchange Programme**, more commonly known as IODE enhances marine research by facilitating the exchange of oceanographic data and information between participating Member States, of which the UK is one. Through the IOC connection, UK-based scientists have automatic access to the data around the world. By accessing it through IODE, they know that the data will be comparable with theirs as the scientists will be using the same standardised formulas set by the IOC.
- **Argo** is a global fleet of 3000 data collection ships that collect high quality temperature and salinity profiles from the ocean. This efficient data management network provides free automatic quality controlled data to marine scientists and oceanographers worldwide.

“Argo has collected ten times more data in the last ten years than we have in the previous century,” explained one of the UK-based IOC stakeholders. As a Member State within IOC, the UK has access to data collected by the entire, global Argo fleet.

B Increases international influence and profile of UK marine science

Through involvement with the IOC, UK-based marine science bodies have access to a large number of developing and established marine science nations and institutions, students, researchers and policy makers for mutual understanding and progress in securing better scientific understanding and stewardship of the marine environment. Survey respondents say that the IOC

“IOC is a kind of global hub. We’re all independent, and IOC is a global hub to go to. That’s why we use it. It’s a way of broadcasting our operations and what we do internationally”.

– UK IOC stakeholder

“All of our global partners have come around because of the IOC – without the association we would not have had the platform to reach out more internationally”.

– UK IOC stakeholder

has helped them and their institutions to broker new international partnerships which have opened up new funding and programme opportunities. These have helped to raise the profile of their work on an international stage.

The Hutchison medal was recently awarded to a multinational group of academics, led by UK-based Phillip Williamson, for their November 2012 paper ‘Ocean fertilization for geoengineering: a review of effectiveness, environmental impacts and emerging governance’¹⁷. The medal is awarded annually by the Institution of Chemical Engineers (IChemE) for practical and wide-ranging, philosophical or thought-provoking published papers that will stimulate further debate within the chemical engineering community. Phillip Williamson explains that: “My involvement with IOC/UNESCO on this matter resulted in my inclusion in an Expert Group of the Convention on Biological Diversity (CBD), and subsequent lead editing roles for CBD reports on Climate Geoengineering (2012) and Ocean Acidification (2014), with support from UK colleagues. None of the above would have happened without the initial request from the IOC Secretariat and the pre-existing UK linkages”.

Through IOC, respondents have had access to high level networking opportunities at international conferences. One survey respondent explains that: “UN meetings are often not open to the public [...] It is competitive to be able to attend and one needs to have some sort of association with an organisation”. Through their association with IOC in the UK, they were able to attend a conference where they were representing the IOC and the scientific community and participating as a scientist rather than as a diplomat, representing the UK as they would have done if they went with their employer.

The IOC has helped survey respondents to broker new international partnerships and to launch joint funding bids: “It is an important flag to wave when you are trying to develop new relationships,” explains another survey respondent.

C Informs marine science policy

Involvement with the IOC enables the UK to show leadership and participate in the global marine science agenda. The UK’s membership of IOC’s elected, Executive Council and position as the elected Vice-Chair of IOC enables it to directly influence the evolution of international marine scientific activity and regulations. For example, a recent policy brief on the future of the IOC, co-authored by the UKNC and UK-IOC delegation, was an official

¹⁷ <http://www.sciencedirect.com/science/article/pii/S095758201200119X>

“We need to bridge what we do as individuals with what we do as a nation and what we do globally [...] IOC always emphasise there is only one global ocean.”

– UK IOC stakeholder

agenda document of the 28th IOC Assembly (June 2015) and fed into intergovernmental discussions on where IOC should focus its resources in order to maintain its relevance.

Involvement with the IOC is an opportunity for the UK to provide support to its Overseas Territories, to engage with the UK’s own developmental and environmental priorities¹⁸.

Those surveyed who feel closely connected to the IOC speak fluently about the critical role of the IOC in facilitating global marine science as well as contributing to climate change science and wider environmental and ecological priorities. All 24 IOC stakeholders were approached by this survey, however around half said they could not have an informed conversation on the IOC. This implies that the IOC’s role is not widely understood in the UK, even within the marine science sector. IOC’s role needs to be clarified with its importance to global marine science explained.

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute ‘at least to some extent’ to their UNESCO status
Central/devolved government funded	–
Local authority	–
Non Governmental Departmental Bodies	–
UK research funding	£16,000
Other public institution	£80,000
Private investment	£2,250
University funding	–
Private legacies	–
Non Governmental Organisations	–
Tourism Revenue	–
Heritage Lottery Fund	–
Other non-government UK sources	–
EU funding	£50,000
Research grants from overseas	–
UNESCO funding	£20,000
Other UN funding	–
Other sources of non-UK funding	–
TOTAL	£168,250

Base: 11 out of the UK’s 24 scientists engaged with Intergovernmental Oceanographic Committee

¹⁸ See Wider Value of UNESCO to the UK: Contribution of UNESCO to UK government policy



A training workshop on river monitoring taking place under the IHP Hindu Kush-Himalayan FRIEND Programme. Photograph: Centre for Ecology & Hydrology/AF/Getty Images

3.6 International Hydrological Programme (IHP)

The International Hydrological Programme is the only intergovernmental programme of the UN system devoted to water research, water resources management, and education and capacity building. The UK-IHP Committee is the coordinating body for the UK's input to the IHP and its programmes. The Secretariat is based at the NERC Centre for Ecology & Hydrology (CEH) in Wallingford. Its members are comprised of expert hydrologists and water scientists from across the UK. The three scientists surveyed for this project outlined the value of IHP to their work and to UK water science more broadly.

At a glance

The International Hydrological Programme:

- A** Facilitates global research linkages and access to new funding and partners
- B** Increases the influence and profile of UK water science in global hydrological science
- C** Contributes to the UK's overseas development priorities

Case Study

The International Hydrology Programme's HELP (Hydrology for the Environment, Life and Policy) network was established in 1999 to develop new approaches to integrated catchment management. HELP provides a framework for water law and policy experts, water resources managers and water scientists to work together on water-related problems. In 2010, the River Tweed catchment area in the England-Scotland border was recognised as a UNESCO HELP basin. The River Tweed is the focus of a number of long-running research studies on river restoration techniques and wetland ecosystem services. Led by the UNESCO Category 2 Centre for Water Law, Policy and Science, based at the University of Dundee, stakeholders working in the River Tweed are able to share knowledge and experience with other UNESCO HELP basins around the globe. Talking about the coordination of the UNESCO Category 2 Centre, a representative from the Centre said, "We work under IHP strategic plans. The IHP framework itself is helpful when you're thinking about structuring short and medium term priorities". They explain that while the Category 2 Centre has helped with building international networks with water scientists, it has been the UNESCO association that has helped with funding applications and building networks within the UK. "People may not know what a Category 2 Centre is but everybody understands UNESCO and that brings a degree of recognition and welcome. I can't think of a single professional environment where it is not of interest to people that you are in some way associated with UNESCO. You are perceived as interesting, worth speaking to, who is not just an academic from a university but also working with UNESCO".

UK-based scientists surveyed explain that involvement with the IHP has provided the following benefits to the UK water science sector.

A Facilitates global research linkages and access to new funding and partners

Within the UK, participation with IHP's global programmes and projects has provided new research opportunities, helped forge international partnership and programme collaborations, enabled UK research organisations to attract overseas funding and helped give greater visibility to UK water scientists' work on an international platform.

One UK-based scientist surveyed explains that: "If we were putting together a bid and were looking for river basin partners, we would look first at the [organisations active across the global IHP networks] to see if there were people there who would be an obvious first port of call".

Global research linkages developed through the IHP helped the Natural Environment Research Council's (NERC) Centre for Ecology & Hydrology attract over €2.6 million of European Union funding to UK institutions to coordinate the four year WATCH (Water and Global Change) research project, bringing together the hydrological, water resources and climate research communities at an international level. Together they analysed, quantified and predicted the components of the global water cycle and the related water resources for the present and for the future.

"The networks, that hopefully then result in partnerships, are probably the strongest thing that being involved with IHP brings. Having the UNESCO badge on anything – a conference or a workshop or group of people that come together – gives it more visibility and more legitimacy in some ways, than other groupings. As a result, those workshops tend to be fairly well attended and are therefore more beneficial to our science".

– UK IHP Stakeholder

B Increases the influence and profile of UK water science in global hydrological science

Participation with IHP enables UK-based scientists to forge international careers with the opportunity to attend and present at international conferences giving their work greater exposure and visibility.

"UNESCO publications and conferences tend to be fairly high profile" explains Dr. Harry Dixon, Secretary of the UK-IHP Committee, based at NERC's Centre for Ecology & Hydrology "and therefore presenting our work or being included

Involvement with IHP: “Gives more visibility and impact for UK water science. It provides open access to networks and partnerships that allow us to take our research forward [...] providing ways and opportunities to engage and work internationally. When we do engage we tend to lead because our hydrological science (in the UK) is already well advanced”.

– UK IHP Stakeholder

in an IHP publication or workshop increases the impact of our science around the world. It means that more people are going to read and see the outputs of that science. [...] The international, global engagement and impact of that science would have been less without UNESCO”.

Through IHP UK-based scientists have also been able to establish and participate in global programmes.

G-WADI for example, is a global network on water resources management in arid and semi-arid zones. The primary aim of G-WADI is to build an effective global community to promote international and regional cooperation in the arid and semi-arid areas. The UK played a key leadership role in developing the G-WADI Programme which has been successful in stimulating networking across Asia, Latin America and the Caribbean, Sub-Saharan Africa and the Arab region. “There are people [...] who have come into their careers through G-WADI [which has] allowed them to become internationally focused scientists” said the late Professor Mike Edmunds who was instrumental in establishing the programme. The creation of the G-WADI network by UNESCO was intended to strengthen global capacity for management of water resources. Established for over ten years, G-WADI has been able to effectively draw together relevant stakeholders to share knowledge, expertise and experience to manage the water resources of these vulnerable regions¹⁹.

C Contributions to UK overseas development priorities

IHP activities – like the UK-led G-WADI programme – have a direct impact on advancing water management in developing parts of the world and contribute towards meeting the Sustainable Development Goal 6: Ensure availability of water and sanitation for all.

The value of the UK’s involvement in the IHP is the opportunity to influence the global advancement of hydrological science and the subsequent development of freshwater policy and management practices.

Through this the UK is able to both contribute to societal benefits overseas and advance domestic water management policies.

“A lot of people give free time [to the IHP]. It is an act of love really, to participate. I do it willingly as I believe what we are doing is extremely worthwhile as an international effort and I can’t see any other forum for this”.

– the late Professor Mike Edmunds

¹⁹ G-WADI – the first decade, Sciences in Cold and Arid Regions, 2013, W. Mike Edmunds et al



The Peniarth Manuscripts held by the National Library of Wales.
Photograph: Llyfrgell Genedlaethol Cymru/National Library of Wales

3.7 Memory of the World

The Memory of the World Programme looks to preserve, promote and protect our written and audiovisual heritage for posterity. The Register is a catalogue of the world's most prized documentary and archival heritage. The International Memory of the World Register recognises documentary heritage of global significance and includes UK-based documents such as Magna Carta. The UK Memory of the World Register honours documentary heritage of national and regional significance and includes documents such as the Death Warrant of King Charles I. The UK Memory of the World Committee is a voluntary team of UK-based librarians and archivists who administer and review applications to the UK's Register. There are currently 37 UK-based archives or libraries that have collections inscribed onto Memory of the World Register. Representatives from the 13 collections that were surveyed for this project generated an estimated £183,565 from April 2014 to March 2015 through their association with UNESCO.

At a glance

The Memory of the World Programme:

- A** Supports archives and libraries with funding applications
- B** Offers external validation of the significance of their collection
- C** Highlights the UK's archival assets

However, the experience of survey respondents suggests that it is the UNESCO brand, as opposed to the Memory of the World brand that adds value, as Memory of the World does not appear to have a high profile in the UK, even among the UK archives sector.

Case Study

The Aberdeen Burgh Registers were inscribed onto the UK Memory of the World Register in 2012. The first eight volumes of the Burgh Registers for Aberdeen between 1398 and 1509 represent the earliest and most complete body of surviving records of any Scottish town. Due to the niche nature of the collection, much of which is in medieval Scots, the archive had difficulty attracting external interest. The inscription made its funding applications more robust, leading to interest from the University of Aberdeen. The university has since become a close working partner with two large scale transcription projects with a combined value of £70,000. It also strengthened external recognition of the value of the records. The National Records of Scotland approached the archive following inscription, offering to digitise all the pre-1562 volumes (16,000 pages) – and not just the UNESCO records – at a minimal cost to the archive. The knock on effect from these projects has been far-flung interest in the records, with invitations to conferences and events. Inscription has also spawned educational projects: The Arts Across Learning Festival in primary schools, and a series of poetry workshops based on the archival material at the University of Aberdeen English Department.

UK-based archivists who work with collections that have been inscribed onto the UK and International Registers were interviewed for this report, and made the following observations about the value that Memory of the World Register has brought to their work.

A Supports archives and libraries with funding applications

The rigorous Memory of the World application process has helped some archivists surveyed to develop a clear and compelling narrative around the

“Whenever we speak about the archive now, we say that we have UNESCO recognition – it elevates the whole status of all the other records we have”.

– Aberdeen City and
Aberdeenshire Archives

value, history and significance of their collection. The UNESCO application is resource intensive, particularly for something that does not provide direct financial benefit. However, successful collections go on to use the key messaging developed through the UNESCO application process in future funding applications, with the additional ‘trump card’ that their collection has been formally recognised by UNESCO. Rather than overshadowing the rest of the collection, archivists say that the UNESCO badge helps to raise awareness of, and interest in, the wider collection as they use the UNESCO inscription as a basis for wider promotional work around the archive.

B Offers external validation of the significance of their collection

When making their application to the Register, archivists were looking for external validation of what they already knew; that they house something that is of national significance. For many collection owners who were surveyed, the external validation has been most helpful internally among their wider staff group and stakeholders. It is used to instil a sense of professional pride in the archive and to make the case for resource allocation to help them with preservation work, cataloguing and digitisation.

“The prestige that a UNESCO collection brings was the most important part. [...] That you can say that these are recognised by UNESCO as having national significance – it carries weight and shows to academic stakeholders that we have a programme that they can take seriously”.

– National Railway Museum

“It’s had a positive effect on the staff and getting them to realise that this is an important collection”.

– West Glamorgan
Archives

To their staff members, wider stakeholders, prospective funders and in the media, archivists interviewed tend not to use the phrase ‘Memory of the World’ but opt for the more colloquial ‘archival equivalent of World Heritage’. Respondents say that it is the UNESCO link that is prestigious and provides the external validation rather than the Memory of the World brand which, due to its low profile, is perceived to have limited brand value at present. The prestige of being on the Register also comes from being associated with the more high profile collections that have been inscribed.

“It has been extremely valuable to us being part of such a prestigious community. It is a validation of the importance of our collections”.

– Tyne and Wear Archives

“It gives it that seal of approval that it is joining the elite”.

– Bodleian Library

“It shows the breadth and diversity of our heritage in one place”.

– Lothian Health Services
Archive

While survey respondents say that they reference the other inscriptions in press releases, few respondents are in direct contact with the UK Memory of the World Community.

C Highlights the UK’s archival assets

Viewed in its entirety, the UK Memory of the World Register is a gateway into the rich and turbulent history of the British people. The UK’s Memory of the World Collection includes Bath’s Roman Curse Tablets which record the personal and private prayers of ordinary people from the 2nd to the late 4th century AD and the World War II London County Council Bomb Damage Maps which document building-by-building, street-by-street bomb damage during the War. The collection includes documents as diverse as the Bill of Rights 1689, and the Edinburgh and Lothian HIV/AIDS Collections (1983–2010).

While the Register’s value to the UK should be the sum of its many parts, its potential to act as a central repository for highlights of the written history of the British people is hampered by its generally low profile.

Memory of the World in the UK

- 1215 Magna Carta, British Library, Lincoln Cathedral, Salisbury Cathedral
- Aberdeen Burgh Registers, Aberdeen City Council, Aberdeen City and Aberdeenshire Archive
- Appeal of 18 June 1940, BBC Sound Archives
- Arthur Bernard Deacon, 1903–1927, Royal Anthropological Institute of Great Britain and Ireland
- Bank of Scotland Archives, 1695–2001, Lloyds Banking Group Archives Lloyds and TSB Heritage Archives
- Battle of the Somme, Imperial War Museum
- Bill of Rights, 1689, The Parliamentary Archives, Palace of Westminster
- BT Research Centre Collection, 1878–1995, BT Heritage
- Carmichael Watson Collection: A Celtic Collector’s Folklore Odyssey, Edinburgh University Library
- Charter of King William I to the City of London, City of London Corporation
- Chepman and Myllar Prints, National Library of Scotland
- Children’s Society Archive, Hidden Lives Archives
- Churchill Archives, Churchill Archives Centre, Churchill College

- Company of Scotland Trading to Africa & the Indies, 1695–1707, jointly nominated by The Royal Bank of Scotland Group plc and the National Library of Scotland
- Cura Pastoralis of Gregory, The Bodleian Library, Oxford
- Customer Account Ledgers of Edward Backwell, 1663–1672, The Royal Bank of Scotland, RBS Group Archives
- Death Warrant of King Charles I, 1649, The Parliamentary Archives, Palace of Westminster
- Diaries of Anne Lister, West Yorkshire Archive Service
- Documentary Heritage of the Women's Suffrage Movement in Britain, 1865–1928, The Women's Library and The Parliamentary Archive
- Domesday Book, The National Archives
- Dorothy Wordsworth's Journal, Wordsworth Trust
- Dutch West India Company (Westindische Compagnie) Archives, National Archives
- Edinburgh and Lothian HIV/AIDS Collections, 1983–2010, Lothian Health Services Archive
- Gough Map, The Bodleian Library, Oxford
- GPO Film Unit collection, 1933–1940, British Postal Museum & Archive, BT Heritage and British Film Institute (BFI)
- Haig Papers, National Library of Scotland
- Hepworth Cinema Interviews, National Library of Wales
- Historic Ethnographic Recordings, 1898–1951, the British Library
- Hitchcock's Silent Films, British Film Institute (BFI)
- Jersey Occupation Archive, Jersey Heritage, Jersey Museum
- John Murray Archive, National Library of Scotland
- Hereford Mappa Mundi, Hereford Cathedral
- Letter from George Stephenson, Liverpool Record Office
- Life Story of David Lloyd George, National Screen & Sound Archive, National Library of Wales
- London County Council Bomb Damage Maps, London Metropolitan Archives
- Manuscript Collection of Shota Rustaveli's Poem "Knight in the Panther's Skin", the Bodleian Library, University of Oxford
- Medieval Records of St Giles's Hospital, Norwich, Norfolk Record Office
- Membership Application Certificate, Institution of Civil Engineers

- Narrative created through Sirkka-Liisa Konttinen's photography and Amber's films, Amber Collective
- Neath Abbey Iron Works, West Glamorgan Archive Service
- Papers of the Royal National Institution for the Preservation of Life from Shipwreck (1823–1854), Royal National Lifeboat Institution, Poole
- Peniarth Manuscript Collection, National Library of Wales
- Peterloo Relief Fund Account Book, The John Rylands University Library, The University of Manchester
- Peter Worden Collection of Mitchell and Kenyon Films, British Film Institute National Archive
- Pont Manuscript Maps, National Library of Scotland
- Registry of Slaves of the British Caribbean 1817–1834, the National Archives
- Robert Hooke's Diary, 1672–1683, Culture, Heritage and Libraries Department of the City of London Corporation
- Robert Stephenson and Company Archives, National Railway Museum
- Roman Curse Tablets, Roman Baths, Bath
- Royal Mail Archive, 1636–1969, The British Postal Museum and Archive
- Royal Scottish National Institution Archives, University of Stirling
- 'Shakespeare Documents', Shakespeare Birthplace Trust
- Silver Men: West Indian Labourers at the Panama Canal, the National Archives
- St Kilda, Britain's Loneliest Isle, National Library of Scotland
- Thomas Hardy Archive, Dorset County Museum
- Tyne & Wear Shipyards Collection, Tyne & Wear Archives and Museums
- Wakefield Court Rolls, Yorkshire Archaeological Society
- West Riding Pauper Lunatic Asylum Records 1814–1991, West Yorkshire Archive Service
- Wedgwood Museum Archive, The Wedgwood Museum
- Winchester Pipe Rolls, Hampshire Record Office
- WVS/WRVS Narrative Reports 1939–1996, Royal Voluntary Service

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	—
Local authority	—
Non-governmental departmental bodies	—
UK Research Funding	£53,231
Other public institution	£43,125
Private investment	—
University funding	—
Private legacies	—
Non Governmental Organisations	—
Tourism Revenue	—
Heritage Lottery Fund	—
Other non-government UK sources	£87,209
EU funding	—
Research grants from overseas	—
UNESCO funding	—
Other UN funding	—
Other sources of non UK funding	—
TOTAL	£183,565

Base: 13 out of the UK's 37 collections inscribed on to the UK/International Memory of the World Register



Professor Robin Coningham, Durham University's UNESCO Chair In Archaeological Ethics and Practice in Cultural Heritage, on the Village Mound in Lumbini, Nepal

3.8 UNESCO Chairs and UNITWIN (University) Networks

UNESCO Chairs & UNITWIN Networks are a global network of universities that carry out research in areas of UNESCO's competency. There are 16 UNESCO Chairs and UNITWIN Networks in the UK that regularly meet at a colloquium coordinated by the UK National Commission for UNESCO. The 12 that were surveyed for this project generated an estimated £14.4 million from April 2014 to March 2015 through their association with the Programme.

At a glance

UNESCO Chairholders and Network Coordinators use the accolade to:

- A** Increase the gravitas and credibility of their research
- B** Broker new partnerships
- C** Engage in leadership activities

However, new UNESCO Chairholders and UNITWIN Coordinators can be unclear on how to get their UNESCO programme off the ground and how to maximise the opportunities that are open to them as part of the global universities network.

Case Study

The UNESCO Chair for Education for Pluralism, Human Rights and Democracy at Ulster University recently received one of the highest Research Excellence Framework (REF) impact ratings in the country. The REF stated that the UNESCO Centre's research has impacted on education policy, locally and globally, attracting research grants of more than £6 million in the last decade. Three significant research impacts are: the statutory inclusion of Local and Global Citizenship in the Northern Ireland Curriculum (NIC) for all schools from 2007; research on 'conflict sensitive' education that provided the conceptual framework for the 2011 UNESCO Education Global Monitoring Report and was used by UNICEF to secure funding addressing peace-building and education in conflict affected countries; and a rights-based outcome indicators framework developed for the Office of the Minister and Deputy First Minister to inform NI reporting as part of the State (UK) submission to the United Nations Committee on the Rights of the Child. Chairholder Professor Alan Smith says that the university's motivations for establishing the Chair were: "About consolidating education research at Ulster University and giving greater profile to the work we are doing in Northern Ireland within the UN networks".

The UK's UNESCO university network covers a diverse spectrum of academic fields ranging from Sustainable Mountain Development, which carries out climate change research on mountain Biosphere Reserves, to Archaeological Ethics which seek to develop policies and toolkits to protect cultural heritage in crisis situations and prevent its misuse, exacerbating tensions.

The academics involved with the UNESCO Chair and UNITWIN Programme were producing high quality research long before they joined the global UNESCO universities network. Indeed, being accepted into the Programme is in recognition of their academic excellence and the contribution of their research to UNESCO's core mission of promoting peace in the minds of men and women.

Survey respondents explain that involvement with the global UNESCO Chairs Programme adds value to their work in the following areas.

A Increases the gravitas and credibility of the research

Being part of the UNESCO Chairs network helps to increase the gravitas and credibility of research. As one UNITWIN Coordinator explains: “We can jump up and down and say that we know that [humanitarian engineering can help address the gender imbalance in engineering] but if you put ‘UNESCO’ in there, it changes how people read that document, even if the words are the same”.

B Encourages UK-based academics to engage in leadership activities

The UK’s UNESCO Chairholders and Network Coordinators report that leadership is a critical component of involvement with the UNESCO university programme. Being involved with the programme therefore provides both the impetus and the platform and networks required to engage in leadership activities. As part of their application form and annual review of their Chair or UNITWIN’s activities, Chairholders and Network Coordinators are required to stipulate how they plan to take their research out of the academic sphere and into the policy environment.

At present the UK’s UNESCO Chairs and UNITWIN Networks appear to be having a greater impact internationally than at a local or national level. Six out of the 10 Chairholders interviewed say that the Programme does not have a real presence in their university, with only three saying that the UNESCO Chair features in the university prospectus. The low profile of the designation within the university campus is often due to a lack of clarity on how the UNESCO branding can be used. As a result, involvement with the Chairs Programme does not have as much impact on student intake to UK universities as it perhaps could. At a national level, only five out of 10 academics surveyed say that: “We have discussed our research with policy makers as a result of our UNESCO Chair”. Those that have discussed their research with policy makers tend to have approached national policy makers rather than being approached for their contribution.

<i>Q: Which, if any, of the following apply to you as a result of your involvement with the UNESCO Chair Programme/UNITWIN Network?</i>	<i>Number of Chairholders</i>
We have had papers published in high profile places as a result of our UNESCO Chair	5 / 10
We have been invited to attend international conferences as a result of our UNESCO Chair	7 / 10
We have discussed our research with policy makers as a result of our UNESCO Chair	5 / 10

Base: 10 out of the UK’s 16 Chairholders or UNITWIN Coordinators

*“The value of the
UNITWIN has
been in building
networks with
international
partners, not UK”*

– UNITWIN Network

C Broker new partnerships

UNESCO’s universities Programme is perceived to be a pre-built framework to ‘twin’ with other universities. Perhaps due to the generally low profile of the Programme in the UK, these partnerships are predominantly international.

<i>Q: Which, if any of the following apply to you?</i>	<i>Number of Chairholders</i>
We have shared with other universities our good practices through the UNESCO UNITWIN Programme	6 / 10
We have learned about new research opportunities through the UNESCO UNITWIN Programme	4 / 10
We have learned about new funding opportunities through the UNESCO UNITWIN Programme	4 / 10

Base: 10 out of the UK’s 16 Chairholders or UNITWIN Coordinators

While the partnership framework exists, survey respondents say that it is not always clear to new Chairholders or Network Coordinators how to use the UNESCO framework to initiate and galvanise these partnerships.

UNESCO Chairs and UNITWIN Networks in the UK

- UNESCO Chair in HIV AIDS Education and Health Security in Africa, Aberystwyth University
- UNITWIN Network in Marine Biology and Sustainable Development for East Africa, Bangor University and University of Dar es Salaam
- UNESCO Chair in Higher Education Management, University of Bath
- UNESCO Chair in New Media Forms of the Book, University of Bedfordshire
- UNESCO Chair in African Peace and Conflict Studies, University of Bradford
- UNESCO Chair in the Development of a Sustainable Geoenvironment, Cardiff University
- UNITWIN Network in Humanitarian Engineering including IT, Coventry University, Massey University, New Zealand, Arusha University, Tanzania and Malta University
- UNESCO Chair In Archaeological Ethics and Practice in Cultural Heritage, Durham University
- UNESCO Chair in Intercultural Studies and Teacher Education, Institute of Education, University of London
- UNESCO Chair in International Development, University of Edinburgh
- UNESCO Chair in Sustainable Mountain Development, University of the Highlands and Islands

- UNESCO Chair in Gender Research, Lancaster University
- UNESCO Chair in Political Economy of Education, University of Nottingham
- UNESCO Chair in ICT for Development, Royal Holloway, University of London
- UNITWIN Network in Global Pharmacy Education Development, UCL School of Pharmacy and International Pharmaceutical Federation
- UNESCO Chair in Education for Pluralism, Human Rights and Democracy, Ulster University

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	£13,575
Local authority	£10,000
Non Governmental Departmental Bodies	—
UK research funding	£15,000
Other public institution	£11,000
Private investment	—
University funding	£12,175,300
Private legacies	—
Non Governmental Organisations	—
Tourism Revenue	—
Heritage Lottery Fund	—
Other non-government UK sources	—
EU funding	—
Research grants from overseas	£45,000
UNESCO funding	£374,100
Other UN funding	£14,600
Other sources of non-UK funding	£1,763,100
TOTAL	£14,421,675

Base: 12 out of the UK's 16 UNESCO Chairholders/UNITWIN Network Coordinators



The Forth Bridge, over the Firth of Forth in Scotland. Photograph: Miles Oglethorpe

3.9 World Heritage

World Heritage Sites are areas of Outstanding Universal Value meaning that their cultural or natural heritage is so exceptional as to transcend national boundaries and is of common importance for present and future generations of all humanity. They belong to all the peoples of the world, irrespective of the territory on which they are located. As a result they are intended to promote peace and intercultural understanding as well as collective responsibility for the protection of our shared cultural and natural heritage. There are 29²⁰ in the UK and its Overseas Territories and the UK Department for Culture, Media and Sport is the State Party to the Convention in the UK. In 2015 a charity, World Heritage UK (WH:UK), was established to undertake networking, advocacy and promotion for current and prospective World Heritage Sites in the UK and its Overseas Territories. The 22 sites that were surveyed for this project generated an estimated £85 million from April 2014 to March 2015 through their association with UNESCO.

20 The Forth Bridge became the UK's 29th World Heritage Site after this research came out of field.

At a glance

World Heritage Sites promote and facilitate:

- A** Enhanced appreciation of heritage among residents by taking it from a local into a global context
- B** A world class tourist destination and enhanced visitor experience
- C** Local partnership working
- D** Improved local development plans
- E** Social and economic regeneration

However, these benefits are not derived automatically and while the profile of the UK's individual sites is strong, the UK's collective UNESCO World Heritage offer is perhaps not yet as well-known as it could be.

Case Study

Cornwall and West Devon Mining Landscape (Cornish Mining) World Heritage Site is the UK's largest World Heritage Site spanning 10 areas across Cornwall and West Devon. Receiving the UNESCO World Heritage status in 2006 brought the dispersed area and the diverse interests involved with them together in one collective partnership, with one coordinated site management plan. This brought new opportunities to develop a single, marketable world-class tourist destination.

UNESCO's external validation that a region is of Outstanding Universal Value influences local planning decisions. UNESCO's formal recognition of the area's international significance also has positive impacts on attracting regeneration funding. Since inscription, conservation and heritage led regeneration projects identified as priorities from the Cornish Mining World Heritage Site Partnership's Management Plan have attracted over £100 million in external funding from a wide range of public and private sources.

The status has also provided a rallying call for local business and the wider community to get behind the Partnership's successful community-based sustainable tourism strategy. This aims to support local enterprises to engage with the status, and develop the tourist offer as a dynamic, world-class visitor destination. Their tourism initiative '*Discover the Extraordinary*' is about thinking globally and acting locally. Local businesses - that range from small, family owned hotels to independent walking tours - are providing training in sustainable tourism practices, in order to improve theirs and their customer's impact on the environment. Training in what makes the Site special encourages locals to take collective responsibility for promoting and protecting their shared asset and provide a more authentic visitor experience that is delivered by local people and benefits the local economy.

"There is a positive emotional value attached to the World Heritage Site status," notes the World Heritage Coordinator. "In heritage terms, it's seen as the best of the best. UNESCO, an objective international body, has recognised the quality and specialness of this place, and many businesses

continued

Case Study *continued*

want to be linked to that. Also, our Outstanding Universal Value is an intrinsic element of a distinctive cultural identity that formed this landscape. Many businesses in the area are run by people who love this place. They see they have a role in protecting it and helping us sustain its character”.

The Partnership, aware that UNESCO rules stipulate that the UNESCO logo cannot be used for commercial gain, developed a local Cornish Mining World Heritage brand which local businesses sign up to use. The branding now appears on locally produced products which to date have brought in over £21,000 a year, which is invested back into protecting and promoting the World Heritage Site.

The local creative sector have also been critical in the development of the community-led visitor experience, creating new pieces of work that use the site’s Outstanding Universal Value as their inspiration, to bring stories of the mining landscape and the people who shaped it to visitors and residents. These performances have reached an estimated 35,000 people over the past seven years.

The Cornish Mining World Heritage Site’s tremendous efforts to transform the designated area into a world class visiting destination have been recognised, with CNN naming it as one of of ‘27 places to see before you die’, the European Route of Industrial Heritage (ERIH), a network of the most important industrial heritage sites in Europe, recognising Cornish Mining, as one of its ‘Regional Routes’, Prime Minister David Cameron choosing to launch the UK’s new five point tourism strategy at the site, and 15% of visitors now reporting the World Heritage Site mining landscape as one of their motivations to visit the area.

The UK Department for Culture Media and Sport’s *Taking Part* survey²¹ reveals that British people live and breathe their heritage. In December 2014, almost three quarters (around 40.1 million) of adults in England had visited a heritage site at least once in the previous 12 months.

English Heritage’s *Heritage Counts 2014*²² report lists some of the financial and non-financial value that can be derived from heritage and the historic environment:

- **Tourism:** In the National Brand Index, Britain ranks fifth out of 50 countries in terms of being rich in historic buildings and monuments;
- **Regeneration and development:** In 2011, built heritage tourism in the UK provided 134,000 jobs and £5.1 billion in economic output;

²¹ Taking Part 2014/15 Quarter 3 Statistical Release March 2015, Department for Culture Media and Sport

²² Heritage Counts 2014, England

- **Quality of life, health and wellbeing:** 87% of adults in England agree that better quality buildings and public spaces can improve quality of life²³. 69% of adults in the UK believe that heritage sites are important to the local community²⁴;
- **Place making:** The report also explores the critical role of heritage in environmental conservation and personal development through volunteering opportunities and in developing a 'sense of place'.

Drawing upon the experience of World Heritage Site coordinators surveyed, this section explores the added value of UNESCO World Heritage to the UK's rich natural and cultural heritage.

A Enhanced appreciation of heritage among residents by taking it from a local into a global context

The community-level impact of UNESCO's external validation that an area is of global significance, and on a par with the pyramids, should not be underestimated. It is a message that resonates strongly with residents, visitors, businesses and investors.

As a representative from the City of Bath World Heritage Site explains: "[UNESCO] puts the heritage that we have here on the world stage and compares us with some of the great monuments around the world. [...] That profile is really important. It engages us with a wider family overseas".

World Heritage Sites are required to develop a statement of Outstanding Universal Value (OUV)²⁵ to explain why the asset is of global importance. These statements are used to underpin local business marketing strategies, school curricula and the visitor experience. These statements of OUV can also help to re-define local perceptions of shared heritage, helping to promote community integration and collective responsibility for protecting and promoting the asset.

All World Heritage Sites surveyed offer volunteering opportunities for local residents to get involved with protecting and promoting the things that make their area special. For example, Studley Royal Park including the Ruins of Fountains Abbey in North Yorkshire currently has an estimated 400 volunteers; with some visiting the Site several times a week to work on its grounds.

All UK World Heritage Sites interviewed have links to local schools, colleges and universities helping to provide a global dimension to the student's local heritage, supporting them to become responsible global citizens.

"The World Heritage status raises awareness of the global impact of the industrial revolution, which brought huge changes to people's lives and to society as a whole. It used to be hard to convince people that these are historic buildings of great significance, not just derelict cotton mills".

– New Lanark World Heritage Site

²³ Ipsos Mori (2010) people and places, public attitudes to beauty on behalf of CABE

²⁴ Ecclesiastical insurance group (2013) community census: a report for the ecclesiastical insurance group July 2013

²⁵ <https://www.gov.uk/government/collections/statements-of-outstanding-universal-value>

For example, New Lanark World Heritage Site has been awarded – on three occasions – the Sandford Award for Heritage Education for its cross-curricular schools programme. The schools programme’s learning goals are to draw upon the significance of local heritage and the wider context to promote ‘Successful Learners, Confident Individuals, Responsible Citizens, Effective Contributors’ which are the foundation stones of Scotland’s new Curriculum for Excellence and chimes well with UNESCO’s overall objectives.

Similarly, primary schools in and around Saltaire World Heritage Site are using the UNESCO designation as an overarching theme in their studies to promote understanding of the local and global significance of this exceptionally complete and well preserved industrial village from the second half of the 19th century²⁶. For example, local school pupils recently pitched new designs for the World Heritage Site logo in a ‘Dragons Den’ style competition, thus supporting business/entrepreneurial education, while local college students are provided work experience opportunities at local/village events as part of their course curriculum.

The University of Birmingham’s Ironbridge International Institute for Cultural Heritage runs two Masters Courses that have formal links to the local World Heritage Site. Students who enrol on the World Heritage Studies and International Heritage Management Masters courses have the opportunity to carry out their fieldwork within the Ironbridge Gorge World Heritage Site. The University draws upon the UNESCO World Heritage connection to market the courses as a unique academic experience for students. The World Heritage connection appears to be a draw for overseas students as around 90% of enquiries about the course are from overseas, thus bringing in foreign investment into British Higher Education.

Case Study

Derwent Valley Mills in the Derwent Valley is home to a series of 18th and 19th century cotton mills and an industrial landscape that is of high historical and technological significance. The site’s local high street in Belper was last year awarded the UK Department for Communities and Local Government’s High Street of the Year Award. The judges felt that its local business and resident Ambassadors Scheme encapsulated “all that impresses about Belper²⁷”. Through the Ambassador Scheme, local businesses and traders are given training on the Outstanding Universal Value of the World Heritage Site. A sticker is placed in the shop window of participating businesses, inviting visitors to the town to ask the local ambassadors about their heritage. With over 80 local individuals currently trained as ambassadors, the scheme helps ensure that locals and visitors alike understand the international significance of the region’s industrial landscape which helps to enhance the authenticity of the visitor experience and inspire a sense of community pride and collective responsibility for the protection and promotion of their shared heritage.

²⁶ Saltaire World Heritage Site’s Statement of Outstanding Universal Value

²⁷ <http://thegreatbritishhighstreet.co.uk/high-street-of-the-year-award-2014>

B A world class tourist destination and enhanced visitor experience

Tourism does not feature in the World Heritage Convention. However, in 2013 UNESCO launched its UNESCO World Heritage and Sustainable Tourism Programme²⁸ to provide an international framework for safeguarding heritage, and achieving sustainable tourism and economic development in World Heritage Sites. All of the UK sites surveyed have implemented sustainable tourism strategies which seek to enhance the tourist experience. They include plans to engage local businesses and residents in promoting and protecting the asset and explaining its significance to visitors, encouraging visitors to stay in the region for longer, investing more in the area's amenities and businesses. Survey respondents estimate that UNESCO World Heritage status generated £66 million²⁹ in tourism revenue for the UK from April 2014 to March 2015.

Case Study

Pontcysyllte Aqueduct and Canal was inscribed onto UNESCO's World Heritage List in 2009 on account of it being a "masterpiece of human creative genius" and an outstanding example of a construction that "illustrated a significant stage in human history"³⁰. During development of their World Heritage bid, UNESCO recommended that they develop a sustainable tourism plan for the Site. This prompt led to the Site becoming one of four hubs that the Local Authority has prioritised within its tourism plan. Indeed, since being inscribed onto the World Heritage List, huge confidence has been demonstrated by the Local Authority in the potential for the World Heritage Site to be a real driver for tourism to the region. This vision for World Heritage status has been woven into all the major development plans in the region. The local tourism plan is focused on developing the visitor experience to encourage visitors to stay longer, thus investing more in the region. Plans include developing a tourist centre and investing in tourist infrastructure such as a new car park. Work is underway in developing the presentation of the Outstanding Universal Value and how to convey the significance of the local heritage to visitors. Furthermore, the site is addressing how to communicate this story to residents, in order to include them in the vision, and to deal with any local tensions between the resident and visitor experience. Community engagement is being facilitated through the 'Friends of Pontcysyllte Aqueduct and Canal' and through an ongoing programme of volunteering, activities and events which focus on protecting and promoting shared cultural heritage.

²⁸ <http://whc.unesco.org/en/tourism/>

²⁹ Base 22 out of 29 World Heritage Sites

³⁰ Pontcysyllte Aqueduct and Canal's statement of Outstanding Universal Value

Case Study

The Old and New Towns of Edinburgh were inscribed onto the World Heritage List in 1995 on account of the “remarkable juxtaposition of [...] the organic medieval Old Town and the planned Georgian New Town [which] provides a clarity of urban structure unrivalled in Europe³¹. Edinburgh Tourism Action Group has produced a toolkit for local businesses to help them derive the full commercial benefits of operating within a World Heritage Site. *Business Opportunities Edinburgh – A World Heritage City*³² briefs local businesses on what the World Heritage Site means for Edinburgh and encourages them to position themselves as local champions for the site. It looks to encourage collective ownership of and responsibility for transmitting the World Heritage’s sites values, working together to provide a world class tourist environment through their business. The Edinburgh World Heritage Trust have developed partnerships with local hotels and have designed heritage trails to lead the visitor from their hotel room into the heart of the city’s living heritage. The Trust have also launched a Heritage City phone application which encourages visitors to explore the whole site and make the most of their visit to the medieval Old Town and Georgian New Town of Edinburgh.

Due to clear ruling from UNESCO, the UNESCO logo cannot be used for commercial gain, so many World Heritage Sites are opting to create their own local brand. Indeed, at present the UK’s World Heritage Sites are predominantly marketed on a site-by-site basis rather than within a UK-wide World Heritage tourism strategy.

C Facilitates local partnership working

All World Heritage Sites surveyed agree with the statement: “World Heritage steering groups provide a banner under which disparate organisations can come together with a shared, common purpose that – without the UNESCO association – they otherwise would not have”.

Stonehenge and Avebury, for example, explains that its Learning and Outreach Group is a collaborative partnership between different learning, conservation and outreach organisations: “This collaborative group does cross marketing, makes sure we support each other and don’t duplicate work”. Blenheim Palace said of its World Heritage Management Plan: “It is a really valuable document as it brings it all together and puts everything in one place. That is its greatest value to us; focusing on the 10, 20, 50 year vision for the site, reflecting on the history that has brought us there”.

³¹ Old and New Towns of Edinburgh World Heritage Site: Statement of Outstanding Universal Value

³² Business Opportunities Edinburgh – A World Heritage City, Edinburgh Tourism Action Group

UNESCO designations find that working under the ‘UNESCO banner’ within the steering group can help enhance the quality of their work, as partners feel that they must work to an international, world class standard. Gough and Inaccessible Islands says the status: “Increases our professionalism and our obligations to the international standards that we are subject to. Without UNESCO status we wouldn’t have the drive or as much of a drive to ensure that we do adhere to our international obligations”.

“Local people know they’re a World Heritage Site, understand what it means to be a World Heritage Site, and care deeply enough about it to ring us up and ask us to check if they think someone’s done something they don’t think is right”.

– Cornwall and West
Devon Mining Landscape
World Heritage Site

D Improves local development plans

World Heritage Coordinators tend to say that conservation of the designated assets is taken more seriously since inscription.

In some local authorities, there is a formal process in place where all local planning proposals that could impact on the UNESCO site are reviewed by the World Heritage Site team. The World Heritage Site cannot block the proposals but they can advise how they can be improved. On occasion, private sector companies have proactively sought the advice of the UNESCO World Heritage Site in order to strengthen their bid.

Durham Castle and Cathedral World Heritage Site for example, explains how they seek to promote and inspire good development (rather than blocking bad) and inspire a constructive, collaborative approach to conservation and development.

“[There were plans] to put a large building [...] on one of our iconic viewpoints. We put in an objection on that basis and they decided to withdraw their planning application and work with us to redesign the build. As they weren’t part of the World Heritage team it hadn’t occurred to them that it was within that sight line. That gave us an opportunity to open conversations with a new partner. In our new management plan we are trying to build in new ways to be proactive with our neighbours so that rather than them coming up with a plan that everyone objects to, we can start talking early on and develop it together. [...] We are not in the businesses of stopping things happening but working collaboratively with our neighbours and partners”.

– Durham Castle and Cathedral World Heritage Site

Case Study

When National Rail learned that its work on the electrification of the railway line was due to encroach on the Bath World Heritage Site, the company proactively invested in costly impact assessments to see how any impact on the World Heritage Site could be mitigated. The City of Bath World Heritage Coordinator explained that: “[With the] electrification of the railway line, the first thing [National Rail] said was about Bath being a World Heritage Site. [...] The engineers saw that as an inspiration to do something that Brunel would be proud of. [As a result] their engineering will be tailored for the heritage. It inspires engineers to spend a lot more money, using bespoke equipment. They came to us knowing that they had to do something special”.

E Lead to social and economic regeneration

Once the World Heritage Site has the required local support and the designation’s aims are understood and shared by the local partnership, the status has the potential to lead to transformative local regeneration.

Indeed, becoming a World Heritage Site has had a transformative influence within the Welsh mining town of Blaenavon. After industry pulled out of the area, the locality suffered a serious economic and social decline for the best part of a century. The World Heritage Partnership Board had the vision to use Blaenavon’s cultural heritage as a lever for economic, social and environmental regeneration, leading to massive investment to the sum of £49 million. This regeneration has not only been of the physical landscape, but also of the local perceptions of place, working to redefine what Blaenavon and its history means to its inhabitants. Evidence of this is shown by voluntary partnerships which now carry out restoration work independently of the World Heritage Site committee as well as in the huge local turn out to the annual World Heritage Day celebrations which help to communicate the unique value of the place. The coordinator explains that: “In 2012 the value of visitors coming to Blaenavon was worth £8.5 million to the local economy. That’s quite powerful development from 15 years ago. By using our World Heritage Site status, packaging it as a ‘destination’, people have come, and our visitor numbers have gone up. The key value is an improved perception by the local people of their local heritage. The status has brought economic value but the primary benefit is the social value – being able to engage the community in their heritage”.

Like much of UNESCO in the UK however, the full benefits of the accolade are not automatic upon receiving the World Heritage status. As one site coordinator explains: “You get the status but you’ve got to market it. [...] What you get out of World Heritage status has a great resemblance to what you put in to it”.

Deriving the full benefits of World Heritage status and of UNESCO appears to require investment, local political champions and dynamic partnership working at a local, national and international level. It would appear that some of the UK's World Heritage Sites enjoy these things more than others. Moreover, while the profile of the UK's individual sites is strong, the UK's collective UNESCO World Heritage offer is perhaps not as well-known as it could be.

The newly established charity World Heritage UK, which is run by the UK's World Heritage Sites, for current and prospective sites in the UK and its Overseas Territories, is working to facilitate information sharing and partnership working with sites across the whole of the UK as well as counterparts overseas. It is looking to coordinate the UK's impressive World Heritage offer to strengthen the brand and what it brings to the UK.

World Heritage Sites in the UK, Overseas Territories and Crown Dependencies

- Blaenavon Industrial Landscape
- Blenheim Palace
- Canterbury Cathedral, St Augustine's Abbey, and St Martin's Church
- Castles and Town Walls of King Edward in Gwynedd
- City of Bath
- Cornwall and West Devon Mining Landscape
- Derwent Valley Mills
- Dorset and East Devon Coast [Jurassic Coast]
- Durham Castle and Cathedral
- The Forth Bridge [inscribed in 2015 after this project came out of field so not included in this research]
- Frontiers of the Roman Empire [Antonine Wall and Hadrian's Wall]
- Giant's Causeway and Causeway Coast
- Gough and Inaccessible Islands
- Heart of Neolithic Orkney
- Henderson Island
- Historic Town of St George and Related Fortifications, Bermuda
- Ironbridge Gorge
- Liverpool – Maritime Mercantile City
- Maritime Greenwich
- New Lanark
- Old and New Towns of Edinburgh

- Palace of Westminster and Westminster Abbey including Saint Margaret's Church
- Pontcysyllte Aqueduct and Canal
- Royal Botanic Gardens, Kew
- St Kilda
- Saltaire
- Stonehenge, Avebury and Associated Sites
- Studley Royal Park including the Ruins of Fountains Abbey
- Tower of London

Funding streams	Revenue received or that impacts on this financial year (April 2014 to March 2015) that survey respondents attribute 'at least to some extent' to their UNESCO status
Central/devolved government funded	£780,620
Local authority	£2,639,272
Non Governmental Departmental Bodies	£819,500
UK research funding	£100,000
Other public institution	£679,500
Private investment	£372,000
University funding	£1,204,000
Private legacies	£58,500
Non Governmental Organisations	£94,500
Tourism Revenue	£66,225,380
Heritage Lottery Fund	£6,906,247
Other non-government UK sources	£47,300
EU funding	£4,650,917
Research grants from overseas	£166,400
UNESCO funding	—
Other UN funding	—
Other sources of non-UK funding	—
TOTAL	£84,744,136

Base: 22 out of the UK's 29 World Heritage Sites

4 Appendix I: Methodological Note

This project was in field from 8 January 2015 to 31 March 2015. All coordinators from each of the nine UNESCO designations categories listed below were approached to take part in the research. In total, 93 UNESCO designation coordinators responded to the survey through a one hour telephone interview and/or self-completion questionnaire. A breakdown of the UNESCO designation level is provided below.

UNESCO designation	Total number in UK at the time of the research	Number surveyed for the research
Biosphere Reserves	5	4
Creative Cities	6	5
Global Geoparks	7	6
UK-based scientists engaged with International Hydrological Programme	6	3
UK-based scientists engaged with Intergovernmental Oceanographic Committee	24	11
Archives with collections inscribed on to the UK/International Memory of the World	37	13
UNESCO Chairs and UNITWIN Networks	16	12
L'Oréal-UNESCO For Women In Science Fellows and Laureates	35	17
World Heritage Sites	28 ³³	22
Total	164	93

Fig 1 Breakdown by designation category

The research uses an innovative business-based Wider Value Scorecard methodology which a number of other UNESCO Member States have expressed an interest in developing. Using a consistent structured mixed methodology, respondents were asked to assess the added financial and non-financial value of their UNESCO involvement. The methodology paper for collection and analysis of this dataset has been peer-reviewed and presented at the 22nd EurOMA Conference in Neuchatel Switzerland³⁴. Details of the methodology can be obtained from the UKNC Secretariat.

³³ The 29th World Heritage Site, the Forth Bridge, was inscribed after the Wider Value of UNESCO to the UK came out of field with the research

³⁴ http://www.euroma2015.org/euromapapers/papers/ERO-16_33167.pdf

Example Wider Value Scorecard

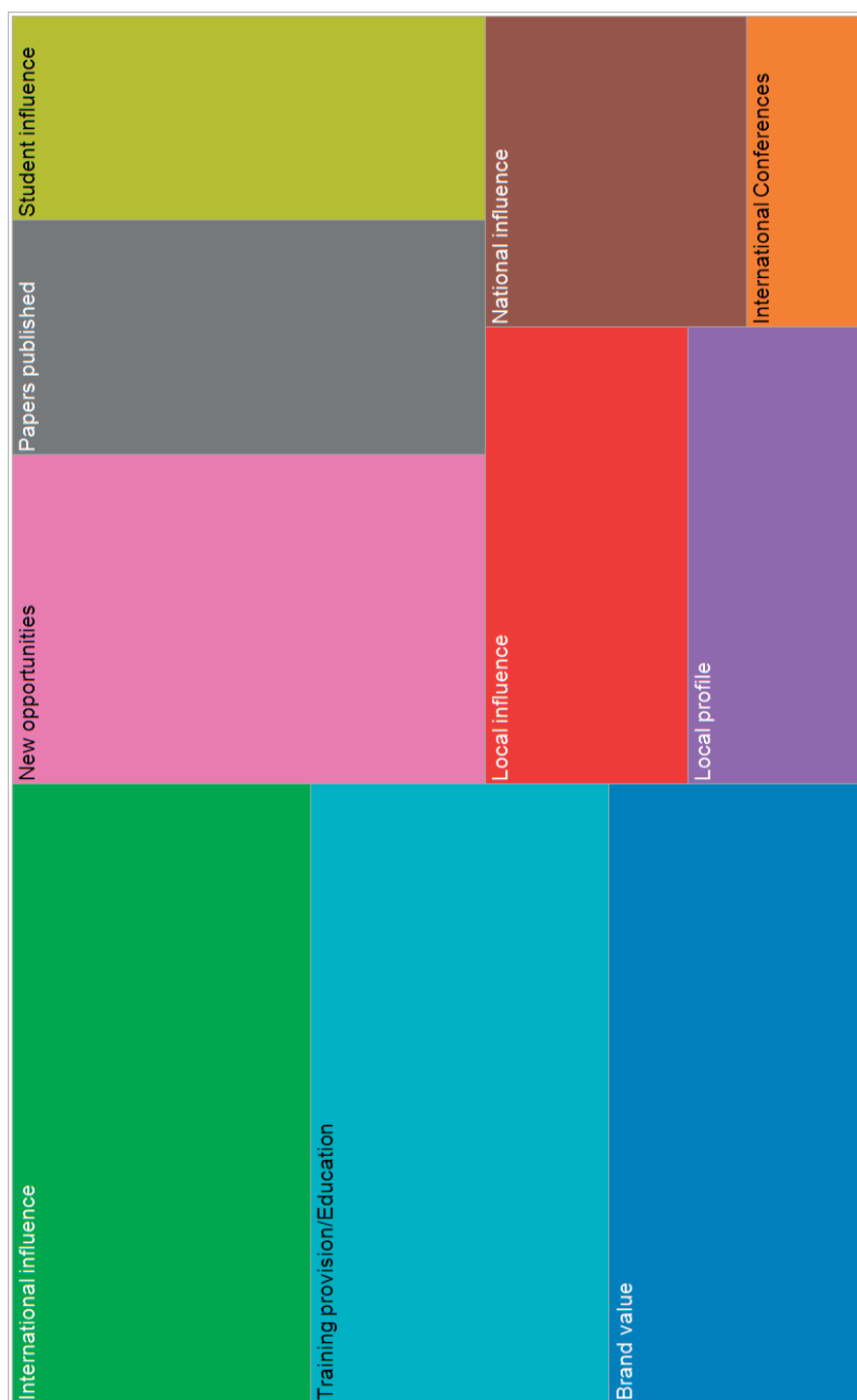


Figure 2 Balanced Scorecard example for non financial value

The UK National Commission for UNESCO will draw upon the Wider Value Scorecards, that measure for each of the designations categories, their financial and non-financial value to identify a prioritised programme of support to the UK's UNESCO designations. More details on the Wider Value methodology and copies of the Wider Value Scorecards themselves will be produced in a follow up report due to be released in early 2016.

5 Appendix II: UNESCO's further influence in the UK

UNESCO's influence in the UK reaches far beyond the nine designation types surveyed for this report.

1 UNESCO programmes

The UK engages with the following UNESCO programmes:

- **Education for All Global Monitoring Report (GMR)** provides authoritative, independent research and policy advice on the six Education for All (EFA) goals. It is used widely by developing country governments and international development organisations, including the UK Department for International Development. UNESCO publishes the Report annually using the organisation's network to access expertise and research from a wide range of sources.
- **UNESCO Institute for Statistics (UIS)** produces data and methodologies to monitor trends at national and international levels and delivers comparative data for countries at all stages of development. The Institute manages the world's most comprehensive education database and the UIS was the official data source to measure progress towards the education-related targets of the Millennium Development Goals. UIS statistics are used by the UK Department for International Development, the UK Department for Education and the UK Department for Business, Innovation and Skills for planning, monitoring and reporting.
- **UNESCO's International Programme for the Development of Communication (IPDC)** supports projects in developing countries that promote freedom of expression and media pluralism, development of community media, and skills development for journalists. The IPDC aims to strengthen freedom of expression and a free media in line with UK human rights priorities. The UK initiated an inter-UN action plan on journalist safety, using its position on the IPDC Council to secure an intergovernmental mandate for the issue.

2 UNESCO initiatives and conventions

The following Conventions³⁵ have been ratified³⁶ by the United Kingdom:

- **Agreement on the Importation of Educational, Scientific and Cultural Materials (Florence Agreement, June 1950 and the Nairobi Protocol, November 1976)** – Ratified by the United Kingdom in March 1954 and in 1982. Signatories to this UNESCO treaty agree

³⁵ Conventions: subject to ratification, acceptance or accession by States. They are legally binding and define rules with which Member States agree to comply

³⁶ Ratification defines the international act whereby a state indicates its consent to be bound to a treaty if the parties intended to show their consent by such an act. [Arts.2 (1) (b), 14 (1) and 16, Vienna Convention on the Law of Treaties 1969]

not to impose customs duties on certain educational, scientific, and cultural materials that are imported.

- **Universal Copyright Convention (1952, 1971)** – Ratified by the United Kingdom in June 1957 and May 1972. This Convention aims to provide adequate and effective protection of the rights of authors and artists. This includes protection in the field of literary, scientific and artistic works, including writings, musical, dramatic and cinematographic works, and paintings, engravings and sculpture.
- **International Convention for the Protection of Performers, Producers of Phonograms and Broadcasting Organisations (1961)** – Ratified by the United Kingdom in October 1961. The Convention was accepted by members of BIRPI, the predecessor to the modern World Intellectual Property Organisation, on 26 October 1961. The agreement extended copyright protection for the first time from the author of a work to the creators and owners of particular, physical manifestations of intellectual property, such as audiocassettes or DVDs. Nations drew up the Convention in response to new technologies like tape recorders that made the reproduction of sounds and images easier and cheaper than ever before. Whereas earlier copyright law, including international agreements like the 1886 Berne Convention, had been written to regulate the circulation of printed materials, the Rome Convention responded to the new circumstance of ideas variously represented in easily reproduced units by covering performers and producers of recordings under copyright.
- **Convention for the Protection of Producers of Phonograms against Unauthorised Duplication of their Phonograms (Geneva Phonograms Convention, 1971)** – Ratified by the United Kingdom in December 1972. The Convention relates to copyright protection for sound recordings. It granted record producers the international right to block imports of counterfeit music recordings, and to take action against distributors and retailers who sold them.
- **Convention on Wetlands of International Importance especially as Waterfowl Habitat (Ramsar Convention or Wetlands Convention 1975)** – Ratified by the United Kingdom in 1976. Wetlands are ecosystems saturated with water, either seasonally or permanently. They store water and ensure its quality, providing resilience against drought. They play a central role in sustainable development by supplying all our fresh water. The Convention on Wetlands was signed in Ramsar, Iran, 1971. Since then, UNESCO-MAB and the Ramsar Bureau have been partners. Synergistic efforts to preserve wetlands take place within UNESCO Biosphere Reserves and Ramsar Wetlands. The UK has generally chosen to underpin the designation of its Ramsar sites through prior notification of these areas as Sites of Special Scientific Interest (SSSIs) or Areas of Special Scientific Interest (ASSIs) in Northern Ireland.

- **Convention concerning the Protection of the World Cultural and Natural Heritage (1972)** – Ratified by the United Kingdom in May 1984. The 1972 World Heritage Convention links together in a single document the concepts of nature conservation and the preservation of cultural properties. The Convention recognises the way in which people interact with nature, and the fundamental need to preserve the balance between the two. The Convention defines the kind of natural or cultural sites which can be considered for inscription on the World Heritage List. The Convention sets out the duties of States Parties in identifying potential sites and their role in protecting and preserving them. By signing the Convention, each country pledges to conserve not only the World Heritage sites situated on its territory, but also to protect its national heritage. The States Parties are encouraged to integrate the protection of the cultural and natural heritage into regional planning programmes, set up staff and services at their sites, undertake scientific and technical conservation research and adopt measures which give this heritage a function in the day-to-day life of the community.
- **Convention on the Recognition of Studies, Diplomas and Degrees concerning Higher Education in the States belonging to the Europe Region (1979) and the Convention on the Recognition of Qualifications concerning Higher Education in the European Region (1997)** – Ratified by the United Kingdom in October 1985 and in May 2003. The Convention stipulates that degrees and periods of study must be recognised unless substantial differences can be proved by the institution that is charged with recognition. Students and graduates are guaranteed fair procedures under the Convention.
- **International Convention against Doping in Sport (2005)** – Ratified by the United Kingdom in April 2006. The Convention helps to ensure the effectiveness of the World Anti-Doping Code (the Code). As the Code is a non-government document that applies only to members of sports organisations, the Convention provides the legal framework under which governments can address specific areas of the doping problem that are outside the domain of the sports movement. As such, the Convention helps to formalise global anti-doping rules, policies and guidelines in order to provide an honest and equitable playing environment for all athletes.
- **Convention on the Protection and Promotion of the Diversity of Cultural Expressions (2005)** – Ratified by United Kingdom in 2007. The Convention on the Protection and Promotion of the Diversity of Cultural Expressions ensures that artists, cultural professionals, practitioners and citizens worldwide can create, produce, disseminate and enjoy a broad range of cultural goods, services and activities, including their own.

The following Convention is due to be ratified by the United Kingdom:

- **Convention for the Protection of Cultural Property in the Event of Armed Conflict with Regulations for the Execution of the Convention (1954)** – Expected to be ratified by the United Kingdom in 2016. The 1954 Hague Convention on the Protection of Cultural Property in the Event of Armed Conflict and its two Protocols of 1954 and 1999 comprise the primary international humanitarian law regarding the protection of cultural property during armed conflict.

The following Conventions have been accepted³⁷ by the United Kingdom:

- **Convention concerning the International Exchange of Publications (1958)** – Accepted by the United Kingdom in 1961. The Convention concerning the International Exchange encourages and facilitates the exchange of publications between both governmental bodies and non-governmental institutions of an educational, scientific and technical, or cultural nature, which are non-profit-making in character.
- **Convention against Discrimination in Education (1960)** – Accepted by the United Kingdom in 1962. The Convention against Discrimination in Education stipulates that all persons, regardless of race, colour, sex, language, religion, political or other opinion, national or social origin, economic condition, or birth, have the right to receive an equal standard of and access to education at any level. According to the convention, contracting parties are required to abolish any discriminatory policies in the field of education.
- **Protocol Instituting a Conciliation and Good Offices Commission to be Responsible for Seeking the Settlement of any Disputes which may Arise between States Parties to the Convention against Discrimination in Education (1962)** – Accepted by the United Kingdom in 1964. The protocol specifies that if a State Party to the Protocol considers that another State Party is not giving effect to a provision of the Convention, it may, by written communication, bring the matter to the attention of that State. Within three months after the receipt of the communication, the receiving State shall afford the complaining State an explanation or statement in writing concerning the matter.
- **Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (1970)** – Accepted by the United Kingdom in August 2002. Nearly forty years after it was first introduced the UNESCO Convention for

³⁷ The instruments of “acceptance” or “approval” of a treaty have the same legal effect as ratification and consequently express the consent of a state to be bound by a treaty. In the practice of certain states acceptance and approval have been used instead of ratification when, at a national level, constitutional law does not require the treaty to be ratified by the head of state. [Arts.2 (1) (b) and 14 (2), Vienna Convention on the Law of Treaties 1969]

Prohibiting and Preventing the Illicit Import, Export and Transfer of Cultural Property (1970) remains key to stopping such practises and requires its States Parties to take action through: Preventive measures (e.g. inventories from museums and other cultural institutions, export certificates, monitoring of trade, the imposition of penal or administrative sanctions, educational campaigns, etc); Restitution provisions and International co-operation frameworks.

3 UNESCO Recommendations

The following Recommendations³⁸ have been adopted by the UNESCO General Conference:

- **Recommendation on the Historic Urban Landscape, including a glossary of definitions, (2011)**
- **Recommendation concerning the Promotion and Use of Multilingualism and Universal Access to Cyberspace, (2003)**
- **Revised Recommendation concerning Technical and Vocational Education, (2001)**
- **Recommendation concerning the Status of Higher-Education Teaching Personnel, (1997)**
- **Recommendation on the Recognition of Studies and Qualifications in Higher Education, (1993)**
- **Recommendation on the Safeguarding of Traditional Culture and Folklore, (1989)**
- **Revised Recommendation concerning the International Standardisation of Statistics on the Production and Distribution of Books, Newspapers and Periodicals, (1985)**
- **Recommendation concerning the Status of the Artist, (1980)**
- **Recommendation for the Safeguarding and Preservation of Moving Images, (1980)**
- **Recommendation concerning the International Standardisation of Statistics on the Public Financing of Cultural Activities, (1980)**
- **Recommendation concerning the International Standardisation of Statistics on Science and Technology, (1978)**
- **Revised Recommendation concerning the International Standardisation of Educational Statistics, (1987)**
- **Recommendation for the Protection of Movable Cultural Property, (1978)**
- **Revised Recommendation concerning International Competitions in Architecture and Town Planning, (1978)**

³⁸ Recommendations are norms that are not subject to ratification and are not legally binding

- **Recommendation on the Legal Protection of Translators and Translations and the Practical Means to improve the Status of Translators, (1976)**
- **Recommendation on the Status of Scientific Researchers, (1974)**

4 UNESCO Declarations

The following Declarations³⁹ have been adopted by the UNESCO General Conference:

- **Universal Declaration on Bioethics and Human Rights, (2005)**
- **UNESCO Declaration concerning the Intentional Destruction of Cultural Heritage, (2003)**
- **International Declaration on Human Genetic Data, (2003)**
- **Charter on the Preservation of Digital Heritage, (2003)**
- **UNESCO Universal Declaration on Cultural Diversity, (2001)**
- **Universal Declaration on the Human Genome and Human Rights, (1997)**
- **Declaration on the Responsibilities of the Present Generations Towards Future Generations, (1997)**
- **Declaration of Principles on Tolerance, (1995)**
- **International Charter of Physical Education and Sport, (1978)**
- **Declaration on Race and Racial Prejudice, (1978)**
- **Declaration on Fundamental Principles concerning the Contribution of the Mass Media to Strengthening Peace and International Understanding, to the Promotion of Human Rights and to Countering Racism, apartheid and incitement to war, (1978)**
- **Declaration of Guiding Principles on the Use of Satellite Broadcasting for the Free Flow of Information, the Spread of Education and Greater Cultural Exchange, (1972)**
- **Declaration of Principles of International Cultural Cooperation, (1966)**

³⁹ Declarations are another means of defining norms that are not subject to ratification. Like Recommendations, they set forth universal principles to which Member States offer their broadest possible support. One notable example is the Universal Declaration of Human Rights, adopted on 10 December 1948 by the United Nations General Assembly

5 Other UNESCO designations

- **UK and Ireland Blue Shield Committee:** The Blue Shield coordinates action to protect world heritage from wars and natural disasters, and in so doing, develops local skills in disaster relief and recovery. The UK and Ireland Blue Shield Committee is the UK's country-level arm of this global network.
- **UNESCO Schools (ASPnet)** is a global network of schools, which educate for sustainable development: allowing every human being to acquire the knowledge, skills, attitudes and values necessary to shape a sustainable future. Our sample of ASPnet schools was too small for any meaningful analysis in this study. They will be consulted in future waves of research.

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About

The United Nations Educational, Scientific and Cultural Organisation (UNESCO) is the UN agency with global responsibility for protecting cultural heritage internationally (including in conflict zones), coordinating the tsunami warning system, setting and monitoring the global Education for All Goals, leading the UN's Scientific Advisory Board and monitoring press freedom to name just a few of its global functions: but what is the impact and influence of UNESCO in the UK?

This report, produced by the UK National Commission for UNESCO, explores this question. It examines the financial and wider, non-financial value of UNESCO to the work of UK affiliated organisations and considers how more value might be derived from UNESCO endorsed activity in the UK.