

There are many organizations that cooperate with OWHC.



UNESCO  
<http://whc.unesco.org>



Getty Conservation Institute  
<http://www.getty.edu>



ICCROM  
<http://www.iccrom.org>



Council of Europe  
<http://www.coe.int>



ICOMOS  
<http://www.icomos.org>



UNWTO  
<http://www.unwto.org>



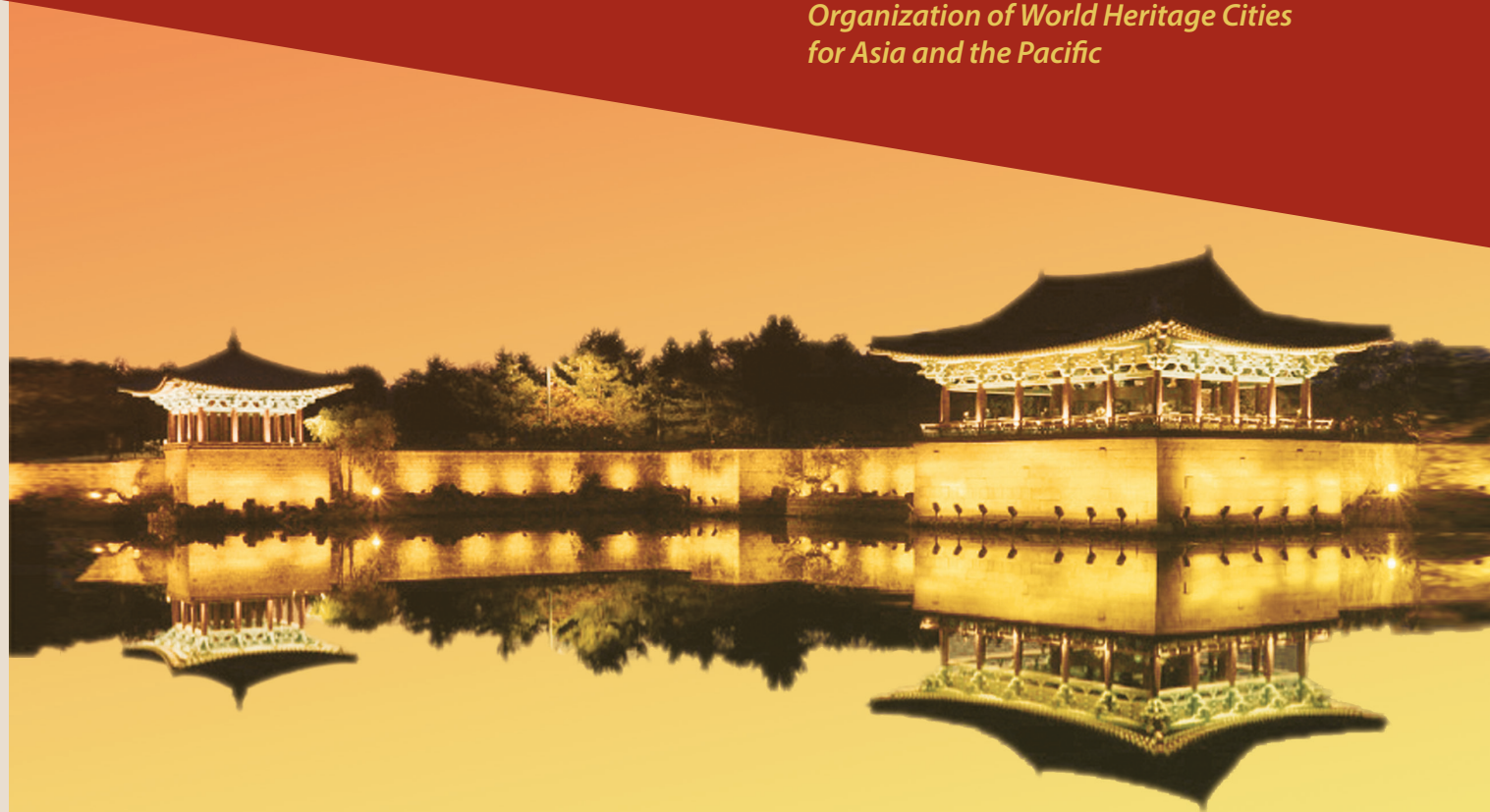
World Monuments Fund  
<http://www.wmf.org>

*Director-General of UNESCO  
Irina Bokova visited Yangdong  
Traditional Village in 2012*



# OWHC-AP

*Organization of World Heritage Cities  
for Asia and the Pacific*



*Paradigm Leading International NGO  
Global Network of World Heritage Cities*

## OWHC-AP

OWHC-Asia and Pacific Regional Secretariat,  
Gyeongju City Hall (3rd fl.)  
260 Yangjeongro, Gyeongju, Gyeongsangbuk-do  
Republic of Korea 780-701  
Tel. 82-54-779-6919  
Fax: 82-54-760-7476  
Email: [owhc-ap@korea.kr](mailto:owhc-ap@korea.kr)





## Cities are the essence of human life.

World Heritage Cities are more than man-made buildings and places. They are cradles of memories and human experiences, where countless interactions and creations happen. They are alive, and we want to keep them alive. However, the authorities responsible for taking care of our cities encounter difficulties in addressing issues in mutually satisfactory ways. The reconciliation of developing a city while conserving protected sites needs a new and strong impetus. This is why it is important to get together and to share our knowledge and experience.

## Story of OWHC

- Founded in 1993 in Fez, Morocco
- Headquarter is in Quebec Canada
- Members of 250 cities around the world

## Mission

- Contribute to the implementation of the Convention concerning the Protection of the World Cultural and Natural Heritage
- Encourage, on both regional and international levels, cooperation and the exchange of information
- Ensure better links between research undertaken by specialists or experts and the needs of local management
- Sensitize the populations to heritage values and their protection



# Living Heritage

## Structure

- General Assembly (Every 2 years)
- Board of Directors (Every 1 year)
- Secretariats (General and Regional Secretariat)



Asia-Pacific : Gyeongju (South Korea)



Euro-Asia : Kazan (Russian Federation)



Latin America : Valparaíso (Chile)



Southern Europe / Mediterranean : Cordoba (Spain)



Northwest Europe : Regensburg (Germany)



Africa and Middle East : Tunis (Tunisia)



Eastern and Central Europe : Budapest (Hungary)

## 7 Regional secretariats

- Africa and Middle East: Tunis (Tunisia)
- Asia-Pacific: Gyeongju (South Korea)
- Euro-Asia: Kazan (Russian Federation)
- Eastern and Central Europe: Budapest (Hungary)
- Latin America: Valparaíso (Chile)
- Northwest Europe: Regensburg (Germany)
- Southern Europe / Mediterranean: Cordoba (Spain)

# Organization of World Heritage Cities for Asia and the Pacific

**“to encourage cooperation to develop a sense of solidarity”**

OWHC-AP was founded in December 2013, Gyeongju, Republic of Korea.

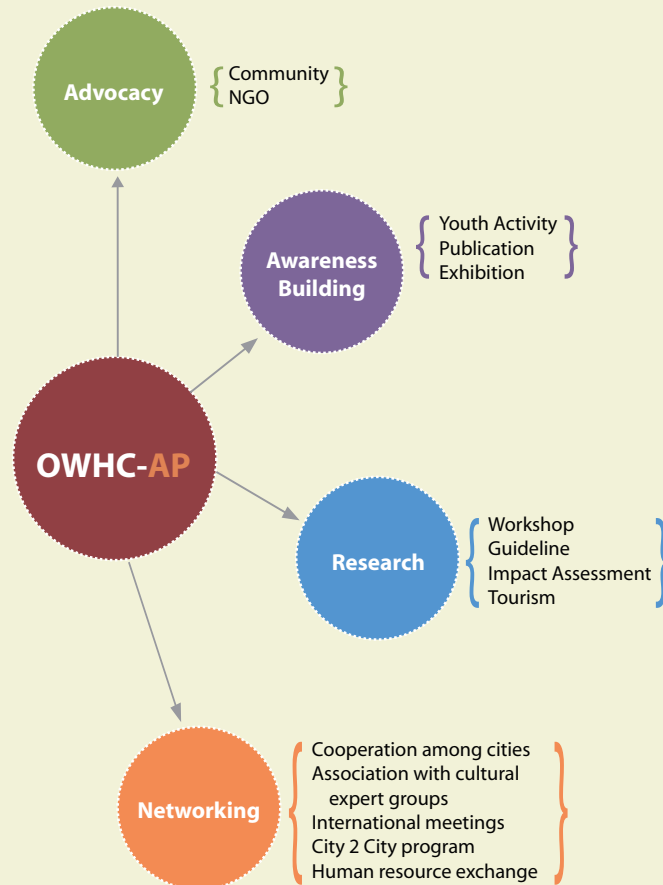
The regional secretariat is made up of more than 25 cities that have UNESCO World Heritages.





# Challenges of the World Heritage Cities

Armed conflicts and wars, natural disasters, pollution, poaching, uncontrolled urbanization, unchecked tourist development, and indifference pose major problems to World Heritage cities.



## Sustainable Development

### People say the solution is Sustainable Development...

"We have no longer a choice: either we adopt behaviours that respect sustainable development, or sooner or later we sign our own death warrant."

**Koichiro Matsuura**

*Former Director-General of UNESCO 2005*



## Tourism

### Tourism is only a tip of an iceberg of the sustainable development

Tourism is like fire. You can use it to cook with or it can burn your house down.

We try to promote tourism as a weapon against poverty.

At the same time, we must try to prevent too much tourism from wearing out the outstanding universal value of the cultural heritage through:

- Setting common guidelines
- Educating tourists



**It is not given. It is something you have to achieve.**



# Research

Research is the key to understanding the better practice.

We promote research programs as a foundation of common perspectives to the world heritage cities through:

- Workshops
- Training programs
- Publications
- Monitoring programs
- Setting guidelines
- Consultations



# Education & Creativity

## Education is everything

"Education transforms people, changes lives, and it makes things better. Just like you need to know the story of your family, you need to know the story of your community."

**Sandra Standliffe**

*Education Director of English Heritage 2013*



It is not about the knowledge.  
It is about the attitude and the life style.  
It is a source of boosting the creativity in your mind.  
We try to teach how to live and create with heritage through:

- Lectures
- Teaching materials
- Youth camps
- Heritage schools

# Networking

## Asia and the Pacific is together

"It is home to great diversity and tremendous opportunities."

**Ban Ki-moon**

*UN Secretary General 2010*

Different countries, different languages, different people...  
we can be together.

We build bridges between the cities and share our knowledge and experiences through:

- International meetings
- City 2 City program
- Human resource exchange

