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# Wider value of UNESCO to the UK

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# Executive summary

- 1** UNESCO contributes to the UK's development agenda in education, science, heritage and culture.
- 2** UNESCO supports the UK foreign policy priorities of human rights and freedom of expression.
- 3** The financial benefit of UNESCO membership to the UK's 180 UNESCO-affiliated organisations is an estimated £90 million per year.

UNESCO encourages international collaboration, promotes respect for human rights and supports sustainable development. It does this by setting international norms and standards, policy exchange and monitoring. It has the widest membership of any UN agency with 195 Member States, 8 Associate Members and 200 National Commissions.

In 2012, the UK's assessed contribution to UNESCO was £14.1 million; the contribution of all Member States is £411 million for the two-year period 2012–13.<sup>1</sup> UK interests in UNESCO extend across government departments: DFID, FCO, DCMS, DfE, BIS and DEFRA and all UK devolved administrations.

Affiliation to UNESCO provides worldwide recognition and an international framework for organisations involved in education, natural and social sciences, culture, communication and information.

There are 180 organisations in the UK and Overseas Territories with formal links to UNESCO through various programmes. Financial benefit is rarely an explicit goal of these programmes, but a number of UK-based organisations use their affiliation as a catalyst to increase investment and enhance their own brand value.

The purpose of this paper is to capture information from these UNESCO-affiliated organisations in the UK to assess the financial value of their link to UNESCO using existing available data.

This paper also provides examples of how UNESCO membership promotes UK principles and agendas including: international development; sustainable development; foreign policy; cultural diversity; and influencing global policy.

A conservative estimate of the financial benefit to UK organisations is £90 million per year. However, a full cost-benefit analysis of the value of UNESCO membership to the UK economy would need further primary research.

## Examples of wider value to the UK

- The UK plays a leading role in shaping international hydrological activities in line with its science and international development agendas, particularly water law and policy.

- The UK was able to initiate and inform an inter-UN action plan on journalist safety and combating impunity, which contributes to strengthened freedom of expression.
- UK inputs to a Tsunami Warning System for the NE Atlantic, Mediterranean and Black Sea area means the system can provide tsunami alerts to the UK.

£

### Examples of financial benefits to the UK

UK Biosphere Reserves secured £10.4 million in multi-year funding for biospheres and their partners in 2012.

The Cornish Mining World Heritage Site has attracted an average of £3.8 million of additional revenue per year since its UNESCO status, a 100% increase.

Between them, UNESCO Chairs in Higher Education secure an estimated £2.9 million extra a year in fees, sponsorship and grants through the UNESCO label.

## Evidence of financial benefits

The evidence in this paper comes from 180 UK organisations and sites with formal links to UNESCO through publicly available reports, questionnaires and case studies. The data is based on responses from nearly 30% of those organisations. The value of UNESCO membership to UK organisations presented in this paper is limited to financial benefits that are readily measured. Where the UK National Commission (UKNC) has imputed value, this is based on available data and rigorous filtering of the sample.

Table 1: Estimated annual financial benefit to UK organisations with UNESCO designation

UNESCO Programme	Estimated financial benefit per year
World Heritage Sites	£61.1 m
Global Geoparks Network	£18.8 m
UNITWIN/UNESCO Chairs Programme	£2.9 m
Biosphere Reserves	£2.3 m
UNESCO Procurement and other sciences, media and culture	£4.3 m
<b>TOTAL</b>	<b>£89.4 m</b>

## Recommendations

- While the research elicited information on the financial benefits of UNESCO affiliation, UK organisations emphasised their wider motivation for seeking UNESCO status and therefore financial gains should be considered alongside narrative evidence of non-financial value – such as social and environmental benefits;
- A full cost-benefit analysis would require a more systematic collection of financial information by all UNESCO-affiliated organisations in the UK, new primary research and a process and means to bring together and analyse that information nationally;
- To provide comparable data, newly-accredited UK organisations should undertake a baseline survey within six months of receiving notification of their UNESCO designation.

# Benefits of UNESCO membership

Financial benefits are just one way in which UNESCO membership is of value to the UK

UNESCO membership supports UK aims by furthering the UK's international development and foreign policy agendas

UK involvement in the governance of UNESCO programmes allows the UK to exert diplomatic influence on a range of international issues

UNESCO (United Nations Educational, Scientific and Cultural Organisation) has the widest membership of any UN agency with 195 Member States, 8 Associate Members and 200 National Commissions.

UNESCO is an intergovernmental forum for setting international standards; it monitors progress in meeting key development and human rights issues; and it works with Member States to provide quality policy advice and share best practice.

This paper captures evidence of the financial benefit to the UK and its citizens, communities and UK-based organisations of UNESCO. It builds upon the first edition of this report, published in February 2011.<sup>2</sup>

Financial benefits are just one way in which UNESCO membership is of value to the UK. The primary benefit of the Organisation is that it furthers UK government objectives related to UNESCO's interdisciplinary mandate to promote respect for human rights, encourage collaboration between states and support sustainable development.

UNESCO membership also supports UK aims by:

- furthering the UK's international development agenda, including international goals such as the Millennium Development Goals (MDGs) and Education for All (EFA);
- providing an intergovernmental platform for the UK's foreign policy agenda, including human rights, democracy, freedom of expression, international security and good governance;
- supporting cultural diversity, dialogue and community cohesion in the UK and internationally; and
- providing a channel for UK expertise to influence global programmes in education, natural sciences, social and human sciences, and culture and communication.

UK involvement in the governance of UNESCO programmes, through the UK experts who sit in these bodies, also allows the UK to influence the structures, principles and targets guiding a range of international issues. A list of UK membership of all such UNESCO fora is included in Annex I.

UNESCO membership also benefits the UK. Through UNESCO affiliation in certain fields the UK is able to: enhance its reputation, for example through global recognition of its contribution to research; celebrate and encourage conservation of its world-famous heritage and culture; and promote interest in areas of UK comparative advantage, such as education, science and the creative industries.

These wider benefits are important to an analysis of the UK's membership of UNESCO.

*This paper, however, focuses on the quantifiable, financial benefit to UK organisations, which is also part of such an analysis.*

The Department for International Development (DFID) is the lead department for the UK's relationship with UNESCO, but UK interests in the Organisation extend across much of government including the Foreign & Commonwealth Office (FCO), Department for Culture, Media and Sport (DCMS), Department for Education (DfE), Department for Business, Innovation and Skills (BIS), Department for Environment, Food and Rural Affairs (DEFRA), the Scottish Government, Welsh National Assembly and Northern Ireland Executive.

**Figure 1** shows which UNESCO designations fall within the mandate of relevant UK government departments. **Figure 2** shows the distribution of these designations across England, Scotland, Wales and Northern Ireland.

## The UNESCO brand

UNESCO's functions mean that it has a recognised, global brand. It is known by members of the public, NGOs, academic experts and multi-national corporations who partner with UNESCO such as Microsoft, L'Oréal and Nokia. These stakeholders recognise that UNESCO provides a framework for discussion that reaches a wider audience than they could access alone.

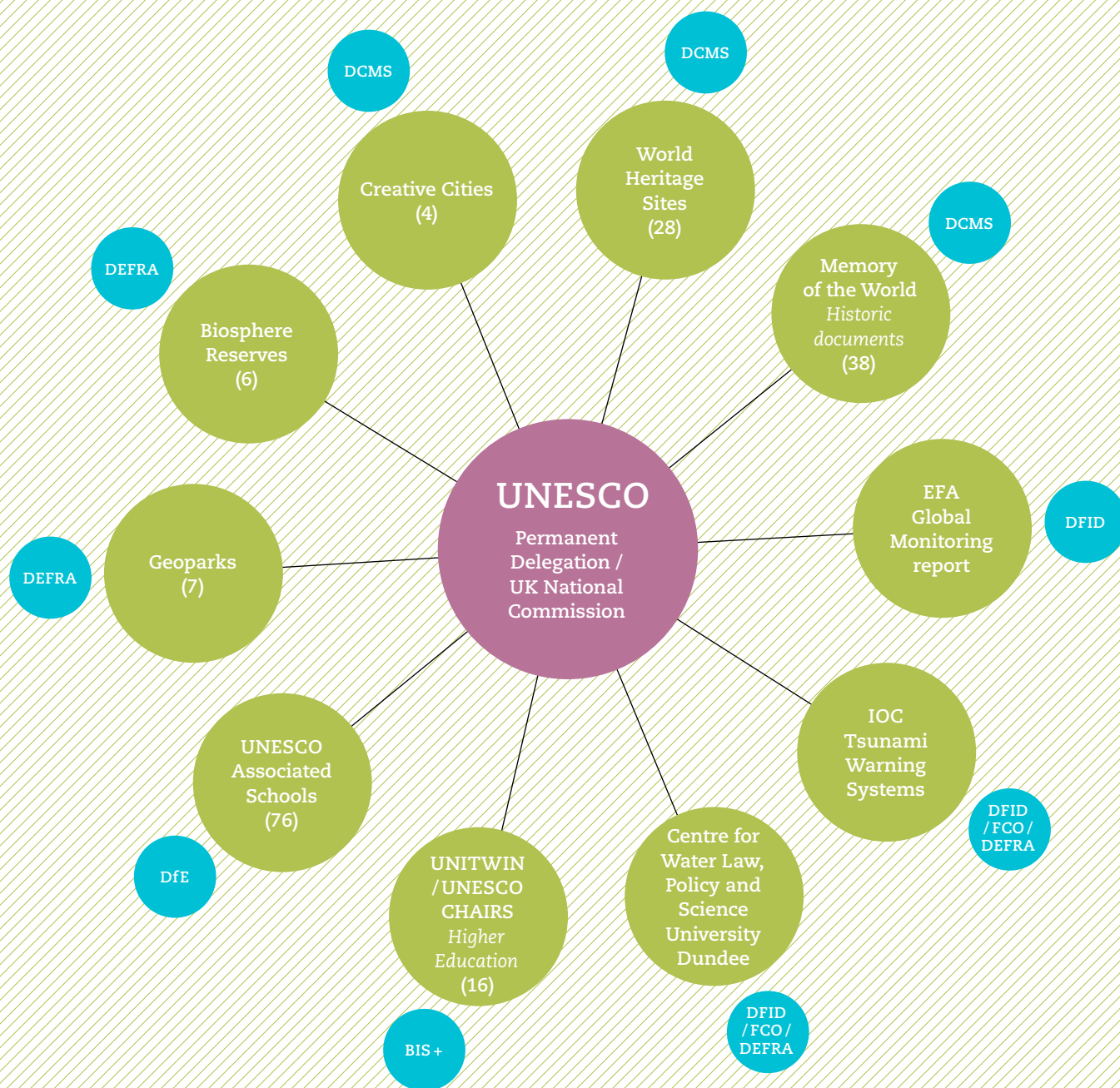
As part of this profile, some UNESCO conventions and programmes use global networks of designated 'sites' or organisations to contribute to UNESCO's core mandate. The diversity and spread of these designations in developing and developed countries is unique to UNESCO.<sup>3</sup>

UNESCO designated sites and organisations benefit from the prestige of being associated with an international organisation in economic terms. There are 180 organisations with formalised ties to UNESCO across England, Scotland, Wales, Northern Ireland and the Overseas Territories (Figure 2). As testament to the appeal of the UNESCO brand, there are currently 37 outstanding applications from UK organisations for UNESCO accreditation. A full list of all current UK-based institutions is available in Annex I.

Financial benefit is rarely an explicit aim of UNESCO programmes, but it can be a direct by-product or used as a basis for attracting additional funding. UNESCO designation, however, does not benefit all organisations equally. The organisations that benefit most financially are those that use UNESCO affiliation to catalyse new investment, to raise their national and international profile and to enhance their own brand value, for example to increase tourism.

Organisations which are already world-renowned say affiliation is still important to reinforce their reputation as a place or institution of international significance. In relation to World Heritage Sites, this can be called a 'celebration' designation.<sup>4</sup>

# Fig 1 // UNESCO and UK government departments





# UNESCO in the UK – financial benefits

Blaenavon WHS's regeneration strategy rests on its industrial heritage. 185 jobs in conservation and tourism were saved

Aberystwyth University, UNESCO Chair in HIV/AIDS in Africa, won a €2.35m EU research grant on global governance of HIV/AIDS

The National Oceanography Centre's UNESCO Bilko project makes them an obvious choice for European Space Agency funding

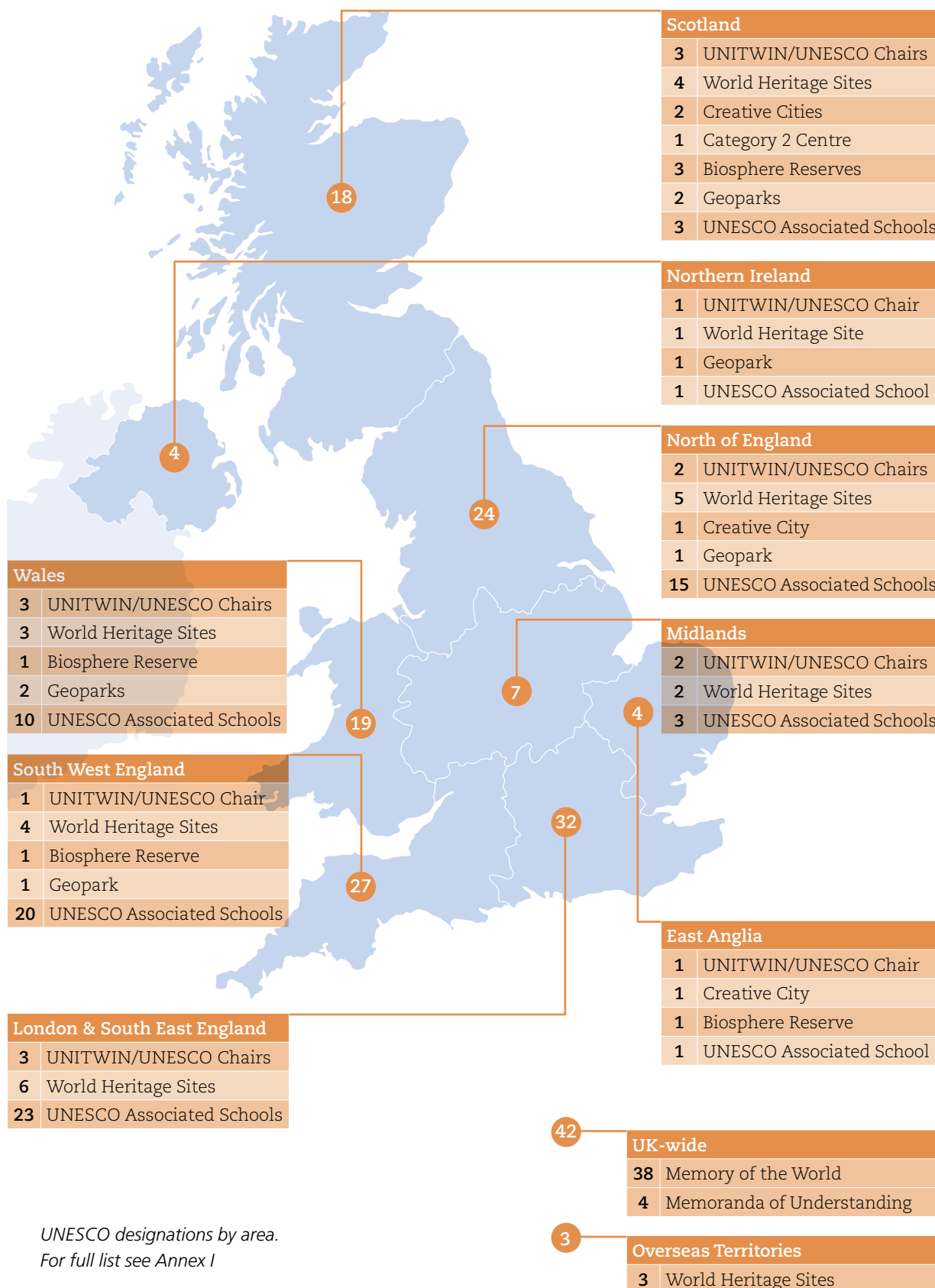
The main UNESCO programmes in the UK are outlined in the following sections with an overview of their financial benefits. Annex II considers each programme in detail: how it can provide economic benefits; weaknesses in realising financial gains; costs associated with the UNESCO designation; and individual examples of financial benefits reported by UK-based organisations. For some programmes, narrative evidence of the non-financial benefits of UNESCO status is provided. Annex II also considers UNESCO programmes that have untapped potential to generate wider benefits.

An economic approach to assessing UNESCO's value should consider that there is also narrative evidence of UNESCO's normative value, some examples of this are provided in the box.

As stated elsewhere in this paper, financial gains are not the primary aim of UNESCO programmes. In their submissions to the UK National Commission, UK organisations highlighted non-financial benefits of UNESCO membership *inter alia* the ability to shape global programmes in line with UK priorities. Three examples include:

- The UK represented Western Europe and North America on the **International Hydrological Programme Bureau** from 2006–2008 allowing the UK direct input to a programme that supports MDG 7. The UK continues to play a leading role in steering IHP activities, like developing water law and policy and water management capacity building in developing countries, in line with UK science and international development agendas.
- The UK made significant contributions to the planning of a **Tsunami Warning System** for the NE Atlantic, Mediterranean and Black Sea area through its participation in the Intergovernmental Oceanographic Commission. The UK also provided data to make the system operational, which means the system can now provide tsunami alerts to the UK.
- Membership of the International Programme for the Development of Communication (IPDC) Council meant the UK was able **to initiate and inform an inter-UN action plan on journalist safety and combating impunity**, which contributes to strengthened freedom of expression.

# Fig 2 // UNESCO in the UK



# Benefits from selected programmes

## A

### Education

Table 2: Estimated annual financial benefit to UK educational organisations with UNESCO designation\*

UNESCO Programme	Estimated annual financial benefit	Cost of UNESCO status	TOTAL £
UNITWIN/UNESCO Chairs Programme	£2.93 m	-£80 k	£2.85 m

#### UNITWIN/UNESCO Chairs Programme

The UNITWIN/UNESCO Chairs higher education programme advances research, training and programme development by building university networks and encouraging inter-university cooperation. Chairs and Networks are established by signed agreements between UNESCO and a host higher education institution. The programme has been active since 1999 in the UK, where there are currently 16 UNESCO Chairs and UNITWIN Networks.

The presence of a UNESCO Chair can raise international awareness of the courses offered by UK universities and increase the visibility of their research. This can improve overseas student intake and competitiveness in national and international funding bids. The Chair's success in realising such gains depends on how effectively the designation is utilised.

£

Evidence from UNESCO Chair-holders shows that together eight Chairs brought in £1.9 million per year to the UK. The funding came from student fees, sponsorship and research grants: over 50% came from overseas sources, 38% from UK private sources and 10% from publicly-funded bodies. Imputed to the rest of the programme, UNESCO Chairs secure an estimated £2.9 million extra in total per year.

How much this is attributable to UNESCO affiliation is unknown, but Chair-holders say the UNESCO designation adds to the international profile and prestige of the activities of the Chair and their host university, helping them secure additional income.

#### UNESCO Institute for Statistics (UIS)

The UIS monitors education and cultural trends, nationally and internationally and publishes comparative data for countries at all stages of development. The Institute manages the world's most comprehensive education database and is the official data source to measure progress towards the education-related targets of the Millennium Development Goals (MDGs 2 and 3).

\*For Tables 2–5: All figures over £100,000 are rounded to the nearest ten thousand. All figures under £100,000 are rounded to the nearest one thousand. For detailed figures, please see the table in Annex III.

The value of the UIS comes from the respected, long-term collection and analysis of information from developed and developing countries. UIS provides a single reliable set of data on the international system for governments and agencies; this avoids costly duplication of research and avoids multiple and non-compatible datasets that may hamper effective policy-making. UIS statistics are used by DFID, DfE and BIS to inform UK policy on domestic and international education architecture.

### Education for All: Global Monitoring Report (GMR)

The GMR is produced annually and provides authoritative, independent research and policy advice on the six Education for All (EFA) goals. Together with statistics from the UIS, DFID uses comparative data compiled by the GMR to inform policy on international education and to monitor progress on internationally agreed education goals.

In addition, each GMR focuses on a particular issue in development and education; such as conflict and education, girls' education and quality in education. By providing research and analysis and raising awareness the GMR is a global advocacy tool to focus attention on concepts which are key to improving education. On each occasion it has helped mobilise the international community to address these issues.

## B

### Sciences (natural and social & human sciences)

Table 3: Estimated annual financial benefit to UK science organisations with UNESCO designation

UNESCO Programme	Estimated annual financial benefit	Cost of UNESCO status	TOTAL £
Global Geoparks Network	£19.17 m	-£330 k	£18.84 m
Biosphere Reserves	£3.38 m	-£1.09 m	£2.29 m
Sciences: IOC, IHP, L'Oreal-UNESCO programme	£1.50 m	-£140 k	£1.36 m

#### Global Geoparks Network

Global Geoparks are areas of geological heritage of international significance where that heritage is used to promote the sustainable development of the communities who live there. Their activities are diverse and may cover education, sciences, sustainable development and geotourism. There are seven Geoparks in the UK (2 in Wales, 1 in Northern Ireland, 2 in Scotland and 2 in England) in mostly rural territories in some of the most deprived areas of the country.

The benefits of Global Geopark status arise from using the designation to increase tourism, and its spill-over effects into the regional economy, and to attract funding for regional development. The financial gains depend on how effectively the individual Geopark uses the brand as a promotional tool.

£

All together, the seven UK Geoparks secured funding of £4.6 million a year. The Geopark management teams report that UNESCO affiliation was a key factor in winning many of these competitive grants; overseas funding contributed more than 40% of this money.

This figure does not include potential revenue from tourism spend. Taking data from Marble Arch Caves Geopark, the flagship site of the Geopark attracts over 54,000 visitors per year with an annual visitor spend of £1.63 million. A conservative estimate of 30% of this visitor spend extrapolated across the 250,000 visitors per year to the whole Geopark equates to an additional £3.9 million a year due to Geopark designation.

Using annual visitor figures and results from brand awareness surveys it is possible to impute a further £10.6 million a year in tourism revenue to two of the other Geoparks.

### **Biosphere Reserves**

Biosphere Reserves are 'learning sites' for testing and demonstrating how we can balance sustainable economic development with protection of biological diversity. They are composed of three zones: core, for conserving biological diversity; buffer, for cooperative activities such as ecotourism and recreation; and transition/cooperation, containing local communities and businesses. There are six Biosphere Reserves in the UK: 1 in Wales, 2 in England and 3 in Scotland.

The management framework of a Biosphere Reserve involves multiple local authorities, agencies and businesses. These diverse partners from public and private sectors are brought together to encourage economic growth in a way that conserves the natural assets of the region. This may be through nature-based tourism, sustainable enterprises, or regional products and crafts. Biospheres may also leverage the breadth of the biosphere's partnership to attract research funding to test approaches to ecosystem protection.

£

The UK's three 'new style' Biosphere Reserves secured a total of £3.38 million a year in grants and investment, or an average of £1.1 million per year per Biosphere. Ninety per cent was non-government funding, 35% of which came from overseas – principally the EU.

No estimate of revenue from eco-tourism can be made, although this may represent a sizable benefit for some local economies in biosphere areas.

### **Intergovernmental Oceanographic Commission (IOC)**

The IOC leads on oceans and marine sciences within the intergovernmental system. The IOC pools resources and data globally across its 144 members on oceanic research and development.

The IOC offers an intergovernmental mechanism for cooperation on marine science. This removes the need for the UK to set up a large number of bilateral agreements, for example on data exchange, where an overarching agreement is in place for accredited IOC programmes. Individual research projects are paid for by Member States, but the IOC provides necessary coordination for the programmes.

£

The IOC's Bilko project provides training material for coastal and marine remote sensing to 175 countries, for which the software is developed in the UK. The UK has received over €515,000 of funding from the European Space Agency and the EU since 2004 to support Bilko. 100% of grants awarded for development of Bilko has been from overseas: from UNESCO, the EU and the European Space Agency.

The IOC coordinates programmes such as the Tsunami Warning System and the Global Ocean Observing System (GOOS). The UK contributes to the costs of IOC project coordination including the coordination of assets purchased by individual Member States and the sharing of infrastructure. This enables burden-sharing among Member States for multi-billion dollar programmes with global reach.

For example, the UK pays the IOC US\$156,000 a year – or 6% – towards GOOS' coordination budget. This buys the UK's share of accessing a US\$2.65 billion system. Access to GOOS is important for better informed national policy making and planning on ocean forecasting, warnings of potentially damaging phenomena and climate change forecasts.

### **International Hydrological Programme (IHP)**

IHP is an intergovernmental programme that advances hydrological sciences internationally and provides training and education in water sciences. IHP focuses on the sustainable management of water resources and the impacts of environmental and climate change.

IHP membership through UNESCO allows UK research institutions to build their networks. These networks have enabled seven UK institutions to attract funding for 29 wider research projects in 2011–12. Furthermore, IHP has provided the UK with the opportunity to share scientific expertise and to develop the UK's own research priorities.

£

Two research centres in the UK secured a total of over €830,000 a year from EU grants through IHP initiatives.

Involvement in IHP supports the UK's contribution to MDG 7. It allows the UK to influence global developments in hydrology among other Member States – including research, innovation and capacity building for water management practices in developing countries.

## Scholarships and Sponsorship: Women in Science

The L'Oréal-UNESCO For Women in Science Programme promotes the participation of women in science. The Programme recognises the achievements of female scientists at international and national level and provides sponsorship for science events. In the UK, the UNESCO-L'Oréal UK & Ireland For Women in Science Programme was established in 2007.

The L'Oréal-UK programme awards four fellowships of £15,000 each per year to outstanding women scientists in the early stages of their careers. The programme also supports public outreach activities to raise awareness of science and get women into scientific careers, such as sponsoring the Cheltenham Science Festival, Soapbox Science and the British Science Festival.

£

The partnership between L'Oréal and UNESCO in the UK has attracted £110,000 of private sector money annually since 2007 in fellowships for outstanding young female scientists and sponsorship of science events.

The awards help highlight, and encourage, the participation of women in scientific careers. In 2012, the Laureate for Europe was awarded to the UK's Professor Frances Ashcroft attracting national media coverage.

C

## Culture

Table 4: Estimated annual financial benefit to UK culture organisations with UNESCO designation

UNESCO Programme	Estimated annual financial benefit	Cost of UNESCO status	TOTAL £
World Heritage Sites (WHS)	£76.86 m	-£15.72 m	£61.14 m
Creative Cities Network	£1.04 m	-£320 k	£720 k

### World Heritage Sites (WHS)

There are 28 WHS in the UK and Overseas Territories. The objective of the UNESCO World Heritage designation is to encourage protection and promotion of sites of outstanding cultural or natural value, including historic buildings, natural environments, urban centres, archaeological sites and industrial landscapes.

While World Heritage (WH) status is not primarily intended for tourism marketing, it may be used to increase tourist numbers and tourism spend. Other economic benefits reported by UK sites include regeneration and stimulation of new investment, house price rises and more holistic management of the site. 97% of sites applying for the UK Tentative List see increased tourism as a benefit; and 60.5% see regeneration as a benefit of WH status.<sup>5</sup>



These benefits vary considerably across sites. Less well-known UK sites potentially gain more from their WH designation than sites that are already internationally famous prior to UNESCO designation. While these two classifications are not strictly defined, it is estimated that the UK and its Overseas Territories have 12 lesser known sites and 16 famous sites. No data from the latter was included in order to make an evidence-based assessment of the added value of UNESCO status. As comparison, English Heritage estimate £209 million of private investment went into England's heritage sector in 2009–10.<sup>6</sup>

£

The lesser known WHS brought in a total of at least £30.5 million per year in grants and investment.<sup>7</sup> According to baseline data from the Cornish Mining WHS, their annual income has increased by 100% since WH status.

Reported data from three of the lesser known sites shows tourism revenue of £15.8 million a year. Figures for Blaenavon Industrial Landscape in Wales show visitor numbers have doubled from 100,000 to over 200,000 per year since WHS status.

Based on annual visitor numbers and average visitor spend, we have imputed the value of tourism revenue for five of the other lesser known WHS as contributing an additional £30.6 million per year to the UK economy, although this should be seen as indicative only.

There is no research on how much of the increase in grant funding or tourism spend is due specifically to WH status; although VisitBritain's research highlights the importance of WHS as a key tourist draw. The grants received are a mix of private sector and UK Government funding. While the UK money is not 'new' money, WH designation acts as a quality mark for areas of potential need and/or growth.

WH status also provides intangible benefits, including: encouraging more effective conservation; improving education links with schools to deliver the national curriculum; and supporting community cohesion, particularly in areas undergoing regeneration.

### **Creative Cities Network**

The Creative Cities Network connects places that want to share best practice to promote the economic potential of their cultural industries, promote cultural tourism and nurture culturally diverse communities. Cities participate in particular creative industry designations – literature, film, music, crafts and folk art, design, media arts and gastronomy. Four of the 34 cities in the network are in the UK: Edinburgh, Glasgow, Bradford and Norwich. Edinburgh was the founding city of the UNESCO network in 2004.

UK Creative Cities aim to demonstrate a return on investment in culture through increased tourism, cultural engagement, economic development and competitive advantage in increasingly focused national and international markets.

£

The four UK Creative Cities leveraged a total of over £1 million in 2011–12 in grants, in-kind funding from private and public-sectors and partnerships with private companies.

## D

## Communication and information

Table 5: Estimated annual financial benefit to UK communication and information organisations with UNESCO designation

UNESCO Programme	Estimated annual financial benefit	Cost of UNESCO status	TOTAL £
Memory of the World Programme	£350 k	- £30 k	£320 k
Media and Development	£44 k	- £5 k	£39 k

### Memory of the World Programme

The Memory of the World Programme recognises documentary heritage of outstanding universal value and/or significance to its country of origin. The UNESCO Memory of the World International Register contains eight inscriptions from the UK, including the Magna Carta and the 1916 film 'The Battle of the Somme'.

The UK Memory of the World Register lists 30 items of documentary heritage. This includes: the 1689 Bill of Rights in the Parliamentary Archives; the records of the Company of Scotland Trading to Africa and the Indies; and the 1918 film of David Lloyd George in the National Library of Wales.

UNESCO affiliation provides recognition of a collection's significance, which lends support to promotional events or activities to raise awareness of the collection. This contributes to the host institutions' ability to attract funding. Funding is used for outreach, insurance, collection development, cataloguing and preservation.

£

Three collections inscribed on the UK Memory of the World Register secured a total of over £180,000 a year from private legacies, grants and sponsorship. Nearly three-quarters of all funding came from private sources. They attributed their success in funding applications to UNESCO status.

Host institutions that had not secured additional funding through inscription nevertheless emphasised the importance of the designation, which they use in marketing materials and exhibitions.

## Media and Development

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 UK is a member of the IPDC's Intergovernmental Council. The Council approves proposals for media development projects; in 2012, 34% of projects approved were for Africa and 23% for the Arab region. Any organisation can bid for projects, regardless of whether they come from a country that contributes to the IPDC funding pool. The UK does not currently contribute to the IPDC fund, which is financed entirely through voluntary contributions from Member States.

£

Membership of the IPDC Council allows the UK to inform a global intergovernmental programme that advocates free and open media. The IPDC aims to strengthen freedom of expression and a free media – supporting the realisation of other rights – 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.

UK experts contribute to the promotion of freedom of expression and media development. UK-based media NGOs have received funding from the IPDC to implement projects in developing countries, including in at least seven of DFID's 28 priority countries. Since 2007, this includes eight projects totalling over US\$230,000 – all UNESCO-funded.

Combined  
financial  
benefits

250,000 people a year visit Marble Arch Caves Geopark, where tourist revenues rose faster than in similar parts of Northern Ireland

UK NGOs secured \$230,000 from UNESCO for media development and capacity building in 7 of DFID's 28 priority countries

Biospheres are distinct for their partnership approach. Dyfi Biosphere won €4.2m of EU funding benefiting 7 UK institutions

**This paper has conservatively calculated UNESCO's quantifiable financial benefit to the UK as approximately £90 million per year. Nearly 30% of the UK's 180 UNESCO-affiliated organisations were able to provide data. From this data the UKNC made imputations for those remaining organisations for which credible estimates could be made.**

The total of £90 million is an aggregate of the average annual financial benefits reported to the UKNC from all programmes and income from UNESCO procurement of UK goods and services. The financial benefits include project or research grants, investment, tourism revenue and sponsorship received since achieving UNESCO status, averaged over the lifetime of the project or length of designation. From this information, we imputed value to the remaining UK organisations with missing data, within certain parameters.

## Imputing value

To provide a credible estimate of UNESCO's value to all organisations in each programme, the UKNC applied various filters and assumptions to calculate the financial value for the remainder of the programme. These methods are explained in more detail in Annex III.

## Types of income

According to availability of data, the UKNC identified the sources of each programme's income. This was classified into three types: UK Government sources – additional resources from publicly-funded bodies awarded on a project basis; non-government sources in the UK, like private sector investment or tourism revenue; and overseas funding, like EU grants. While there is a strong role for publicly-funded investment in UNESCO affiliated organisations, this has stimulated equal – if not greater – investment from private sources. The breakdown by programme is detailed in Annex II.

## Costs

From this total was subtracted the costs of UNESCO status by programme. This takes into account the total investment UK-based organisations make to gain UNESCO affiliation in the first place and the on-going annual costs of designation. A table showing all income and costs is available in Annex III.

## Conclusion and recommendations

While the research elicited information on the financial benefits of UNESCO affiliation, UK organisations emphasised their wider motivations for seeking UNESCO status such as non-financial benefits and the ability to shape global programmes. Recommendations drawn from the process of developing this paper include:

- Financial gains should be considered alongside narrative evidence of non-financial value – such as social and environmental benefits;
- A full cost-benefit analysis would require a more systematic collection of financial information by all UNESCO-affiliated organisations in the UK, new primary research and a process and means to bring together and analyse that information nationally;
- To provide comparable data, newly-accredited UK organisations should undertake a baseline survey within six months of receiving notification of their UNESCO designation.

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## Endnotes

- 1 In 2012, the UK's assessed contribution to UNESCO's core budget was 6.604%. In 2013, the UK's assessed contribution is 5.179%, approximately £11 million. The contribution of all Member States for two years, 2012–2013, to UNESCO is £411 million (US\$653 million). The assessed contribution is based on the scale adopted by the United Nations General Assembly.
- 2 UK National Commission for UNESCO, *Wider value of UNESCO to the UK*, February 2011
- 3 UNESCO designated sites or organisations are established by a UNESCO intergovernmental or international programme, convention or initiative. For simplicity, these are generally referred to as UNESCO programmes in this document.
- 4 Rebanks Consulting Ltd & Trends Business Research Ltd, *World Heritage Status: Is there Opportunity for Economic Gain? A preview* (2009a), p.6
- 5 UK Tentative List of Potential Sites for World Heritage Nomination – Application Forms (2010)
- 6 English Heritage, *Heritage Counts 2011: England*, p.27
- 7 Even this figure for lesser known WHS excludes data from Liverpool Maritime Mercantile City WHS, where average annual investment for the city is £128.5 million since WH status. A percentage of this, even if modest, will be attributable to UNESCO designation; just 5% of this would indicate an additional £6.4 million a year due to WH status.

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## Annexes

Annex I – List of UK-based organisations with formal ties to UNESCO

Annex II – Financial benefits of UNESCO membership

Annex III – Methodology

Annex IV – Methodology: questionnaire templates

Annex V – Abbreviations and acronyms

# Annex I



# List of UK-based organisations with formal ties to UNESCO

## Summary of UNESCO designations in the UK and Overseas Territories:

- A** 28 World Heritage sites
- B** 6 Biosphere Reserves
- C** 4 UNESCO Creative Cities
- D** 7 Geoparks (assisted by UNESCO)
- E** 1 Water Law, Policy and Science (Category 2) Centre
- F** 16 UNITWIN/ UNESCO Chairs at UK Higher Education Institutions
- G** 38 Memory of the World inscriptions
- H** 76 UNESCO Associated Schools
- I** 4 UK-based organisations with Memoranda of Understanding with UNESCO

**There are 180 UK-based organisations with formal ties to UNESCO.** This does not include the large number of partners involved in management and stakeholder structures for some designations.

## **A** World Heritage Sites

There are **28 World Heritage Sites**, three of which are in the Overseas Territories:

- Avebury, Stonehenge and Associated Sites (South West England)
- Blaenavon Industrial Landscape (Wales)
- Blenheim Palace, (South East England)
- Canterbury Cathedral, St. Augustine's Abbey and St. Martin's Church (South East England)
- Castles and Town Walls of King Edward in Gwynedd (Wales)
- City of Bath (South West England)
- Cornwall and West Devon Mining Landscape (South West England)
- Derwent Valley Mills (East Midlands)
- Dorset and East Devon Coast (South West England)
- Durham Castle and Cathedral (North East England)
- Edinburgh Old and New Towns (Scotland)
- Giant's Causeway and Causeway Coast (Northern Ireland)
- Gough and Inaccessible Islands Wildlife Reserve (Overseas Territories)
- Hadrian's Wall, Antonine Wall – Frontiers of the Roman Empire (North East England, Scotland)
- Heart of Neolithic Orkney (Scotland)

- Henderson Island (Overseas Territories)
- Historic Town of St George and Related Fortifications, Bermuda (Overseas Territories)
- Ironbridge Gorge (West Midlands)
- Liverpool (North West England)
- Maritime Greenwich (London)
- New Lanark (Scotland)
- Pontcysyllte Aqueduct (Wales)
- Royal Botanic Gardens of Kew (London)
- Saltaire (Yorkshire and the Humber)
- Studley Royal Park, including the Ruins of Fountains Abbey (Yorkshire and the Humber)
- St. Kilda (Scotland)
- Tower of London (London)
- Westminster Palace, Westminster Abbey and Saint Margaret's Church (London)

A single World Heritage Site involves multiple government, private and third sector partners in its management and development. For instance, the Dorset and East Devon Coast World Heritage Site (Jurassic Coast) Steering Group, which has responsibility for management of the Dorset and East Devon Coast World Heritage Site, involves 26 local and regional partners.

## B

### Biosphere Reserves

There are **6 UNESCO Biosphere Reserves** in the UK:

- Biosffer Dyfi Biosphere (Wales)
- North Devon Biosphere Reserve (South West England)
- North Norfolk Coast Biosphere Reserve (East of England)
- Galloway and Southern Ayrshire (Scotland)
- Beinn Eighe Biosphere Reserve (Scotland)
- Loch Druidibeg Biosphere Reserve (Scotland)

\* Loch Druidibeg Biosphere Reserve withdrew from the World Network of Biosphere Reserves in May 2013, after the initial data collection for this report, though no financial data for Loch Druidibeg was included in the analysis (see Annex III – Methodology).

The management of each Biosphere Reserve involves multiple government, private and third sector partners. For example, North Devon's Biosphere Reserve Partnership, which is the body responsible for coordinating, on behalf of the constituent local authorities and stakeholders, the management of the Biosphere Reserve, includes 13 local and regional partners.

## C

### UNESCO Creative Cities

There are **4 Creative Cities** in the UK which are members of the UNESCO Creative Cities Network:

- Edinburgh City of Literature (Scotland)
- Glasgow City of Music (Scotland)
- Bradford City of Film (Yorkshire and the Humber)
- Norwich City of Literature (East of England)

## D Geoparks

There are **7 Geoparks** in the UK, all of which are members of the European Geoparks Network and the Global Network of Geoparks assisted by UNESCO:

- English Riviera Geopark (South West England)
- Fforest Fawr Geopark (Wales)
- GeoMôn Geopark (Wales)
- Marble Arch Caves Geopark (Northern Ireland, extends across the international border into the Republic of Ireland)
- North Pennines Area of Outstanding Natural Beauty Geopark (North East England)
- North West Highlands Geopark (Scotland)
- Shetland Geopark (Scotland)

## E Category 2 Centre

There is **one Category 2 Centre** in the UK: the International Hydrological Programme – Hydrology, Environment, Life and Policy Centre (IHP-HELP) for Water Law, Policy and Science. IHP-HELP is based at the University of Dundee and operates under the auspices of UNESCO.

## F UNESCO Chairs and UNITWIN Networks

There are **16 UK Higher Education Institutions** with established UNESCO Chairs or UNITWIN Networks:

- University of Edinburgh – UNESCO Chair in International Development
- University of Hertfordshire – UNESCO Chair in Information and Computer Ethics
- Cardiff University – UNESCO Chair in The Development of a Sustainable Geoenvironment
- University of the Highlands & Islands – UNESCO Chair in Sustainable Mountain Development
- University of Bradford – UNESCO Chair in Africa Peace and Conflict Studies
- Lancaster University – UNESCO Chair in Gender Research
- Royal Holloway, University of London – UNESCO Chair in ICT for Development
- Aberystwyth University – UNESCO Chair in HIV/AIDS Education and Health Security in Africa
- University of Nottingham – UNESCO Chair in Political Economy of Education
- University of Bath – UNESCO Chair in Higher Education Management
- Institute of Education, University of London – UNESCO Chair in Intercultural Studies and Teacher Education
- University of Ulster – UNESCO Chair focuses on Education for Pluralism, Human Rights and Democracy
- University of Birmingham – UNESCO Chair in Interfaith Studies
- School of Pharmacy, University of London – UNITWIN Network in Global Pharmacy Education Development
- Bangor University – UNITWIN Network in Marine Biology and Sustainable Development for East Africa
- University of Strathclyde – UNITWIN Network in Entrepreneurial Education

\*A UNESCO Chair in New Media Forms of the Book was established at the University of Bedfordshire in 2012, after the initial data collection for this report.

## Memory of the World inscriptions

There are **30 libraries, archives and museums** with items or collections inscribed on the UK Memory of the World register of outstanding documentary heritage:

- West Yorkshire Archive Service
- The Bodleian Library (2)
- Lloyds Banking Group Archives
- Yorkshire Archaeological Society
- The Parliamentary Archives (2)
- Jersey Heritage
- Lothian Health Services Archive
- Amber Collective
- Hampshire Record Office
- Norfolk Record Office
- British Film Institute National Archive
- British Postal Museum & Archive and BT Heritage and British Film Institute
- The Wedgwood Museum
- The Women's Library and The Parliamentary Archive
- BT Heritage
- The Children's Society
- City of London Corporation
- University of Manchester
- WRVS Archives
- Liverpool Record Office
- National Library of Wales
- Royal Bank of Scotland Group (2)
- National Library of Scotland (4)
- National Screen & Sound Archive, National Library of Wales

\* Nine additional libraries, archives and museums had items or collections inscribed on the UK Memory of the World register in July 2013, after the initial data collection for this report.

There are **8 libraries, archives and museums** with items or collections inscribed on the International Memory of the World register:

- Historic Ethnographic Recordings (1898–1951), British Library
- Dutch West India Company (Westindische Compagnie) Archives, National Archives, Kew
- Silver Men: West Indian Labourers at the Panama Canal, National Archives, Kew
- 1215 Magna Carta, British Library, Lincoln Cathedral and Salisbury Cathedral
- Registry of Slaves of the British Caribbean 1817–1834, National Archives, Kew
- Hereford Mappa Mundi, Hereford Cathedral Library
- The Appeal of 18 June 1940, BBC Sound Archives
- The Battle of the Somme, Imperial War Museum

\* Two additional UK archives had collections inscribed on the International Memory of the World register in June 2013, after the initial data collection for this report.

## UNESCO Associated Schools

There are **76 ASPnet schools (Associated Schools Project Network)** in the UK:

- Abbeyfield School, Chippenham, Wiltshire
- Acre Rigg Infant School, Peterlee
- Anfield Junior School, Liverpool
- Anglo European School, Ingatestone, Essex
- Appledore Community Primary School and Nursery, Bideford
- Beechcroft St Paul's CE VA Primary School, Weymouth
- Beechwood Secondary School, Slough, Berkshire
- Beer C.E. Primary School, Seaton, Devon
- Birmingham School of Education, Birmingham
- Blue Coat School, Liverpool
- Broadgreen International School, Liverpool
- Burnside Business and Enterprise College, Wallsend
- Caedraw Primary School, Merthyr Tydfil
- Calderstones School, Liverpool
- Cardinal Newman RC School, Rhydyfelin
- Cirencester Deer Park School, Cirencester
- Corfe Hills School, Poole
- Croydon College, Croydon, Surrey
- Cyfarthfa High School, Merthyr Tydfil
- De Ferrers Specialist Technology College, Burton-on-Trent, Staffordshire
- Denham Village Infant School, Denham, Buckinghamshire
- Earlscliffe Sixth Form College, Folkestone, Kent
- Gunnersbury Catholic School, Brentford
- Hampton Academy, Hampton, Middlesex
- Highfield Primary School, Hillingdon
- Hillfields Children's Centre, Coventry
- Hockerill Anglo – European College, Bishop's Stortford
- Holly Lodge Girls' College, Liverpool
- King's Park Primary School, Bournemouth
- Kingston University, School of Education, Kingston upon Thames, Surrey
- Largymore Primary School, Lisburn, Northern Ireland
- Lent Rise County Combined School, Burnham, Buckinghamshire
- Liverpool Schools Parliament, Liverpool
- Llandrillo International College, Rhos-on-Sea
- Mandeville Upper School, Aylesbury, Buckinghamshire
- Millbank Primary School, Cardiff
- Northbrook CoE School, London
- Northlew and Ashbury Primary School, Okehampton
- Our Lady's RC Primary School, Mountain Ash
- Pendle Community High School & College, Nelson, Lancashire
- Pleckgate High School, Blackburn
- Queen Elizabeth Community College, Crediton, Devon
- Rhiw Syr Dafydd Primary School, Blackwood
- Seaton Primary School, Seaton, Devon
- Sheldon School, Chippenham
- Sir E Scott Secondary School, Isle of Harris, Western Isles
- Sir Thomas Picton School, Haverfordwest, Pembrokeshire, Wales
- Sir William Ramsay School, High Wycombe, Buckinghamshire
- Southwell Community Primary School, Portland, Dorset
- Spelthorne Junior School, Ashford Common, Middlesex

- SS Gabriel and Raphael RC Primary School, Tonypandy
- St Andrew's C of E (V.A.) Primary School, Bath
- St Augustine of Canterbury Catholic High School, St Helens, Merseyside
- St Cedds Junior School, Chelmsford, Essex
- St Christopher School, Letchworth Garden City, Hertfordshire
- St Dominic's Sixth Form College, Harrow-on-the-Hill
- St Francis Xavier's College, Liverpool
- St Helen's (VA) Primary School, Bideford, North Devon
- St John's School, Marlborough, Wiltshire
- St Lawrence C of E Junior School, Molesey
- St Louis Catholic Primary School, Aylesbury
- St Mary's CoE VC Primary School, Bridport
- St Peter's CoE School, Exeter
- St. Helen's Primary School, Caerphilly
- St.Timothy's Primary School, Coatbridge
- The Bishop's Stortford High School, Bishop's Stortford, Hertfordshire
- The Gartree Community School, Tattershall
- The Glasgow Academy, Glasgow
- The Thomas Hardye School, Dorchester, Dorset
- The Woodroffe School, Lyme Regis
- Thomas Tallis School, London
- Tilehouse Nursery School, London
- Ulverston Victoria High School , Ulverston, Cumbria
- University College Plymouth St Mark & St John (Marjon), Plymouth, Devon
- Westfield School, Newcastle upon Tyne
- Woodchurch High School, Wirral

## I Memoranda of Understanding (MoU)

There are **4 organisations with headquarters or a substantial presence in the UK which have established a Memorandum of Understanding (MoU) with UNESCO**. These agreements formalise how these organisations will work with UNESCO, share information and contribute expertise to advocacy and efforts in agreed priority areas.

- British Council
- Commonwealth Secretariat
- BBC
- Specialist Schools and Academies Trust (SSAT)

\* A Memorandum of Understanding (MoU) was signed between UNESCO and AMAR international charitable foundation in February 2013, after the initial data collection for this report.

## UK membership in UNESCO fora

In addition to its core membership of UNESCO, the UK is involved in the governance and coordination mechanisms of several UNESCO programmes and related fora.

### **UNESCO Governing Bodies (constitutional and *ad hoc*)**

- UNESCO Executive Board (Member)
- UNESCO Finance and Administrative Commission (Chair)
- Headquarters Committee (Bureau Member)
- UNESCO Commonwealth Group (Member)
- Geneva Group (Member)
- Electoral Group 1 (Member)

### **UNESCO Programme, Institute and Centre Governing Bodies**

- International Coordinating Council of the Programme on Man and the Biosphere (Member, also member of Bureau from 2013)
- Intergovernmental Council of the International Programme for the Development of Communication (Member)
- Intergovernmental Oceanographic Commission (Member, Executive Council)
- Advisory Board of the UNESCO European Centre for Higher Education (Member)
- Governing Board of the UNESCO Institute for Information Technologies in Education (Member)

### **UNESCO Conventions**

- Convention on the Protection and Promotion of the Diversity of Cultural Expressions (Member, Conference of Parties)
- International Convention against Doping in Sport (Member, Conference of Parties)
- Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property (Member, Meeting of States Parties)
- Convention concerning the Protection of the World Cultural and Natural Heritage (Member, General Assembly of States Parties)

# Annex II



# Financial benefits of UNESCO membership

The main UNESCO programmes in the UK are detailed in the following sections with examples of individual financial benefits, the overview of which is in the main report. We reflect on the costs associated with establishing and maintaining the UNESCO designation; the economic strengths and weaknesses of each programme; the different sources from which organisations receive funding; and narrative assessments of the value of UNESCO membership. We also consider two UNESCO programmes, 'Open Access to scientific information' and 'Global Priority Gender', that have untapped potential to generate wider benefits for the UK.



## Education

- The University of Bath's Doctor of Business Administration, founded in parallel with its UNESCO Chair, has contributed £1.89 million to the UK in fees and accommodation.
- Aberystwyth University attracted a European Research Council grant of €2.35 million as holder of the UNESCO Chair in HIV/AIDS Education and Health Security in Africa.
- The University of the Highlands and Islands in Scotland raised £167,000 for an international conference on Sustainable Mountain Development, organised through its UNESCO Chair. 87% of the funding came from external sources.

### UNITWIN/UNESCO Chairs Programme

The UNITWIN/UNESCO Chairs Programme advances research, training and programme development in higher education by building university networks and encouraging inter-university cooperation. Chairs and Networks are established by signed agreements between UNESCO and a host higher education institution. The programme has been active in the UK since 1999, where there are 16 UNESCO Chairs and UNITWIN Networks.

The costs associated with establishing and maintaining a Chair are small: university staff time of approximately £5,000 in total for preparing the application – a similar process to many grant funding applications – and annual progress reports. While a university must provide staff and resources for a Chair, these usually coincide with existing resource commitments. There is no additional cost to maintaining UNESCO status.

The UNESCO Chair designation can raise international awareness of the courses offered by UK universities and the visibility of their research. This can improve overseas student intake and competitiveness in national and international funding bids. The Chair's success in realising such gains depends on how effectively they utilise the brand.

The programme's framework for international higher education exchange and collaboration, which could help realise additional economic benefits, is relatively weak. While international higher education partnerships are established when a Chair or UNITWIN Network is first established, the programme does not effectively generate new partnerships or cooperation among its 700+ members on an on-going basis. A recent internal UNESCO audit and UKNC policy review supports this view.<sup>1</sup>

There are 23 outstanding requests or expressions of interest from UK universities to establish a UNESCO Chair. While motivations vary across this group, it demonstrates the level of importance UK Higher Education Institutions place on the programme.

£

### Financial impact

**Eight of the UNESCO Chairs have brought in funding totalling nearly £12 million** from fees, conference sponsorship and research grants since joining the programme. The date of UNESCO establishment for these Chairs ranges from 1999 to 2009. The data showed 52% of financial benefits came from overseas sources; 38% from private UK sources; and 10% from UK Government-funded sources.

It is worth noting that in collecting data for this report, several UK Chair-holders stated that the UNESCO designation has made a noticeable contribution in this area.

“The name and image that UNESCO brings to the activities of the Chairs are of significant benefit to the university's own stature in an approach to other academic institutions and also to those agencies to which it aspires to collaborate and influence, particularly for resources.”

Professor Richard Mawditt, UNESCO Chair in Higher Education Management, University of Bath

The University of Bath has consolidated its reputation for successful programmes in higher education management. In 2001, the university was awarded the UNESCO Chair in Higher Education Management and founded, in parallel, the Doctor of Business Administration (DBA) in Higher Education Management. Since then, 20 DBAs have been awarded and 123 research students are currently enrolled on the programme, **contributing £1.89 million from overseas students to the UK in fees and accommodation.**<sup>2</sup>

Aberystwyth University attracted the largest European Research Council grant in Political Science for several years. As the holder of the UNESCO Chair in HIV/AIDS Education and Health Security in Africa, the university secured **a €2.35 million grant to examine global governance of HIV/AIDS.** The grant funds 3.6 FTE Research Fellows.<sup>3</sup>

The colleges of the University of the Highlands and Islands across northern Scotland receive on average £30,000 a year in fees from the MSc in Sustainable Mountain Development run in conjunction with the UNESCO Chair.<sup>4</sup> In 2010, the Chair-holder organised an international conference attended by 450 participants from 60 countries on 'Global Change and the World's Mountains'. **The conference attracted £167,000 of funding: £83,000 of which from conference registrations and £63,000 of which from non-UK donors.**<sup>5</sup>

## Case study: University of the Highlands And Islands, Scotland

The UNESCO Chair in Sustainable Mountain Development at the University of the Highlands and Islands was established to advance research and training in Sustainable Mountain Development and to build networks with other universities around the world. The Chair is led by Professor Martin Price at the Centre for Mountain Studies.

UNESCO does not provide core funding but its brand gives the university global credibility when applying for research and other grants. The Chair is active in developing the EU-funded Global Change in Mountain Regions Research Strategy, which networks 20 mountain biosphere reserves to monitor processes of global and climate change in mountain regions.

The Centre for Mountain Studies was active before the Chair was established in 2009. UNESCO designation has enabled the Chair to obtain new funding and actively network with other universities around the world specialising in sustainable mountain development and to build their capacity (e.g. through curriculum development).

### UNESCO Institute for Statistics (UIS)

The 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; the UIS is the official data source to measure progress towards the education-related targets of the Millennium Development Goals (MDGs 2 and 3).

UIS statistics are used by DFID, DfE and BIS for planning, monitoring and reporting. According to the DFID Education Strategy 2010–2015, a key aim is "to make more data available for policymakers and at the facility level for parents and communities. This will strengthen transparency and accountability and drive better policies and education outcomes."

Through its fixed rate contribution to UNESCO's core budget, the UK provided 1.5% of the overall UIS budget in 2012, or US\$211,360. UIS relies heavily on extra-budgetary contributions, which represent 77% of its total 2012 budget.<sup>6</sup> The UK is not an extra-budgetary funder, though it has contributed in this way in the past.

£

### Financial impact

The UK could commission its own statistics to inform UK policy on domestic and international education architecture. However, the cost of the UK independently commissioning the UIS data is difficult to quantify, particularly as this information is usually based on long-term collection and analysis. It would also require cross-referencing data used by UK ministries from other reports and sources that use UIS data.

### Education for All: Global Monitoring Report (GMR)

The 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 DFID.

UNESCO publishes the Report annually using the organisation's network to access expertise and research from a wide range of sources. The 2012 GMR was produced with input from an expert panel of 29 members, 56 policy researchers and nine other research institutes, in addition to UNESCO staff and the UIS.

£

### Financial impact

The budget for the GMR in 2012 was US\$5.037 million, US\$37,000 of which comes from UNESCO's Regular Budget and US\$5 million from extra-budgetary sources contributed by 12 donors. The UK is not an extra-budgetary funder, though it has contributed in this way in the past.

As with the UIS, the cost of the UK independently commissioning a report on the state of education (in developing and OECD countries) is hard to quantify.

B

## Sciences (Natural and Social & Human Sciences)

- Dyfi Biosphere in Wales secured a four year, pan-European EU-funded project called the Citizen Observatory Web. Seven UK institutions will receive €4.2 million in total through the project.
- UK Geoparks have benefited from a total of £20 million in funding by leveraging external funds, donations and national funds since achieving UNESCO status.
- £360,000 has been awarded to 24 outstanding women scientists in the UK through the L'Oréal-UNESCO For Women in Science Programme.

### Global Geoparks Network

Geoparks are areas of geological heritage of international significance where that heritage is used to promote the sustainable development of the communities who live there. Geoparks vary in how they are set up and managed. Their activities are diverse and may cover education, sciences, culture, sustainable development and geotourism. There are seven Geoparks in the UK (2 in Wales, 2 in Scotland, 2 in England and

1 in Northern Ireland) in mostly rural territories covering 300,000 inhabitants in some of the most deprived areas of the country.

The Global Geopark Network (GGN) is primarily financed through its members and partner contributions. The Network has a robust application process for establishing a Geopark and the costs vary depending on the extent to which new strategic documents, such as feasibility studies, need to be drafted from scratch. The English Riviera Geopark application cost approximately £20,000.

Once secured, maintaining the designation in the UK is of limited cost. It requires an annual fee to the European Geoparks Network of €1,000 to cover publicity and assistance with international coordination as well as running costs of about £27,000 a year. Individual sites must also cover the cost of their quadrennial revalidations which involve a visit from an international expert.

The benefits of Geopark designation arise primarily from using the Geopark status to increase tourism, and its spill-over effects into the regional economy, and attracting funding for regional development. Geoparks in the UK have been successful in using the internationally-recognised designation to their advantage in competitive funding applications: the Marble Arch Caves Geopark, which spans counties in Northern Ireland and the Republic of Ireland, has used its status to secure EU funding of £6 million over three years for cross-border projects.

“We definitely see the English Riviera Global Geopark as an economic driver and a strong destination marketing tool with international and emerging market appeal. Unlocking the economic potential of Global Geoparks I believe, however, is our greatest challenge.”

Carolyn Custerson, Chief Executive Officer, English Riviera Tourism Company

As with other UNESCO affiliated sites, the direct economic benefits on tourism from Geopark status are hard to disaggregate from other factors influencing tourist numbers. The financial gains will also depend on how effectively the individual Geopark uses the brand as a promotional tool. It must be emphasised, however, that most of the UK's Geopark territory falls in deprived areas where Geopark status can play an important part in distinguishing the area when applying for development funding.

£

### Financial impact

Total funding secured because of Geopark status across the UK network is substantial. **UK Geoparks have benefited from over £20 million in income since achieving UNESCO status, over 40% of which is overseas funding.**

The English Riviera Geopark has **won over £6 million of capital investment directly linked to its Geopark status since 2008.**<sup>7</sup> The Geopark is in South West England, one of the most deprived areas in the country. With the funding, the Geopark is able to deliver projects of benefit to the community, such as a three-year project to build a £500,000 Geoplay Park on Paignton's seafront. The play area opened in May 2012 providing a free facility for local children in one of Torbay's most deprived wards.

A visitor survey conducted in December 2012 found growing brand awareness of the Geopark: a quarter of visitors to the English Riviera were aware of the resort's Geopark status, up from 16% the previous year.<sup>8</sup>

**North Pennines Geopark has used its UNESCO designation to improve the quality of the landscape at the same time as offering skills training to young people.** Supported by the Heritage Lottery Fund, the Geopark established a project to place young apprentices with professional drystone wallers in the area. By August 2012, **14 stone wallers had obtained a level 2 qualification** with another two trainees on the 2013 programme.<sup>9</sup>

**Geopark Shetland has secured over £200,000 in funding since joining the European Geopark Network in 2009, 30% of which came from EU LEADER funding.** The Geopark has seen year-on-year increases in awareness of Geopark status: in 2012, 76% of those surveyed knew that Shetland was a Geopark (up from 50% in 2010) and 11% of respondents from outside Shetland said the Geopark was "part of their reason for visiting the islands."<sup>10</sup> Assuming average visitor spend of £20, this indicates that **Geopark status brings an additional £110,000 per year in tourism revenue to Shetland** from 11% of the 50,000 visitors to the Geopark.

Marble Arch Caves Geopark in Northern Ireland (cross border with Republic of Ireland) covers a population of 127,000 split between both sides of the border. **The Geopark has secured £3.2 million of funding since its UNESCO designation in 2001 from EU INTERREG and rural development programmes,**<sup>11</sup> and it has created 30 FTE jobs in Fermanagh and Cavan counties.<sup>12</sup>

The Geopark attracts 250,000 visitors per year. Based on visitor numbers and average spend the Geopark estimated that overall visitor spend generated by the Geopark is £7.52 million per year, or 10% of regional tourism revenue.<sup>13</sup>

## Case study: Marble Arch Caves Global Geopark, Northern Ireland

Marble Arch Caves Global Geopark was designated in 2001. It is implemented by the local council in County Fermanagh. Geopark status enabled the council to adopt a more ambitious strategy and attract investment to develop other parts of the park, including other geological sites and walking trails. The Geopark brand has attracted more tourists to the area and tourism revenue has increased more broadly in the region through hotels, pubs and guest-houses.

In 2008, the Geopark was extended into County Cavan in neighbouring Republic of Ireland, becoming the first Geopark in the world to cross an international border. This has attracted £6 million more in EU investment in the region for cross-border projects.

It is difficult to estimate the proportion of the increased revenues due to UNESCO designation, but the management team considers that visitor numbers and tourist revenues have increased faster in the Geopark than in other comparable parts of Northern Ireland.

## Biosphere Reserves

Biosphere Reserves are 'learning sites' for testing and demonstrating how we can balance sustainable economic development with protection of biological diversity. They are composed of three zones: core, for conserving biological diversity; buffer, for cooperative activities such as ecotourism and recreation; and transition/ cooperation, containing local communities and businesses. There are currently 6 Biosphere Reserves in the UK: 1 in Wales, 2 in England and 3 in Scotland.

The cost of establishing a Biosphere Reserve is significant: an average of £60,000 per application. Considerable resources are invested by the partners to develop management frameworks for a large area covering varied zones with differing requirements. The development of a biosphere involves multiple partners, including local authorities, environmental and regional development agencies, local park authorities and local communities. As with World Heritage Sites, the cost to each prospective biosphere will vary depending on what feasibility studies and management arrangements already exist. Once established, running costs are also high at approximately £150,000 a year – the majority of which covers staff salaries to deliver programmes in the biosphere.

The costs associated with establishing and managing a biosphere are the basis for potential benefits: management of the biosphere brings together a diverse set of partners, from public and private sectors, to encourage economic growth in a way that conserves the natural assets of the region. This may be through nature-based tourism, encouraging sustainable enterprises, promoting regional products and crafts, or leveraging the breadth of the biosphere's partnership to attract research funding to test approaches to ecosystem protection.

**“It is this Partnership approach that gives us a real differentiator here in north Devon to attract projects and funding.”**

*Dr Mike Moser, Chair of the North Devon Biosphere Reserve Partnership*

Brighton & Hove and Lewes Downs are applying for Biosphere Reserve status. Their proposed management plan sets out the following perceived benefits:

- Strengthening the economy by making the area a more attractive place to visit;
- Heightened profile of attaining a world-class accolade, enabling increased marketing and funding opportunities;
- Opportunities to attract and create new enterprises and jobs in environmental and low-carbon industries;
- Foster a stronger sense of community awareness, identity and pride in the local environment.<sup>14</sup>

Less tangible social and environmental benefits are also a driver for partnerships to seek this status:

“We plan to use Biosphere status as a way of improving the delivery of varied ecosystem services with a particular focus on enhanced water quality... Another important topic for us is encouraging improved health and wellbeing of local people through greater active engagement with the natural environment on their doorstep.”

Rich Howorth, Biosphere Project Officer, Brighton & Hove City Council

The economic benefits from a Biosphere Reserve are likely to be slow in realisation. In a study into the socio-economic potential of the Galloway and Southern Ayrshire Biosphere Reserve, the report assumed that the key opportunities for economic development – including tourism, SMEs, renewables and carbon trading – would arise in the 10 years following the biosphere's establishment.<sup>15</sup>

£

### Financial impact

Information received from half the biospheres shows that Biosphere **Reserves in the UK have successfully secured over £10.4 million in multi-year funding for biospheres and their partners in 2012**, or an average of £1.1 million per year per biosphere. Fifty-five per cent of this funding originates from non-government sources; 35% from overseas funding; and just 10% from UK Government sources.

The Dyfi Biosphere Reserve in Wales has generated four full time jobs through grant funding to support the Dyfi Wetland Observatory project.<sup>16</sup> The Biosphere also secured funding from the **EU-funded Citizen Observatory Web project (COBWEB), which will benefit seven UK institutions receiving €4.2 million** from a four-year project, worth €6.5 million in total to its 13 member consortium.<sup>17</sup>

Brighton & Hove City Council is preparing an application to UNESCO for the Brighton & Hove and Lewes Downs Biosphere Project. They estimate that they **could earn up to £8 for every £1 spent on the application**, based on research and experience from three of the UK's other biospheres.<sup>18</sup> The Council envisages that biosphere status will open the door to further development of the eco-tourism industry. Their **status as a candidate UNESCO site has already helped them lever in DEFRA Nature Improvement Area funding of £100,000 over three years**.

The Galloway and Southern Ayrshire Biosphere Reserve (GSABR), Scotland, was awarded UNESCO status in 2012. Already, GSABR has **won a £290,000 project, 73% funded by the EU's LEADER programme**.<sup>19</sup>

The North Devon Biosphere Reserve Partnership **attracted £1.8 million of funding, one of the biggest projects awarded in England by the Environment Agency**, in August 2012. The three-year project aims to improve the river system in the Taw Catchment in order to improve water quality on the coast, which is a top priority for tourism.<sup>20</sup>



## Case study: North Devon Biosphere Reserve, England

The North Devon Biosphere Reserve was designated in 2002. The designation challenged local councils and communities to do things differently to “invest in nature for the good of the economy and for everyone who lives there,” according to Dr Mike Moser, Chair of the Biosphere Partnership.

It resulted in a long-term commitment of £150,000 a year from Devon County Council and two district councils to fund the management team, which coordinates local organisations and volunteers and seeks outside investment. It has obtained investments from the European Union of £3.6 million over three years to provide matching funds for rural development projects and £1 million for marine management schemes. These grants are administered for the Biosphere Reserve by a dedicated organisation – North Devon Plus.

Biosphere status has attracted eco-friendly industries and businesses to relocate to the area. Tourist activities are increasingly focusing on the environment. A failing school in Bideford has been transformed into a specialist science school and new carbon neutral buildings built.

Almost 80% of tourists visiting the area say they come because of the natural environment. Although it is difficult to quantify exactly how important the UNESCO biosphere designation is in their decision, it is an important factor.

### Intergovernmental Oceanographic Commission (IOC)

The IOC leads on oceans and marine sciences within the intergovernmental system. The IOC enables the pooling of resources and data globally across its 144 members on oceanic research and development. The IOC receives 57% of its funding from extra-budgetary resources.<sup>21</sup> It costs £113,000 a year to maintain the UK IOC Office; this covers staffing and some programme costs.

The value of the IOC to the UK is that it offers a robust intergovernmental mechanism for cooperation on marine science. This negates the need for the UK to set up a large number of bilateral agreements, for example on data exchange, where an overarching agreement is in place for accredited IOC programmes.

Research is paid for by Member States, but the IOC provides necessary coordination for the programmes. The value to the UK of a programme such as the International Oceanographic Data and Information Exchange programme (IODE) is that UNESCO is able to gather information from over 80 oceanographic data centres worldwide. The programme allows the long-term cataloguing and archiving of data and easy access to these datasets.



#### Financial impact

The IOC manages UNESCO's Bilko project, which provides training resources in coastal and marine remote sensing to 175 countries. The Bilko software is developed in the UK, which is the largest user of Bilko software and tutorials (14% of all users). The UK's role in the Bilko project has led to over

**€515,000 of funding from the European Space Agency and EU FP6/7 since 2004**, and US\$50,000 from UNESCO, to support UK development of training material and to deliver capacity building projects, notably with African scientists.<sup>22</sup> In total, the Bilko project has received nearly £447,000 in overseas funding since 2003.

“The Bilko link has made us the obvious choice for the European Space Agency when bidding for several education projects. The UK contribution to capacity development around the world [through Bilko] has been significant and much underrated.”

Dr Val Byfield, UNESCO-Bilko Project Officer, National Oceanography Centre

Through combined extra-budgetary funds and the regular programme budget, the UK provides US\$156,000 to the coordinating office of the Global Ocean Observing System (GOOS), which costs US\$2.65 million in total. GOOS enables ocean forecasting and advanced warning of potentially damaging phenomena. **The UK’s contribution to the coordinating project office represents 0.1% of the total cost of GOOS, giving the UK access to the system and avoiding duplication of Member States’ efforts.** GOOS is already used by UK researchers for operational ocean forecasting. In addition, GOOS provides the ocean component of the Global Climate Observing System.<sup>23</sup>

**UK participation in the IOC allows it to access the Tsunami Warning System.** In 2004, the IOC was given responsibility to implement tsunami warning systems in the NE Atlantic/ Mediterranean/ Black Sea, the Caribbean and the Indian Ocean. The UK contributed significantly to the planning of the NE Atlantic and Mediterranean warning system. It is now possible to provide tsunami alerts to the UK authorities in time for mitigating action to take place that would reduce loss of life and property.<sup>24</sup>

### International Hydrological Programme (IHP)

The IHP is an intergovernmental programme that leads on hydrology and water resources in the UN system. IHP aims to advance hydrological sciences internationally and provide training and education in water sciences. More recently, IHP focuses on the sustainable management of water resources and the hydrological impacts of environmental and climate change. IHP receives 60% of its total budget from UNESCO’s Regular budget.<sup>25</sup>

The UK Committee for National and International Hydrology, which coordinates UK IHP activities, has 22 member organisations: members represent UK and regional agencies; agencies for Scotland, Northern Ireland and Wales; and academic and research institutes. NERC’s Centre for Ecology & Hydrology manages the UK Committee and the UK’s engagement with the UNESCO programme; they estimate that management of these commitments takes up staff time worth approximately £25,000 a year.

IHP engagement has provided the UK with the opportunity to share scientific expertise, to influence global developments in hydrology among other Member States and to develop the UK’s own research priorities in other hydrological environments.

A financial benefit of membership of the IHP is that research networks developed through IHP initiatives have enabled seven UK institutions to attract funding for over 29 projects in 2011–12.

£

### Financial impact

The **Natural Environment Research Council's (NERC) Centre for Ecology & Hydrology attracted over €2.6 million of EU funding** to coordinate the four year WATCH (the Water and Global Change) research project. The project brings together hydrological, water resources and climate research communities.<sup>26</sup>

**UNESCO Category 2 Centres:** The International Hydrological Programme – Hydrology, Environment, Life and Policy (IHP-HELP) Centre for Water Law, Policy and Science at the University of Dundee operates under UNESCO auspices. Its status as a Category 2 Centre has enabled IHP-HELP to **secure EU grants totalling over €750,000** to conduct research and coordinate two projects – a project on coastal zone management in European lagoons and a biodiversity project in developing countries.<sup>27</sup> The Centre additionally attracted £418,000 in research income in 2011–12.

Through IHP based collaboration, the IHP-HELP Centre has developed its higher education programmes. The Centre delivers a graduate degree programme in Water Governance and Conflict Resolution and a Master's degree in Water Resources Management and Law. The **delivery of these programmes brought in £119,000 in 2011–12 in taught and research student fees.**

### Scholarships and Sponsorship: Women in Science

The L'Oréal-UNESCO For Women in Science Programme promotes the participation of women in science, and scientific careers, by recognising the achievements of female scientists. There are different categories of sponsorship within the programme: International Laureates, International Fellowships and National Fellowships.

The International Laureate Programme recognises five scientists a year, one per continent, who are at the cutting edge of their fields. Candidates for the Laureate are nominated by their peers and the award is given on the basis of individual achievement. In the last decade, three winners of the Laureate for Europe have come from the UK.

The 2012 Laureate for Europe, the UK's Professor Frances Ashcroft, gained media coverage in national media such as Radio 4's *Today* programme and the Times newspaper calling for support for women's scientific careers. This media coverage, if bought commercially, is estimated to be worth £200,000. Professor Pratibha Gai from the University of York was awarded the 2013 L'Oréal-UNESCO Laureate for Europe prize for Women in Science. Professor Gai receives the US\$100,000 award for excellence in research in Physical Sciences.

Nationally, the L'Oréal UK & Ireland For Women in Science Programme was established in 2007. The programme awards four fellowships a year to outstanding women scientists in the early stages of their careers. The programme also supports public outreach activities to raise awareness of science.

“Receiving a *For Women In Science* (FWIS) Fellowship had quite an impact on my career: the associated grant helped me develop a project, which was key to inform a substantial proposal I’m currently submitting to the European Research Centre; thanks to the prestigious nature of the fellowship, I was able to secure a book deal with Oxford University press; by being part of the FWIS community, I was also able to access media training and increase my UK network. There is no doubt in my mind that this fellowship was pivotal to my career progression, and I hope the FWIS community will continue to expand.”

Dr Nathalie Petteorelli, Research Fellow of the Zoological Society of London  
For Women In Science Fellow 2010

£

### Financial impact

Since 2007, the L’Oréal UK & Ireland Fellowships For Women in Science programme has awarded 24 Fellowships of £15,000: **a total of £360,000 has been awarded to women scientists in the UK.**<sup>28</sup>

In six years, the **For Women in Science Programme has provided £300,000 in sponsorship for science events in the UK** such as the Cheltenham Science Festival, Soapbox Science and the British Science Festival.<sup>29</sup> Through TV, radio and online, the programme reached over 20.5 million people in 2012 and has reached a total of 36 million people in the UK since 2010.<sup>30</sup>

C

## Culture

- The Cornish Mining World Heritage Site has leveraged a total of £53.7 million of funding since gaining World Heritage status in 2006 for conservation and regeneration of deprived areas.
- Since its UNESCO status, visitor numbers to Blaenavon Industrial World Heritage Site have doubled to 200,000 per year in an area affected by industrial decline.
- Edinburgh World Heritage Site (EWHS) used its UNESCO status to attract funding for conservation activities. For every £1 received from sponsors, EWHS levered in another £5 for preservation of historic buildings.

### World Heritage Sites (WHS)

The objective of the UNESCO World Heritage designation is to encourage protection and promotion of sites of outstanding cultural or natural value. There are 28 World Heritage Sites in the UK, including three in the Overseas Territories.

The WHS designation has a strong influence on conservation of the historic environment, resulting in greater focus, planning care and investment of resources

to conserve sites. Research supports this area of WHS benefit as the “quality of development around such sites may be superior”.<sup>31</sup> This improved site management may contribute to long-term, sustainable economic benefits.

WHS status is not intended as a tourism marketing device, but it may be used that way. VisitBritain’s research highlighted the importance of WHS as a key tourist draw.<sup>32</sup> Tourism will be one of the UK’s best performing sectors over the next decade, according to a report by Deloitte. The report forecast that the UK visitor economy will achieve above average growth of 3.5% Gross Value Added (GVA) per year until 2020, outperforming key sectors like manufacturing.<sup>33</sup> The Government’s 2011 Tourism Policy identifies that of the five reasons for visitors choosing tourism destinations, the UK only excels in one criterion: culture and heritage.<sup>34</sup> WH status adds to this offering: the World Cities Culture Report 2012, which examines 12 important global cities, uses “Number of UNESCO World Heritage Sites” as an indicator of cultural infrastructure and output.<sup>35</sup>

The cost of the WHS application is significant: the average cost of inscription was found by DCMS to be £400,000.<sup>36</sup> The cost of each application will vary from site to site, depending on whether the site has extant management frameworks and feasibility studies or if these need to be developed from scratch. Furthermore, the application process is long – the Cornish Mining WHS bidding process lasted from 2001 to 2006. Recent changes to how DCMS maintains the UK’s WHS Tentative List, from which potential WHS sites are put forward, have minimised costs and increased the likelihood of success by putting forward better quality applications to the UNESCO WH Committee.

There are also considerable costs associated with WH status once a site is designated: average annual running costs are £160,000. This covers employee costs, dedicated to delivering WHS Management Plan projects, and a share of running costs (such as building rent and payroll charges).

Some of the UK’s best-known tourist destinations use WH accreditation as a ‘celebration’ designation. Less famous WHS, however, use the designation to raise the profile of the site nationally and internationally. The benefits of UNESCO WHS status vary substantially between these two categories.

Evidence suggests that WH status can bring economic benefits particularly to sites which were relatively unknown prior to their designation and which actively use their WH affiliation for marketing and promotion purposes.<sup>37</sup> Potential benefits of the UNESCO designation include: increased number of tourists and tourism spend; regeneration and stimulation of new investment; and increased ability to attract funding, in part as a result of holistic site management.

“It is, we believe, now proven beyond reasonable doubt that WHS status can, and often does, positively influence funders to invest in sites to a greater extent than they would in non-WHSs. Evidence from ... Blaenavon [Industrial Landscape], Hadrian’s Wall, Jurassic Coast and a host of other sites has persistently revealed this.”

Jurassic Coast WHS, An Economic, Social and Cultural Impact Study of the Jurassic Coast<sup>38</sup>

As with other UNESCO initiatives, economic benefits may indeed follow designation but only where sites have worked to achieve them.<sup>39</sup> In a study on WHS in Europe, North America and Australasia, the report found that 70–80% of WHS appear to be doing little or nothing with the designation directly to bring about significant socio-economic impacts.<sup>40</sup>

The financial benefits need to be weighed against opportunity costs of not being a WHS. UNESCO status aims to preserve and manage these sites for future generations. Related planning restrictions may conflict with commercial or industrial development that would be economically advantageous. Recent examples include the tension between UNESCO and waterfront development plans in Liverpool, mineral extraction plans at the Cornish Mining WHS and a hotel development plan in Giant's Causeway.

If, and how, to measure culture is hotly debated. DCMS commissioned research in 2010 that suggests economic approaches to valuing culture must not be used in isolation: economic analysis needs to be placed within robust and detailed narrative accounts of cultural value.<sup>41</sup>

Our research found that WHS status can have instrumental value such as helping schools deliver the national curriculum and supporting community identity. The Jurassic Coast WHS (Dorset and East Devon Coast) found that 61% of respondents to their 2008 survey said their business or organisation values UNESCO status “highly”.<sup>42</sup> The WHS also notes the emergence of a clear, unifying identity for the coastal area as the biggest single impact of WH designation.

Demand from UK sites for UNESCO WH status remains high. An independent expert panel considered 38 applications in 2011. The panel recommended 11 of these sites for the UK's Tentative List (4 in England, 3 in Scotland, 1 in Wales and 3 in the Overseas Territories).

Of the 28 existing WHS in the UK, the UKNC narrowed down the sample to 12 sites for which it can be argued that UNESCO designation may have had a significant beneficial impact. This core group excludes world-famous WHS, like Westminster Palace, and excludes as far as possible sites that were already well-known tourist destinations pre-UNESCO status.

£

### Financial impact

Of the financial benefits reported from this group of 12 WHS, the total average annual income from grants, investment and tourism revenue is £46.3 million. The imputed value of tourism revenue for sites within this group with missing datasets is £30.6 million a year.

Since gaining WHS status in 2006, the **Cornish Mining WHS has leveraged a total of £53.7 million of funding** from different sources for conservation and regeneration of deprived areas. Two examples are: the Heartlands 'Living Landmarks' Project, which attracted £35 million from the Big Lottery Fund in recognition of its community regeneration value; and the East Cornwall Regeneration Project, which attracted £1.8 million of EU funding.<sup>43</sup>

As a comparison, between 1998 and 2004 the candidate Cornish Mining WHS attracted just under £23 million for conservation projects.<sup>44</sup> This shows that **the site has attracted an average additional £3.8 million of revenue per year since its UNESCO status, or a 100% increase.** However, even the fact of bidding for WHS designation can contribute to

increased funding. According to the WHS itself, the £23 million was achieved in part because funders wished to support the UNESCO bid by helping to conserve assets in order to be of 'outstanding universal value'.

In 2012, the **Blaenavon Industrial WHS in Wales received £500,000 of investment from Rhymney Brewery** to develop a micro-brewery, visitor area and facilities.<sup>45</sup> The brewery stated that the WHS designation enhanced the profile of their product and was a key reason behind their investment decision. The company estimates it can attract between 20,000 and 30,000 new visitors to the area a year through its visitor centre.<sup>46</sup>

Following the designation of Blaenavon as a WHS in 2000, **property values in the area increased over 300% in 5 years**, above the UK average.<sup>47</sup> Other benefits include increased visitor numbers to an area affected by industrial decline: visitor numbers have increased from 100,000 to over 200,000 per year since WHS status. Assuming that each visitor to Blaenavon spends £12 in the local economy,<sup>48</sup> the WHS brings in an estimated £2.4 million a year. In 2011, tourism was worth £54.4 million to the local economy in Torfaen, within which the WHS contains many of the key attractions including the Big Pit National Coal Museum and Blaenavon Ironworks.<sup>49</sup>

Even in places with an established reputation, WHS status can provide additional benefits to the community, not just tourism. Edinburgh World Heritage Site (EWHS) used its UNESCO designation to attract funding for preservation activities. In 2011–12, EWHS awarded a total of £414,246 in grants to 109 households and organisations for conservation of historic properties. **This public investment leveraged additional funding from private sources of over £1.9 million in the form of grants, donations and sponsorship.**<sup>50</sup>

“The [EWHS] grant has allowed us to restore the shop to its beautiful, traditional Victorian appearance, drawing on the rich heritage of the area. Customers are responding well to the change and we have benefited from an increase in footfall, a welcome change in these tough economic times. We are delighted to add to the aesthetic of this vibrant part of the City, while benefitting our business – we would not have been able to achieve this without the help of the EWHS.”

Naseer Ahmad, Poundsaver store, 37–41 Nicolson Street, Edinburgh<sup>51</sup>

Derwent Valley Mills WHS demonstrates that **UNESCO status does not automatically attract funding, but if utilised by the site it can stimulate investment**. A 2013 study by English Heritage reports: “Being designated a World Heritage Site in 2001 as part of a series of historic mill complexes in the Derwent Valley was confirmation of Cromford [Mill’s] outstanding importance.”<sup>52</sup> Cromford Mill increased its revenue by converting part of the premises for 25 business tenants, attracting employment as well as visitors; its WH status is part of the attraction for businesses. **One in four businesses surveyed agreed the historic environment was an important factor in deciding where to locate, equal in importance to road access.**<sup>53</sup>

## Case study: Blaenavon Industrial World Heritage Site, Wales

Faced with a serious decline in coal mining and related industries in Blaenavon in the 1990s, a partnership of the local council and 12 other organisations developed an economic regeneration strategy for the town based on its exceptional industrial heritage. The aim was to make it a key destination for cultural tourism. The rapid implementation of the strategy was made possible by UNESCO World Heritage Site (WHS) status, which was achieved in 2000.

The £31 million investment programme included a mix of additional funding accessed because of its WHS status and funding from the local council and other bodies. Having WHS status enabled the team to obtain funds from the EU, the Welsh Assembly and Heritage Lottery Fund. In addition to improvements in infrastructure and facilities, the team established the 'Destination Blaenavon' brand. The UNESCO WHS brand was valuable in attracting new investment and in marketing Destination Blaenavon in the UK and beyond.

Over 100 jobs have been created in construction and conservation with local building companies; and 85 FTE jobs in tourism have been safeguarded.

### Creative Cities Network

The UNESCO Creative Cities Network connects cities that want to share best practice to promote the economic potential of the cultural industries, promote cultural tourism and nurture culturally diverse communities. There are 34 cities in the network, four of which are in the UK: Bradford, Edinburgh, Glasgow and Norwich.

The cost of establishing UNESCO designation is high at approximately £80,000 to develop the application; the cost of maintaining the designation thereafter is minimal. It should be noted that the application costs can be offset by project-funding: Norwich secured two Arts Council England grants to help develop the UNESCO application and Edinburgh received support from the Scottish Arts Council and Scottish Enterprise.

According to DCMS, the creative industries provided for 2.89% of GVA in the UK in 2009 and accounted for a total of 106,700 creative enterprises in 2011.<sup>54</sup> This UNESCO Network encourages cities to share expertise on creating public-private partnerships and on developing small scale cultural and creative businesses. Financial benefits can arise from the promotion of place-based economic development via tourism, inward investment and profile building.

No data is available on the impact of the Creative Cities label in terms of developing local creative industries or cultural tourism. Isolating the financial benefits of UNESCO accreditation for Creative Cities is difficult as the network is too young for robust, comparative data to exist. Without this data, it is not yet possible to assess the programme's impact on the UK economy.



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### Financial impact

The four UK Creative Cities leveraged over £1 million in funding in 2011–12 in grants, in-kind funding from private and public-sectors and partnerships with private companies. This supported annual artist exchanges and co-productions with UNESCO Cities of Music (Glasgow) and developing a partnership with Mumbai (Bradford).<sup>55</sup>

Edinburgh has used its UNESCO Creative City affiliation to promote literary tourism. Estimates for 2012 show that the UNESCO designation is expected to generate £2.2 million for the city and a further £2.1 million for the rest of Scotland.<sup>56</sup>

E

## Communication and Information

- UK-based media organisations received funding to implement projects in seven of DFID's priority countries, totalling US\$230,000 since 2007.
- The Children's Society Archive received over £108,000 in 2012 from the Wellcome Trust grant scheme to support preservation activities.
- Since joining the Memory of the World programme, the WRVS Archive & Heritage Collection has received £72,000 in investment for outreach and preservation work.

### Media and Development

The 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 UK does not currently contribute to the IPDC funding pool, although in 2005 the UK gave US\$25,000 towards the fund. The fund is currently supported by 13 countries, with an average total of £1.2–£1.8 million a year; its 2012 budget was US\$2 million. There are no regular costs because UK involvement in this programme is project-based; however, it costs a media organisation approximately £1,100 to apply for IPDC funding if it chooses to propose a project. This covers staff time to assist partners in developing countries to prepare joint proposals.

UNESCO is the only agency, bilateral or multilateral, that has a consistent approach to supporting community radio, public broadcasters, gender in the media and African journalism schools. IPDC membership provides the UK with the opportunity to inform a global intergovernmental programme that promotes free and open media. The IPDC aims to strengthen freedom of expression and a free media as a gateway to the realisation of other rights, in line with UK human rights priorities.<sup>57</sup>

From the projects database, it can be estimated that UK media organisations receive on average three IPDC projects per year. The capacity building funded through other organisations may also involve individual UK media trainers and experts.

A weakness of the IPDC programme, however, is its limited resources. In 2012, the Bureau approved 85 projects for funding: 34% of which in Africa, 24% in Asia and the

Pacific and 23% in the Arab region. UNESCO is unable to effectively support all four themes simultaneously and may be spreading itself too thinly in trying to cover all these areas with the size of the programme's current funding pool.

£

### Financial impact

UK-based media NGOs have received funding from the IPDC to implement projects in developing countries, **including in at least seven of DFID's 28 priority countries. Since 2007, this includes eight projects totalling over US\$230,000.** Funding has been provided to: Commonwealth Broadcasting Association, Article 19, Institute for War and Peace Reporting, Media Diversity Institute and International News Safety Institute.

The projects funded include journalist safety training with participants from Somalia; a capacity building workshop for journalists from Arab states and Africa (including South Sudan, Morocco, Tunisia and Egypt); and a broadcasting regulation workshop including Nigerian, Pakistani and Kenyan journalists.

The **University of Bedfordshire received US\$30,800 from the IPDC to launch the Africa-UK Journalism Education Exchange Network** initiative in April 2012. The launch event was attended by 50 participants as part of its efforts to promote capacity building in media training institutions. The network aims to establish links and joint projects between universities in the UK and Africa that can improve the quality of journalism education; an example is the partnership between Makerere University (Uganda) and Namibia Polytechnic to create a 'mainstreaming gender' module for African journalism programmes.

### Memory of the World Programme

There are two Memory of the World registers of relevance to the UK; the international register and the UK register. The UNESCO Memory of the World International Register catalogues documentary heritage of global significance and outstanding universal value – the UK has eight inscriptions on this register.

The UK Memory of the World Register lists documentary heritage of cultural significance particular to the UK – there are 30 items and collections on this register.

The costs associated with establishing inscription are small, at approximately £1,000 of staff time to complete the application. There is no cost to maintain the designation.

Financial benefits from inscription result from the recognition of a collection's significance that comes with the UNESCO brand. This lends support to promotional events or activities to raise awareness of the collection and attract funding from grants, private legacies and sponsorship. Additional funding is used for preservation and outreach activities, such as improving access to the collections through the development of digital catalogues.

Similar to World Heritage status, this designation appears to have the greatest financial impact on less well known collections or items of documentary heritage. The relative success of the collection in attracting funding depends on how effectively the individual collection utilises the brand. The Lothian Health Services Archive was inscribed on the UK Memory of the World Register in 2011. The Archive submitted a bid to the

Wellcome Trust, to be considered in May 2013, in which UNESCO designation was emphasised as a means of demonstrating the archive's significance.

Even where there are no financial benefits, archives inscribed on the registers report wider benefits of the designation:

“Although we have not received project funding or grants as a direct result of designation so far, there have been many positive outcomes that can't be measured financially. It has helped raise our profile, demonstrated the value of the collections as a whole by highlighting the designation of a key part of the archive, and provided focus for exhibition programmes and tours.”

Ruth Honeybone, Manager, Lothian Health Services Archive

The Lloyds Banking Group Archives, which keep the records of the Bank of Scotland (1695–2001), have not used the nomination to access funding but reported “enormous benefit” from the designation in terms of promoting awareness and appreciation of the unique historical value of the Bank of Scotland records within Lloyds Banking Group and to the general public.<sup>58</sup>

£

### Financial impact

From the available data, **almost three-quarters of income for archives came from private sources**; 16% of funding came from UK Government sources and 11% from overseas funding.

The WRVS Archive & Heritage Collection's narrative reports were awarded UK Memory of the World status in 2010. Since inscription the Collection has **received over £72,000 in investment**, primarily from private legacies, that has helped pay for outreach, insurance, collection development, cataloguing and preservation work.<sup>59</sup>

“As a direct result of the WRVS inscription on the UK Memory of the World Register, WRVS has felt able to invest heavily in the Archive & Heritage Collection to preserve it for the future and make it accessible to the public.”

Matthew McMurray, WRVS Archivist, WRVS Archive & Heritage Collection

The Children's Society Archive was inscribed onto the UK Memory of the World Register in 2011. This has allowed the Archive to raise awareness of its heritage value and attract funding for preservation activities, including securing **£108,825 in 2012 from the Wellcome Trust Research Resources in Medical History grants scheme**.<sup>60</sup>

## Opportunities for further benefits from UNESCO membership

This paper has addressed the financial benefits the UK receives currently from UNESCO programmes in the UK. However, there are programmes which have the potential to generate significant wider benefits for the UK, which are as yet unrealised.

### **Open Access to scientific information**

Open Access advocates making the results of publicly-funded research available to all. It promotes the sharing of research findings to stimulate innovation, better policy and practice based on rigorous research and avoids costly duplication of effort.

There are significant untapped benefits for the UK. JISC, the UK's expert body on information for education and research, published a report in 2010 on 'Open Access for UK Research'. It found that widening access to academic research papers could be worth approximately £170 million per year to the UK economy.<sup>61</sup>

UNESCO is a relatively new player in this field. The organisation aims to improve awareness about the benefits of Open Access among policy makers, researchers and knowledge managers. In November 2011, it hosted the Open Access Forum to discuss trends in scientific information and research and UNESCO's Open Access Strategy. Twenty-six experts participated in the meeting, including three from the UK.

UNESCO's added value in this area could be considerable. The real value of Open Access can only be realised if a significant number of governments commit to it. UNESCO could provide an intergovernmental mechanism for an overarching agreement for Open Access, overcoming the need for a large number of bilateral agreements between the UK and others.

### **Global Priority Gender**

UNESCO made gender equality one of its two medium term global priorities. UNESCO is committed to supporting efforts to prevent and combat gender inequality and gender-based violence.

There are opportunities for the UK economy in supporting gender equality and the fight against gender-based violence. In 2004, the then Department for Trade and Industry commissioned a report that found domestic violence costs the UK £2.7 billion a year in lost economic output.<sup>62</sup> An update to the report in 2009 showed that lost economic output was estimated to have decreased to £1.9 billion a year due to a decline in the rate of domestic violence.<sup>63</sup>

In 2012–2013, UNESCO's Internal Oversight Service will evaluate the Priority Gender Equality Action Plan 2008–2013. The UKNC's policy brief is part of this review.<sup>64</sup> This is an opportunity to improve this area of UNESCO's work which has the potential to unlock benefits for the UK and other Member States. UNESCO can use its links across governments, civil society and other international bodies to develop and mobilise coalitions of international actors on gender equality issues in its remit.

# Annex III

# Methodology

The UKNC contacted all 180 organisations in the UK with formal links to UNESCO either directly or through the UK coordinating body for the particular programme. We requested information from Annual Reports, Directors Reports, or other research on the most up to date figures measuring financial benefits accrued by the organisation. Collecting financial information proved to be challenging as there is no standardised process of capturing this information at each organisation.

The most common forms of reported benefit came from grant funding (UK and non-UK sources such as EU regional development funds), research grants, tourism revenue, student fees, sponsorship, private investment and private legacies.

The UKNC followed up those organisations that provided information with telephone interviews and/or questionnaires, requesting clarification where possible of the sources of funding, period of grant funding, visitor numbers and pre-UNESCO economic impact studies or comparable data.

The figures given were averaged across the lifetime of the grant or funding period; for example, a research grant of €634,000 to the UNESCO Chair at Lancaster University was averaged over the six-year funding period to give an average annual value of €105,667. The income was converted into pounds sterling, where applicable, and aggregated by programme.

We also included: UNESCO money awarded to British centres for specific prizes; and contracts awarded to the UK through UNESCO procurement of goods and services from UK companies, which totalled £1.84 million in 2011.<sup>65</sup>

## Imputing value

Our initial research returned data from 20% of the UK's 180 UNESCO-affiliated organisations. A more targeted second round of information gathering was undertaken for specific programmes with missing datasets, listed below. Our final sample included data from 28% of all organisations. Using the available data, the UKNC was able to impute value to the remaining organisations. The methodology is detailed below, tailored according to the UNESCO programme.

### **UNITWIN/ UNESCO Chairs Programme**

There are 16 UNITWIN/UNESCO Chairs in the UK. Of the eight missing datasets, the UKNC excluded two UNESCO Chair-holders where we could reasonably assume there had been no financial benefit. An average annual benefit per Chair was calculated based on the data provided by the other eight Chair-holders. We assumed that two-thirds of the average financial benefit per Chair could be imputed to the remaining six Chair-holders. We did not impute 100% of the average because of the different approaches taken by Chair-holders to using the UNESCO status; some Chair-holders are more geared towards attracting additional funding whereas others use it for profile-raising activities.

## **World Heritage Sites**

The paucity of information and wide range of types of site covered by the WHS designation make it difficult to impute value in this programme. The designation covers natural and man-made sites; rural and urban sites; sites with limited accessibility; sites with enclosed points of entry/exit and those without; and sites with widely differing public profiles.

There are 28 WHS in the UK. To provide a credible estimate of added value to the UK, we filtered out sites that were world-famous or were major tourist destinations before UNESCO designation, such as the City of Bath. No data from these sites was considered due to the difficulty of attributing the financial benefit to UNESCO status.

Of the remaining 12 WHS, we collected information on income received since UNESCO status from grant funding, private investment and (where figures were available) income from tourists – such as entrance fees or spend in museums and visitor centres. This provided one portion of the benefit to the UK from WHS.

Within this group, nine sites were not able to provide data on tourism revenue. Given the attraction of many WHS as tourist destinations, we could not ignore this potentially important source of revenue. This group was then filtered according to accessibility of the site. Three sites were found to have restricted access to visitors, so they were excluded from potential additional funding.

Three other sites were classified as 'open' – meaning that access to the site is not controlled by enclosed entry/exit points and visitors can enter freely. We then imputed value for tourism revenue according to the annual visitor figures for each site, based on average visitor spend of £12,<sup>66</sup> and adjusted on the assumption that 15% of visitors to the site would spend money in the WHS.

The remaining three sites were classified as 'mixed' – meaning that some parts of the WHS had controlled, paying entry points and other parts could be entered freely by visitors. Annual visitor numbers were available for two of the three WHS, for which we followed the same process as for 'open' sites above, but this time adjusted on the assumption that 20% would spend money in the WHS.

The total imputed value for tourism revenue from these five WHS is £30.6 million per year.

## **Media and development**

UK media NGOs can bid for funding from the IPDC but this programme does not have members like other UNESCO initiatives so it is not appropriate to impute value. That does not mean, however, that there is no potential for additional benefits. UK media organisations and development experts can be engaged individually through non-UK projects, bringing indirect value to the UK, but there is no publicly available data to gauge how much this may be.

## **Memory of the World Programme**

The collections in this programme were filtered before imputing value from available data. The archives or collections that did not respond were divided into two groups: those whose collections are of national standing or that are well-renowned, such as

the Bodleian Library, and those whose archive inscribed on the Memory of the World Register was not well-known. Of the 13 collections in the latter category, a follow-up questionnaire was disseminated to gather further information.

This resulted in seven collections or archives in the not well-known category with no dataset. We calculated an annual average benefit per collection from the available data – the average takes into account the archives who reported no financial benefit from UNESCO designation. This average was applied to the remaining seven collections, a total imputed value of £163,770.

### **Biosphere Reserves**

In late 2012, the UK Man and the Biosphere (MAB) Committee considered the status of three of the UK's Biosphere Reserves; the same three did not provide information to the UKNC regarding financial benefit. Given the on-going discussions among UK MAB members, it is not appropriate to impute value for the remaining three Biospheres. The figure for the contribution of Biospheres to the UK, therefore, refers only to actual reported income from the 'new style' Biospheres.

### **Global Geoparks Network**

The UKNC estimated the additional benefit from tourism spend in two UK Geoparks; these two provided annual visitor numbers and the results of surveys on brand awareness among visitors. Assuming awareness of the designation contributes to choice of tourist destination, it is possible to attribute a portion of visitor numbers to Geopark status.

The actual number of visitors that can be attributed to designation was calculated based on the percentage of visitors who were aware the area was a Geopark. For example, 25% of the 2.1 million visitors to the English Riviera Geopark in 2012 were aware of the resort's status. The 525,000 visits attributable to Geopark status were multiplied by average visitor spend of £20,<sup>67</sup> resulting in imputed tourism value of £10.5 million per year. The same process was followed for Shetland Geopark based on 11% brand awareness among visitors.

## **Costs**

The benefits of UNESCO membership must be off-set by the costs of UNESCO affiliation to the organisations themselves. The principal costs are that of applying to the UNESCO programme; and costs of maintaining the designation thereafter.

The UKNC designed a questionnaire for information on these costs (see Annex IV – Questionnaire A). This was sent to a representative organisation from each UNESCO programme in the UK. The answers were multiplied by the total number of organisations in each programme.

The cost of application typically includes: staff time for compiling information and completing the application; feasibility studies; design of management plans; and printing.

Costs of maintaining the designation can include: salaries for site coordinators; office running costs where the office is dedicated solely to management of the status; revalidation studies; membership fees to a network; and staff time for reporting requirements.



“It is quite hard to quantify the costs of UNESCO designation: although we are a World Heritage organisation, all of our activities could be carried out by an enterprising organisation in another city without the status. The argument we make is that the designation provides a focus and added impetus for our work. As an organisation we use the UNESCO status to enhance our existing work, rather than the other way around.”

Adam Wilkinson, Director, Edinburgh World Heritage Site

The costs vary widely between programmes. Details are provided in Annex II under the appropriate programme section. The overall cost to UK-based organisations of securing UNESCO status in the first instance, plus annual costs to maintain the status thereafter, is £17.7 million.

It was not possible in the timeframe of this paper to spread out the costs associated with *applying* to UNESCO to come up with an annual average, because organisations within each programme joined at different times. Further research would see per organisation application costs diminish according to the length of time over which each has held the designation. All the costs of *maintaining* the designation considered here are, however, annual costs.

## Breakdown of types of income

The UKNC took a similar approach to that for costs when assessing the origins of financial benefits for UK organisations. We identified three types of income:

- UK Government funded sources; for example local authorities, public institutions, non-departmental public bodies like English Heritage and UK regional development agencies. This type of funding refers to when organisations have applied to a publicly-funded body for additional resources – on top of any core HMG funding – usually on a project-by-project basis.
- Non-government sources; for example, private sector investments, fees, sponsorship, private legacies, NGOs, tourism revenue and non-government bodies like the Heritage Lottery Fund.
- Non-UK sources; for example, European Union funding, research grants from overseas, fees from foreign students, funding from UNESCO or other UN agencies.

Those who had not already provided a breakdown of types of funding in their original response were sent a questionnaire requesting this information (see Annex IV – Questionnaire B).

All organisations reported on types of funding in relation to the total financial benefit received since UNESCO status, not annually, as most funding occurs on a project or one-off basis. In many cases, it was not possible in the timeframe and with the resources available to completely disaggregate the data: for example, some fees income did not differentiate between home and foreign students; likewise, tourism revenue did not distinguish between UK tourists and overseas tourists; and breakdowns for grants that were co-funded by multiple partners were not available. In these instances, all the funding was allocated to the type that could reasonably be assumed to have given the majority of the money.

Results from each organisation were aggregated and the overall breakdown was assessed as a percentage of total income received since UNESCO status in that programme.

The proportion of financial benefits attributable to each type of income varies widely between programmes. Details are provided in Annex II under the appropriate programme section.

## Benefits

The research revealed the principal ways in which UK organisations benefit from UNESCO; some of these benefits could be measured through monetised indicators (like grant income), others not. The basis for financial benefits came from: raised national or international profile as a result of being associated with UNESCO; benefits from being able to tap into a programme's global network; and benefits from the coordinating function carried out by UNESCO.

In conclusion, this paper believes there are different types of benefit to UK organisations.

1

**Financial benefits** (flows of money) that are readily measured, such as income from grant funding; and those that are harder to quantify due to a current lack of data, such as tourism revenue.

2

**Collective benefits** derived from being part of a UNESCO programme, where the coordination provided allows organisations to burden-share, reduce transaction costs and realise collective benefits.

3

**Intangible benefits** from being part of a UNESCO programme. For example, the management framework provided by programmes such as Man and the Biosphere, World Heritage Sites and Geoparks provides advice to UNESCO affiliated organisations by sharing international best practice. They are encouraged to develop a holistic management plan that can maximise partnerships and effective management of the site. Further, UNESCO status is an impetus for better training and business support to raise the standards of the site or organisation. While not solely attributable to UNESCO, the designation acts as a stimulus.

The combined financial benefit of UNESCO membership for the UK is limited to the quantifiable, financial benefits for UK organisations with formal links to UNESCO due to the limited scope of this paper. However, during the course of the research, many organisations cited the collective, intangible and non-economic benefits of UNESCO membership to the UK, such as social and environmental benefits; some of these are detailed in Annex II.

## Methodological challenges

The UKNC encountered considerable methodological challenges when collating and analysing the available data. The main methodological issues are:

- **Lack of comprehensive, comparable data**  
Statistics on financial benefits are not routinely collected by every UNESCO affiliated organisation; few organisations have clear baseline data on financial benefits before UNESCO designation; and only 28% of UK-based organisations were able to respond to the request for information.
- **Calculating annual gains is difficult**  
Most of the investments, grants and revenue brought in by the UNESCO affiliated sites and organisations were for fixed periods and did not provide regular sources of income. For example, where UNESCO Chairs at higher education institutions secure multi-year, external grant funding this is for a set period of time. The relative success in realising financial gains from the UNESCO brand depends on how effectively individual institutions use it to attract resources.
- **The counterfactual**  
It is difficult to estimate the added value of the UNESCO brand. Due to the lack of data it has not been possible to estimate the difference between how much the organisation would have benefitted financially without UNESCO affiliation and how much the organisation did benefit as a result of UNESCO affiliation.
- **Attribution**  
When an organisation reports financial benefits after UNESCO designation (e.g. new EU grants) it is not possible to isolate how much of this was due to UNESCO affiliation and how much to other factors like wider reputation and track record. Some institutions can pinpoint specific occasions when the UNESCO brand was critical in winning a grant or increasing tourist revenues, but in most cases it is less clear-cut.
- **Value to the local or regional economy**  
In cases where benefits come from increased tourism, it is difficult to quantify the total benefit to the local economy from the UNESCO site. The data only provided the amount received by the site in entrance fees, external funding or grants secured; their figures did not include tourist revenue from increased spend in the local economy for accommodation and entertainment. In these cases, the total added value of UNESCO to the local or regional economy may be much higher than the figures available here.
- **The cost of unsuccessful UNESCO applications**  
It has not been possible to consider the cost of unsuccessful applications for UNESCO status in the timeframe available for this paper.
- **Future projection of benefits**  
This paper presents the financial value to the UK of established sites and activities. There are, however, 37 outstanding applications from UK organisations for UNESCO accreditation. The value of UNESCO has the potential to be higher in the future.

# Combined financial benefit to the UK

UNESCO Programme/ area of activity	Average annual income reported to UKNC	Imputed value of missing datasets	Estimated annual financial benefit	Cost of UNESCO status: initial application & annual on-going costs	TOTAL £
World Heritage Sites	46,282,946	30,572,875	<b>76,855,821</b>	<b>-15,718,444</b>	<b>61,137,377</b>
Global Geoparks Network	8,558,286	10,610,000	<b>19,168,286</b>	<b>-330,750</b>	<b>18,837,536</b>
UNITWIN/ UNESCO Chairs Programme	1,963,191	971,779	<b>2,934,970</b>	<b>-80,000</b>	<b>2,854,970</b>
Biosphere Reserves	3,376,303	-	<b>3,376,303</b>	<b>-1,085,000</b>	<b>2,291,303</b>
Sciences: IOC, IHP, L'Oreal-UNESCO programme	1,498,720	-	<b>1,498,720</b>	<b>-142,167</b>	<b>1,356,553</b>
Creative Cities Network	1,041,551	-	<b>1,041,551</b>	<b>-321,200</b>	<b>720,351</b>
Memory of the World Programme	187,166	163,770	<b>350,935</b>	<b>-30,000</b>	<b>320,935</b>
Media and Development	43,944	-	<b>43,944</b>	<b>-4,950</b>	<b>38,994</b>
UNESCO procurement – Services & Works	1,397,500	-	<b>1,397,500</b>	-	<b>1,397,500</b>
UNESCO procurement – Goods	444,819	-	<b>444,819</b>	-	<b>444,819</b>
UNESCO Prizes	34,375	-	<b>34,375</b>	-	<b>34,375</b>
<b>Sub-total</b>	<b>£64,828,800</b>	<b>£42,318,424</b>	<b>£107,147,224</b>	<b>-£17,712,511</b>	<b>£89,434,713</b>

# Annex IV

# Methodology: questionnaires

## Questionnaire A template:

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### QUESTIONNAIRE: Costs to UK organisations of UNESCO affiliation

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The **UK National Commission for UNESCO (UKNC)** is drafting a paper to provide UK Government with evidence of the economic value of UNESCO membership: '*Wider Value of UNESCO to the UK*'. Thanks to your contribution so far, the UK Department for International Development (DFID) is keen to deepen further their knowledge of UNESCO's value.

DFID, as lead government department on UNESCO, have requested information on the costs to an organisation of being affiliated with UNESCO. This additional information will help the UKNC in its assessment of the overall benefit to the UK by showing how much, or little, it costs to get and maintain UNESCO accreditation.

To help us provide the data we would be grateful if you could fill in this short questionnaire (5 questions).

<b>Name of organisation/ institution</b>	
<b>UNESCO programme and date of UNESCO affiliation (YYYY)</b>	<i>e.g. UNESCO Chairs Programme, World Heritage Site, Man and the Biosphere (2001)</i>
<b>Report written by (Name, position)</b>	

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#### a) Cost of applying for UNESCO affiliation or designation

How long did it take your organisation to complete the UNESCO application process?	<i>e.g. One full-time equivalent (FTE) person, 3 months to compile the information and complete the UNESCO application form</i>
How much did it cost your organisation to complete the application?  <i>(costs include feasibility studies, consultancy services, etc.)</i>	£

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#### b) On-going costs of UNESCO affiliation or designation

What are the extra financial costs your organisation incurs to maintain the UNESCO designation?  <i>(costs your organisation would not have to pay if it weren't affiliated with UNESCO)</i>	£  <i>Please specify what these are and their frequency e.g. annual membership fee to a network, cost of quadrennial expert revalidation visit</i>
--	--

How much staff time is taken fulfilling any regular reporting requirements of the UNESCO designation?  <i>(if you are able to quantify this time in £ terms, please do so)</i>	<i>e.g. staff time spent on completing annual report</i>  <i>Please give an indication of which staff member completes the reporting requirements e.g. programme coordinator, UNESCO Chair-holder</i>
Are there any other costs to your organisation of UNESCO designation?	£  <i>Please specify what these are and frequency</i>

**End of the form**

## Questionnaire B template:

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### QUESTIONNAIRE: Breakdown of sources of revenue

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The **UK National Commission for UNESCO (UKNC)** is drafting a paper to provide UK Government with evidence of the economic value of UNESCO membership: '*Wider Value of UNESCO to the UK*'. Thanks to your contribution to the Wider Value paper so far, the UK Department for International Development (DFID) is keen to deepen further their knowledge of UNESCO's value.

DFID, as lead government department on UNESCO, have requested an analysis of the different sources of funding for UNESCO organisations in the UK to better understand the benefit to the UK (whether from UK government agencies, overseas funding, or the private sector).

To help us provide the empirical data required we would be grateful if you could fill in this short questionnaire (4 questions).

<b>Name of organisation/ institution</b>	
<b>UNESCO programme and date of establishment (YYYY)</b>	<i>e.g. UNESCO Chairs Programme, World Heritage Site, Man and the Biosphere</i>  <i>e.g. 2009</i>
<b>Latest year for which information available (YYYY)</b>	<i>e.g. 2011–2012</i>
<b>Report written by (Name, position)</b>	

<b>Financial resources</b>	
<b>TYPE</b>	<b>AMOUNT £</b>
<p>Total financial benefits or contributions received by your organisation</p> <p><i>Figure can be the total since UNESCO status or annual, but please state which (e.g. total from grant funding, private investment, fees, donations, research grants, etc.)</i></p>	<p>£</p> <p>Total since UNESCO status / annual (delete as appropriate)</p>
<p>How much of the total financial benefits came from UK Government funded sources?</p> <p><i>(e.g. from local authorities, UK research councils, other public institutions)</i></p>	£
<p>How much of the total financial benefits came from non-government sources?</p> <p><i>(e.g. from industry, private companies, sponsorship, private legacies, fees, tourism revenue, NGOs)</i></p>	£
<p>How much of the total financial benefits came from non-UK sources?</p> <p><i>(e.g. from EU funding, research grants from overseas, fees from foreign students, UNESCO, other UN agency)</i></p>	£

**End of the form**



# Annex V

## Abbreviations and acronyms

<b>ASPnet</b>	UNESCO Associated Schools Project Network
<b>BIS</b>	Department for Business, Innovation and Skills
<b>COBWEB</b>	Citizen Observatory Web Project
<b>DCMS</b>	Department for Culture, Media and Sport
<b>DEFRA</b>	Department for Environment, Food and Rural Affairs
<b>DfE</b>	Department for Education
<b>DFID</b>	Department for International Development
<b>EFA</b>	Education For All
<b>EU</b>	European Union
<b>EWHS</b>	Edinburgh World Heritage Site
<b>FCO</b>	Foreign and Commonwealth Office
<b>FTE</b>	Full-Time Equivalent
<b>FWIS</b>	L'Oreal-UNESCO For Women in Science Programme
<b>GGN</b>	Global Geoparks Network
<b>GMR</b>	Global Monitoring Report
<b>GOOS</b>	Global Ocean Observing System
<b>GSABR</b>	Galloway and Southern Ayrshire Biosphere Reserve
<b>GVA</b>	Gross Value Added
<b>HELP</b>	IHP – Hydrology, Environment, Life and Policy Centre
<b>HMG</b>	Her Majesty's Government
<b>IHP</b>	International Hydrological Programme
<b>INTERREG</b>	Innovation and Environment – Regions of Europe Sharing Solutions
<b>IOC</b>	Intergovernmental Oceanographic Commission
<b>IODE</b>	International Oceanographic Data Information Exchange Programme
<b>IPDC</b>	UNESCO International Programme for the Development of Communication
<b>MDG</b>	Millennium Development Goal
<b>MoU</b>	Memorandum of Understanding
<b>NERC</b>	Natural Environment Research Council
<b>NGO</b>	Non-Governmental Organisation
<b>SSAT</b>	Special Schools and Academies Trust
<b>UIS</b>	UNESCO Institute for Statistics
<b>UKNC</b>	UK National Commission for UNESCO
<b>UN</b>	United Nations
<b>UNESCO</b>	United Nations Educational, Scientific and Cultural Organisation
<b>UNITWIN</b>	UNESCO University Twinning and Networking Programme
<b>VA</b>	Voluntary Aided (school)
<b>WHS</b>	World Heritage Site
<b>WRVS</b>	Women's Royal Voluntary Service

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This report was produced on behalf of the UK National Commission for UNESCO (UKNC) by lead contributor Adrienne Cernigoi, UK National Commission Secretariat, with oversight from Professor W John Morgan, UK National Commission Chairman, Tim Williams, UK National Commission Deputy Chair, and UKNC Directors, with Ian White and James Bridge, UK National Commission Secretariat.

The views contained in this report are those of the UK National Commission for UNESCO and do not necessarily reflect those of UK Government or the individuals or organisations who have contributed to this report.

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