

**Netherlands National Commission for UNESCO
Work Programme 2012-2013**



The Hague
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FOREWORD: OPTIMISM IS A DUTY

'How do organizations born from the experience of the Second World War contribute today to international peace and security? More specifically, what is the role of the United Nations Educational, Scientific and Cultural Organization (UNESCO)? [...] The questions are not only financial. They are accompanied by queries about the relevance of the activities of international organizations to national interests and about the effectiveness of their action. UNESCO's answers to these questions must be convincing – and they are.'

(Global Governance for the 21st Century: The UNESCO angle)

The questions and considerations set out above are taken from an address given by UNESCO's Director-General Irina Bokova in April 2011 at Chatham House, the Royal Institute of International Affairs, and constitute the starting point for the work of the Netherlands National Commission for UNESCO. Education, science, culture and communication & information are dynamic fields of activity. To remain a relevant and effective organization, UNESCO must therefore focus on issues in which a global approach and cooperation between civil society and government authorities can provide genuine added value. The same applies to the Netherlands National Commission for UNESCO. UNESCO's broad mandate and full agenda can quickly lead to fragmentation. For this reason, we again opted for a focus in our activities and coherence between the domains of education, science, culture and information in the preparation of this 2012-2013 work plan. As was the case in the past two years, the touchstone when making concrete choices was always: is this an urgent issue on which the Netherlands can provide specific expertise and can we create synergies by bringing partners together in relation to that expertise?

The context

The international calendar for the time to come provides reference points for this work. Rio+20, the United Nations (UN) Conference on Sustainable Development, will take place in Brazil in June 2012. The first UN conference on the subject likewise took place in Rio de Janeiro in 1992 and was followed by the Johannesburg Summit in 2002. This year, the focus will be on assessing progress to date and addressing new and emerging challenges with a view to preparing the agenda for the coming period. Many specialized UN organizations are involved in the preparations and agreements being made in this regard. UNESCO is involved primarily in terms of its scientific programmes, the link between technological solutions and governance, and the essential role of education. We will draw the Dutch government's attention to the relevance of UNESCO's contribution to Rio+20. The Dutch government is itself undertaking every effort to prepare for the conference by holding consultations with members of the scientific community and wider society.

The international calendar includes celebrating the fortieth anniversary of the World Heritage Convention in the summer of 2012. The Netherlands is justifiably working to ensure that the conditions required for the continued success of this Convention are safeguarded. Politicization of the nomination process must be countered, the quality standard must remain high and urgent attention must be given to sustainable tourism at a number of sites. The Netherlands is actively supported in its efforts by a number of Member States. International coordination to ensure an effective approach is therefore a logical aim. Together with others, the Commission is organizing an expert meeting that will be held in June 2012 to address these issues.

In addition, the meeting will also consider current developments with respect to endangered heritage in crisis situations, for example in the Middle East and North Africa. Issues that are attracting increasing attention include the more effective protection of cultural heritage during violent conflicts and combating the illicit trafficking of cultural property. UNESCO provides concrete instruments to deal with these urgent problems.

In addition, there are good reference points in Dutch policy. One of these is the Water Agenda presented by State Secretary Knapen at the beginning of 2012. The Netherlands and UNESCO can do a lot for each other in this area. UNESCO's hydrological programmes are highly appreciated internationally because of the scientific expertise they bring together and the concrete results achieved through cooperation with actors in the field. As the country in which the UNESCO-IHE Institute for Water Education is based and as a long-time contributor to the UNESCO International Hydrological Programme (IHP), the Netherlands is clearly recognized at UNESCO as a knowledge country in the field of hydrology and water resources. This is also evidenced by the Netherlands' selection to host the Regional Consultation of the Groundwater Governance Project at the beginning of 2013, an event being organized by UNESCO-IHP together with, among others, the UN Food and Agriculture Organization (FAO) and the Global Environment Facility (GEF) as the last in a worldwide series of five consultations. In substantive terms, there will certainly be areas of overlap with one of the subjects to which the Water Agenda draws attention, namely food security and production through the effective use of water in agriculture. Together with the Dutch IHP Committee and the International Groundwater Resources Assessment Centre (IGRAC), the Commission is coordinating the preparation of the Regional Consultation.

Finally, UNESCO's *two-year programme* as adopted during the General Conference in the autumn of 2011 constitutes one of the frameworks for the Commission's *Education for All* programme. During the biennial meeting, Education for All was referred to by many Member States as one of the most important priorities for the coming years. Achieving this Millennium Development Goal is becoming ever more urgent as 2015 approaches and as the large global shortage of teachers is making effective capacity building and innovative teaching methods increasingly important. In addition, high on the list of priorities are the scientific programmes pertaining to rapidly changing societies in a globalizing world; in other words, programmes that focus on the issues associated with supranational water and climate challenges, major migratory movements and the massive migration to cities, which, for the first time in history, are now home to over half of the world's population. The link that UNESCO establishes between natural sciences and social sciences makes it possible to link technological knowledge with administrative, economic and cultural insights and therefore to approach these issues using an integrated perspective.

Central theme

The priorities of the two-year programme have been included in our 2012-2013 work programme. In addition to 'linking' as an added value, the central theme includes 'sustainable development'. As Director-General Bokova stated during the address referred to above, 'UNESCO's position is clear. Education brings sustainability to development'. Educating young people and combating illiteracy make a proven contribution to economic development, the improvement of public health and the responsible use of water and other natural resources. Sustained peace following armed conflict requires properly considered long-term policy to provide a future for individuals and population groups and promote citizenship. Education, culture and media play an important role in this regard. 'UNESCO does not itself keep the peace, but works to make it last.' To an increasing extent, access for all to the results of scientific research, documentary heritage and other valuable information requires agreements on sustainable storage and access.

In the past months, UNESCO stressed more than ever the importance of cooperating with partners to achieve its objectives. We view our role in the same way, not only in terms of functioning as a link between international policy, the national sphere and the Dutch government, but also with respect to activating cooperation with the various UN organizations in the Netherlands and a number of National Commissions in other countries. The challenges facing the world are immense. Targeted cooperation is the only remedy against divided powerlessness. In the words of the philosopher Karl

Popper, 'Optimism is a moral duty. We must recognize our responsibilities and support the things that may lead to a better future'.

A. The four domains

Domain I. Education

In the period 2010-2011, the Netherlands National Commission for UNESCO devoted considerable attention to consolidating the network of UNESCO Associated Schools. Contacts between the schools and the Commission were intensified, a limited number of schools were nominated for membership and, in cooperation with the Netherlands Institute for Curriculum Development (SLO), a quality framework that provides a frame of reference for assessing and safeguarding the specification of the UNESCO school label was set up. Based on this framework, periodic peer reviews are carried out in cooperation with the European Platform and SLO. These reviews encourage the sharing of best practices and mutual cooperation. The proper functioning of the UNESCO Associated Schools network will remain an important point of attention in 2012-2013.

In the context of UNESCO's role in the realization of Education for All, the Commission also devoted a considerable amount of time and effort to raising awareness about the possibilities that Open Educational Resources (OER) provide for the achievement of this objective. In 2009 this form of innovation in education was largely unknown, certainly outside the higher education sector. Given the rapidly increasing interest in the subject on the agendas of organizations such as the SURF foundation, which initiates innovation in higher education and research, and Delft University of Technology, paired with the establishment of a UNESCO Open Educational Resources chair (the second in the world) at the Open University in the Netherlands and the central place of Open Educational Resources in UNESCO's new international work programme, the Commission has decided to shift its involvement in this area in 2012-2013 to substantive cooperation with the UNESCO Associated Schools. This cooperation could include drawing attention to relevant Open Educational Resources or Open Courseware that can be used to integrate UNESCO subjects into the school curriculum. The special website for schools, where schools can also exchange their own materials, provides this possibility. As a focus, the Commission has opted for Sustainable Cities. This label is in keeping with the living conditions of many school pupils and can be fleshed out from various perspectives – from sustainability to cultural diversity and from water supply to shared citizenship. While it will be up to the schools themselves to decide which materials they wish to use, in this way the Commission can in any case support the involvement of schools in current or new UNESCO programmes, themes and activities. The Open Educational Resources theme group and the UNESCO Associated Schools project group will be merged into a single theme group.

In the context of the Education for All Millennium Development Goal, international cooperation will take place in the Capacity Development for Education for All (CapEFA) programme in 2012-2013, preferably in consultation with one or more National Commissions of surrounding countries. CapEFA is partly a donor programme that includes the Scandinavian countries, Germany, Switzerland and Italy. It is also an expertise programme that focuses on cooperation with NGOs and on theme-based capacity building. Since the Dutch government is now withdrawing funding from numerous multilateral and bilateral cooperation projects in the education field, the Commission is working to bring the Dutch education sector's internationally appreciated expertise in areas such as curricular development, capacity building and sustainability programmes together within existing CapEFA partnerships. The form in which this can be done most effectively will be determined at the beginning of 2012, after which one or more projects will be defined. A core group will be formed based on the CapEFA theme.

What	When	Starting point	Theme
Contribution to project(s) in the context of CapEFA	Start in spring 2012	Participation in a CapEFA project(s)	Education for All
UNESCO Associated Schools network/Sustainable Cities as the focus for an OER project	For the duration of the work programme	Involvement in operations of UNESCO Associated Schools network/encouraging use of OER in secondary education	UNESCO Associated Schools network

Domain II. Science

This domain includes both the natural and the social sciences. The link between the two major programmes (Natural Sciences and Social and Human Sciences) is also being increasingly set out in UNESCO's international long-term programme. The Netherlands National Commission for UNESCO considers interaction between the two major programmes to be one of the organization's key added values. The activities discussed below are premised on a fruitful interaction between the natural and social sciences.

Rio+20: 'The future we want'

Rio+20, the UN Conference on Sustainable Development that builds on the Rio Declaration on Environment and Development of 1992 and subsequent conferences on the Rio Principles, will take place in June 2012. Different UN organizations are closely involved in this conference. In its current two-year programme, UNESCO's contribution is aimed primarily at mobilizing the international scientific community to address global issues relating to not only oceans and freshwater systems but also biodiversity, natural disasters and climate change. UNESCO is one of the main sponsors of the programmes in the Earth System Science Partnership (ESSP), which include the World Climate Research Programme (WCRP), the International Geosphere-Biosphere Programme (IGBP), DIVERSITAS and the International Human Dimensions Programme on Global Environmental Change (IHDP). In addition, the organization plays a lead role in the global monitoring of programmes that provide climate change research and tracking data. The role of the social sciences is key in efforts aimed at achieving inclusive green societies and economies ('from green economies to green societies'). 'Good water management, [...] management of oceans and improving resilience and disaster preparedness' are specified as important goals in preparations for the conference. Attention is also being drawn to the specific challenges of Small Island Developing States (SIDS). Furthermore, access for all to good-quality education is specified as an essential condition for sustainable development and inclusive societies.

The Netherlands National Commission for UNESCO will draw the Dutch government's attention to the importance of these UNESCO focus areas for Rio+20. UNESCO has an important role to play in linking the generation of knowledge with its application by policymakers, professional groups and individual citizens. In addition, the Commission will focus on communicating the Rio+20 objectives and results to a wider public. This activity may also include contributions through the UNESCO Associated Schools network in the Sustainable Cities Programme.

Prompted in part by the Rio+20 conference, in 2012-2013 the Commission will focus on two UNESCO scientific programmes that are closely linked to the Rio objectives: Man and the Biosphere (MAB) and the Intergovernmental Oceanographic Commission (IOC).

Man and the Biosphere (MAB)

Work performed in the Man and the Biosphere (MAB) Programme is aimed at translating the principles of sustainable development into local contexts. An integrated approach to biodiversity and climate change issues is being developed through the worldwide network of biosphere reserves. Knowledge sharing on innovative approaches is a central element of the network. The search for a balanced relationship between man and nature also focuses on the way in which this relationship is established in dialogue with all stakeholders. The Wadden Sea is the Netherlands' only biosphere reserve. Together with the Wadden Academy of the Royal Netherlands Academy of Arts and Sciences (KNAW) and other involved research institutes, the Netherlands could contribute to the MAB Programme and at the same time benefit from the knowledge and experience gained elsewhere. This

would also tie in with the existing tripartite agenda agreed with Germany and Denmark, both of which are active participants in the MAB Programme.

To put this programme back on the Dutch agenda as well, the Netherlands National Commission for UNESCO will organize a workshop in which relevant Dutch stakeholders (companies, social organizations, scientists and policymakers) can exchange ideas about the added value of active participation in the MAB Programme with stakeholders from neighbouring countries and programme specialists from the UNESCO Secretariat.

The enrichment of Dutch biodiversity after Saba, Sint Eustatius and Bonaire became public bodies of the Netherlands in October 2010 will also be taken into account in this context. Additionally, the Curaçao National Commission for UNESCO (in the process of formation) and the Aruba National Commission for UNESCO have already indicated a wish to participate in some form in the MAB Programme.

The Commission will develop MAB follow-up activities depending on the outcome of the workshop.

Intergovernmental Oceanographic Commission (IOC)

Sustainable oceans and coastal management constitute another priority area in which UNESCO is closely involved in the context of the Rio+20 conference. A large share of our food, the air we breathe, the weather, climate and coastlines are all ultimately related to and regulated by oceans and seas. In spite of the considerable expertise in marine science present at leading national institutes, the Netherlands is currently not very active in the scientific programmes of the Intergovernmental Oceanographic Commission (IOC). Also in this context, the Netherlands National Commission for UNESCO is considering the organization of a workshop for professionals in the field and representatives of the IOC Secretariat to explore the possible added value that cooperation in the IOC programmes could have. The recently presented Water Agenda of State Secretary Knapen would be explicitly included in the considerations of such a workshop.

Two other subjects of importance related to this Water Agenda are discussed below.

Continuation of the series of meetings on the theme of water

In cooperation with various partners including the UNESCO-IHE Institute for Water Education and the Dutch International Hydrological Programme (IHP)/Hydrology and Water Resources Programme (HWRP) Committee, the Commission organized the following meetings in 2010-2011: Water and Rights (*The right to water and water rights in a changing world*), Water and Governance (*Principles of good governance at different water governance levels*) and Water and Disasters/Migration (*Climate Change, Water Stress, Conflict and Migration*). A further one or two follow-up meetings in this series will be organized in 2012-2013. A meeting on the theme of Water and the Economy is currently being prepared and a topical subject will be selected for the fifth meeting. After each meeting, a publication is prepared to disseminate the outcomes more widely.

Groundwater governance project

Together with the Global Environment Facility (GEF), the UN Food and Agriculture Organization (FAO) and the International Association of Hydrogeologists (IAH), the UNESCO International Hydrological Programme (IHP) is implementing the 'Groundwater Governance: A Global Framework for Country Action' project. The objective of this project is to formulate a global action plan for groundwater aimed at protecting groundwater quality and quantities and to ensure its sustainable use. The parties involved intend to achieve this by ascertaining the conditions for good groundwater policy for each region of the world via regional consultations. The action plan will be formulated on the basis of these consultations, and will present a series of recommendations and governance

methods for coherent and decisive groundwater policy. The action plan will highlight the strategic role of groundwater to users and policymakers.

The Netherlands has been selected as the host country for the European Regional Consultation, in which Canada and the United States are also involved. This meeting is the last in the series and will take place in spring 2013. The private sector is also to be included in this last consultation.

Each host country sets up a small planning committee to organize the Regional Consultation in concert with the IHP. In the Netherlands, the National Commission for UNESCO will fulfil a coordinating role in cooperation with the Dutch IHP Committee and the International Groundwater Resources Assessment Centre (IGRAC).

Prior to the European Regional Consultation, the Netherlands National Commission for UNESCO will organize a national expert meeting to discuss the specific characteristics, challenges and priorities of groundwater policy in the Netherlands.

UNESCO chairs

The Commission supports and assists Dutch universities in their applications for and implementation of UNESCO chairs. In the next two years, the Commission will seek to involve UNESCO chair holders in its activities as much as possible and to stimulate interest in these chairs. Opportunities to do so include the foundation of the prospective UNESCO Chair in Sustainability and Governance at Tilburg University and in connection with the report of the UNESCO Chair in Information and Communication Technologies in Education for Sustainable Development to the Open University in Heerlen. In addition, the focus on sustainability in the work programme provides good reference points for substantive cooperation between the Commission and the chair holders in this domain. Contact with chair holders in other domains will also be intensified, including existing international contacts between chair holders.

UNESCO – L'Oréal Programme for Women in Science

The Commission will work to encourage at least one carefully selected Dutch candidate each year to compete for either a fellowship under the UNESCO – L'Oréal International Fellowships Programme for Young Women in Life Sciences or for the UNESCO – L'Oréal Award for Women in Science. In addition, the Commission has agreed to the creation of a Dutch UNESCO – L'Oréal Fellowship for Women in Science, for which a programme has been worked out in cooperation between L'Oréal, the Netherlands National Commission for UNESCO, the Netherlands Institute for Advanced Study in the Humanities and Social Sciences (NIAS) and the Dutch Network of Women Professors (LNVH). This programme should start in 2012.

Ethics

Since a significant number of scientists in the Netherlands work in diverse fields connected with ethics (ethics and IT and ethics and medical research involving human subjects, for example), the Netherlands National Commission for UNESCO will continue to monitor developments in UNESCO's ethics programme.

What	When	Objective
Letter about UNESCO's contribution to Rio+20	April/May 2012	Draw attention to the relevance of UNESCO's contribution to Rio+20
Water and the Economy meeting	September 2012	Broaden perspectives on water and link them to the challenges of a changing world; tie in with the Dutch government's Water Agenda
MAB/IOC workshop	Autumn 2012	Explore the added value of both programmes for the Netherlands and stimulate interest in them; tie in with the Dutch government's Water Agenda
National expert meeting on groundwater	End 2012 – beginning 2013	Prepare for Regional Consultation by discussing specific national characteristics, challenges and priorities
Regional Consultation on groundwater	Spring 2013	Contribute to responsible groundwater policy in Europe and North America region
Announce/present Dutch UNESCO – L'Oréal Fellowships for Women in Science	March – October (2012 and 2013)	Contribute to the careers and visibility of women in science
Chairs	TBD	Increase cooperation with and visibility of UNESCO chairs
Monitor developments in ethics	TBD	TBD

Domain III. Culture

Implementation of existing conventions on culture is the priority within UNESCO's culture domain. The General Conference views these conventions as the key instruments for the protection and promotion of heritage and cultural expressions. Links between the conventions and cultural capacity building are one point of attention. The cultural conventions are also a priority to the Dutch government, which works to ensure the effective implementation of the 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict and the 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property. In regard to the 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention), the Netherlands is primarily concerned to refocus attention to the convention's original aim: 'the protection of the cultural and natural heritage of outstanding universal value'. The role of the Netherlands National Commission for UNESCO in these priority themes is widely acknowledged.

In the 2012-2013 work programme, the Netherlands National Commission for UNESCO is focusing on the following efforts in relation to cultural conventions:

- Contributing to the ratification and effective implementation of the UNESCO cultural conventions;
- Responding to current developments and cooperating with other organizations on activities that tie in with the work programme's starting points (a good example is the initiative for a 2013 conference on Heritage at Climate Risk led by the International Council on Monuments and Sites (ICOMOS) Netherlands and Partners for Water);
- Fostering awareness of and support for the cultural conventions in a broader context.

The conventions at issue are:

- 1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict;
- 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property;
- 1972 Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention);
- 2001 Convention on the Protection of the Underwater Cultural Heritage;
- 2003 Convention for the Safeguarding of Intangible Cultural Heritage;
- 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions.

Protection of cultural heritage during armed conflict and combating illicit trafficking

Given the situations in regions such as the Middle East and North Africa, the protection of cultural heritage during and after crisis situations is a very current issue. UNESCO conventions provide concrete instruments to deal with these urgent problems worldwide. By means of expert meetings, for example, the Netherlands National Commission for UNESCO will focus attention to the 1954 convention and its second protocol of 1999 Concerning the Protection of Cultural Property in the Event of Armed Conflict and the 1970 Convention Concerning Combating the Illicit Trafficking of Cultural Property. The most effective instruments will be selected based in part on current international developments, referring to the different conventions as and when necessary. In this area we will work in cooperation with Blue Shield Netherlands and the Cultural Heritage Inspectorate of the Dutch Ministry of Education, Culture and Science.

World heritage

The 1972 World Heritage Convention, which is celebrating its fortieth anniversary in 2012, is seen as UNESCO's flagship. In honour of this anniversary, the Commission is organizing a number of activities in coordination with the Dutch World Heritage Foundation (Stichting Werelderfgoed.nl), the Ministry of Education, Culture and Science and the Ministry of Economic Affairs, Agriculture and Innovation. These activities include a publicity campaign, a substantive debate aimed at policymakers and others who are directly involved, and a weekend for the general public. The purpose of these activities is to increase awareness among the general public and generate support among policymakers and decision-makers. The third weekend of June 2012 will be the focal point, with various activities to be hosted at nine Dutch world heritage sites. The programme will emphasize international cooperation, the convention's original aim and associated current challenges.

Underwater cultural heritage

In follow-up to the publication of its advice on the desirability of ratifying the 2001 Convention on the Protection of the Underwater Cultural Heritage in 2011, the Netherlands National Commission for UNESCO will draw attention to the convention in 2012 by organizing a lecture on the subject. In addition, the Commission is exploring possibilities for contributing to an education project to raise awareness about the protection of underwater cultural heritage. An example would be the provision of informative material to sport divers and tourists visiting scuba diving locations. Cooperation in this connection with the islands of Bonaire, Sint Eustatius and Saba and other parts of the Kingdom of the Netherlands is also a possibility. Various parties active in the fishing and maritime recreation industries have indicated their willingness to cooperate.

Intangible heritage

The Netherlands National Commission for UNESCO will fulfil a communicative role in the ratification process of the 2003 Convention for the Safeguarding of Intangible Cultural Heritage in the Netherlands. This role will focus primarily on the correct interpretation of the convention. For this purpose, it is important for the different parties involved in implementation to communicate about the convention in an unambiguous manner. Proper coordination with the Ministry of Education, Culture and Science, the Dutch Centre for Popular Culture and Intangible Heritage (the initiator of the Year of Intangible Heritage), the Meertens Institute, the Cultural Participation Fund and the Dutch Open Air Museum will be essential. The Netherlands National Commission for UNESCO will emphasize the international perspective in the Dutch debate.

Diversity of cultural expressions

The further implementation of this convention must still take place in many countries that have acceded to it, including the Netherlands, which became a party to the convention in 2009. The Netherlands National Commission for UNESCO is monitoring developments related to the convention, particularly with respect to the forthcoming report.

As part of UNESCO's International Arts Education Week, the Netherlands National Commission for UNESCO will organize a seminar on cultural education in 2012, working in conjunction with Cultuurnetwerk Nederland (a centre of expertise and coordinator for arts and cultural education in the Netherlands), the Fonds voor Cultuurparticipatie (cultural participation fund) and the Jeugdcultuurfonds (youth culture fund).

What	When	Objective	Convention
Contribution to a seminar as part of UNESCO's International Arts Education Week	Fourth week of May 2012	Increase the awareness of and support for the cultural conventions in a broader context	2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
Substantive debate for policymakers in the context of the World Heritage Convention's fortieth anniversary	14 or 15 June 2012	Contribute to the effective implementation of this UNESCO convention	1972 Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention)
Contribution to the organization of and publicity for events planned in connection with the World Heritage Convention's fortieth anniversary	15-17 June 2012	Increase awareness of and support for the cultural conventions in a broader context	1972 Convention Concerning the Protection of the World Cultural and Natural Heritage (World Heritage Convention)
Lecture/presentation about the convention based on the Commission's advice on underwater heritage	Autumn 2012	Contribute to the ratification and effective implementation of this UNESCO convention	2001 Convention on the Protection of the Underwater Cultural Heritage
Publicity campaign for the correct interpretation of the Convention for the Safeguarding of Intangible Cultural Heritage	2012-2013	Contribute to the effective implementation of this UNESCO convention	2003 Convention for the Safeguarding of Intangible Cultural Heritage
Expert meetings about the protection of cultural heritage during armed conflict and combating illicit trafficking	2012-2013	Respond to current developments	1954 Hague Convention for the Protection of Cultural Property in the Event of Armed Conflict; 1970 Convention on the Means of Prohibiting and Preventing the Illicit Import, Export and Transfer of Ownership of Cultural Property

Informative/educational project to raise awareness about underwater cultural heritage	2013	Increase the awareness of and support for this convention in a broader context	2001 Convention on the Protection of the Underwater Cultural Heritage
Monitoring developments/reporting concerning the diversity of cultural expressions	2013	Contribute to the effective implementation of this UNESCO convention	2005 Convention on the Protection and Promotion of the Diversity of Cultural Expressions
Cooperating in/supporting activities of other organizations, such as the conference on Heritage at Climate Risk	2013	Respond to current developments and increase awareness of and support for the cultural conventions in a broader context	All

Domain IV. Communication and information

International Programme for the Development of Communication (IPDC)

UNESCO has a specific mandate in the area of freedom of expression. Technological innovations are providing unprecedented opportunities both to exercise this right and to curtail it. Media are increasingly available online, making the International Programme for the Development of Communication (IPDC) a valuable platform for discussing international freedom of expression in the digital domain.

The Netherlands was elected to the IPDC Council during the 2011 General Conference. The Netherlands National Commission for UNESCO is involved in formulating the Dutch contribution to this Council. In 2012, the Netherlands is supporting this programme with a grant of EUR 50,000. In close consultation with the Dutch Permanent Representative to UNESCO, which is the Netherlands' representative in the Council, the Ministry of Foreign Affairs (in particular the United Nations and International Financial Institutions Department (DVF) and the Human Rights and Good Governance Department (DMH)), the Ministry of Education, Culture and Science (in particular the Directorate of Media, Literature and Libraries), the Commission is contributing to efforts to engage Dutch professionals in the briefing for the 2012 Council meeting. Partners include Dutch communication development organizations, journalism interest groups and NGOs active in promoting the freedom of expression throughout the world. These activities can also link up with the Media element of the post-conflict and post-disaster (PCPD) theme.

What	When	Where	Objective
IPDC	Focal point at the beginning of 2012	IPDC Council and meetings	Contribution by Dutch professionals to the IPDC

B. Transversal themes

Theme I. PCPD

Dutch interest in culture, education and media in post-conflict and post-disaster (PCPD) situations has increased substantially in recent years, also extending to the Netherlands National Commission for UNESCO's activities relating to the PCPD theme. The Commission already concluded on a previous occasion that there are fundamental differences between problems encountered during or after armed conflicts on the one hand and those encountered during or after disasters on the other. In 2010-2011 it investigated the following questions with respect to post-conflict situations: Is an unambiguous approach to sustainable reconstruction conceivable in practice? How and when do education, media and culture play a role? Who are the players involved and who decides what, when and why?

Lessons learned

Based on the Afghanistan post-conflict case study, the Netherlands National Commission for UNESCO concluded that UNESCO should take a more active role in inventorying, analyzing and sharing lessons learned in PCPD situations so that interventions in the fields of education, media and culture can be deployed more effectively and sustainably. These and other recommendations were shared with various parties ranging from NGOs, government officials and civilian and military professionals to experts in the fields of education, culture and media in the Netherlands, other National Commissions for UNESCO and the UNESCO PCPD Platform in Paris. The role of convener that the Netherlands National Commission for UNESCO assumed in this respect was highly appreciated by the various parties. The Commission brought the organizations and their knowledge together and thereby created the possibility for dialogue.

Middle East and North Africa

In view of the considerable interest in the Netherlands and at the UNESCO PCPD Platform in Paris, as well as the network that has been built up, the Netherlands National Commission for UNESCO will continue to focus on the theme of UNESCO in post-conflict situations in the 2012-2013 work programme. The Commission will continue to bring together, analyze and share lessons learned. Given current events, the Commission will focus on the Middle East and North Africa.

Transition processes

Based on the Afghanistan case study, the Netherlands National Commission for UNESCO deems it desirable to study the approaches adopted in different phases of reconstruction in post-conflict situations more closely. More analyses are required for this purpose. Because of the absolute distinction that policymakers make between emergency assistance, reconstruction and building civil societies, peace-building processes place insufficient focus on education, media and culture from the very first and also do not give sufficient attention to the long term.

In looking at the Middle East and North Africa, the Netherlands National Commission for UNESCO aims to determine the extent to which this distinction is also made in transition process policies. The Commission wishes to draw attention to the effects of excessively instrumental policy that does not focus enough on the long term and underestimates the role that education, media and culture can play in this regard. To this end, the Netherlands National Commission for UNESCO will organize an expert meeting for scientists, policymakers and organizations involved in post-conflict interventions. The purpose of the meeting will be to translate observations on transition processes in the Middle East and North Africa into lessons learned and thereby lay a foundation for more sustainable interventions. The expert meeting is to be announced on www.unesco.org, with publication of the report and recommendations on this website and those of other relevant international organizations. In addition, the Commission wishes to make an active and substantive contribution to the conference

that the PCPD Platform will be organizing at the Secretariat in Paris in the near future for the purpose of exchanging lessons learned. In cooperation with the National Commissions of Norway, Germany, the United Kingdom and/or Canada, it will organize a workshop or a presentation there. These countries have experience in capacity building in post-conflict areas and/or are interested in policy development in the PCPD field.

UNESCO's PCPD Platform has set the following goals to support the transition processes in the Middle East and North Africa:

- Improve the quality of education;
- Intensify freedom of expression and access to information;
- Protect and preserve cultural heritage;
- Create economic opportunities to combat youth unemployment;
- Cultivate democratic societies.

Cooperation partners

The Netherlands National Commission for UNESCO aims to cooperate more closely with organizations involved in post-conflict interventions, and will organize a follow-up to the meeting held in the Korzo theatre in 2011. The Commission also wishes to share the outcomes of the aforementioned international expert meeting in an interactive way with the wider Dutch field. The Commission believes it has a clear communicative role to play here, including through the press and professional journals.

Plans for the protection of cultural heritage during and after crisis situations can be developed together with Blue Shield Netherlands, the Cultural Heritage Inspectorate and others, sharing clear links with work carried out in the context of the UNESCO conventions Concerning the Protection of Cultural Heritage and Combating the Illicit Trafficking of Cultural Property. UNESCO considers it one of its duties to formulate future-oriented policy for the period after acute crisis situations.

What	When	Objective
International expert meeting; announcement and report/recommendations on UNESCO.org and other relevant websites	Autumn 2012	Translate observations of what is occurring in the Middle East and North Africa into lessons learned about how policy and interventions can be sustainably deployed
Workshop or presentation during PCPD Platform conference in Paris in cooperation with other National Commissions	TBD	Bring together and share lessons learned at an international level
Seminar for Dutch field; focus on lessons learned in the press and professional journals	2013	Bring together and share lessons learned at a national level

Theme II. Open and Permanent Access to Information

This part of the work programme builds on the results of the theme of the same name in the preceding work programme. It is a broad theme in which the Commission deliberately links the Open Access and digital sustainability subthemes together. In the discussion about Open Access, the Commission also emphasizes that such access includes permanent access to scientific publications and data, and, with respect to the Memory of the World Programme, it emphasizes that the records of science belong to the cultural heritage of the world. The supervisory theme group will be joined by experts of the Netherlands Organisation for Scientific Research (NWO) and the National Library of the Netherlands. The links with the Dutch Memory of the World Committee will be strengthened, particularly in relation to the Digital Sustainability subtheme.

UNESCO will work on this theme in the coming period on the basis of the Open Access Strategy (until 2019) adopted during the thirty-sixth General Conference. The Netherlands National Commission for UNESCO supports the goals specified in this strategy and, in this context, emphasizes the roles for which it believes UNESCO is best equipped. These are: increasing awareness and building worldwide bridges between governments and scientific organizations such as academies of science and funders of science. The position of southern countries remains a key area of focus. Since the instruments required to actually achieve broader access to scientific information differ at each locality and for each target group and discipline, a global organization like UNESCO must abandon specific instrumental approaches and, instead, promote general and human rights-based arguments in favour of open access. Based on a neutral position, UNESCO can act as link between different stakeholders.

International conference as part of the UNESCO Open Access Strategy

As a follow-up to the expert meeting of January 2011, the Commission is working to organize an international conference on the themes placed on the agenda during the expert meeting, with a view to including the perspectives of southern countries in the discussion about the further development of open access policy. The Commission has opted to do this in cooperation with other National Commissions as part of the Berlin 10 Open Access Conference (7-8 November 2012, Stellenbosch, South Africa). The Berlin Conferences are the open access conferences that have been held at different worldwide locations each year since the adoption of the Berlin Declaration on Open Access to Knowledge in the Sciences and Humanities.

The UNESCO Open Access Strategy also provides for an international conference, which the Commission will advocate linking to existing initiatives. In other words, UNESCO should strive to organize this conference as the eleventh or twelfth Berlin Conference. Active participation in the Stellenbosch edition could contribute to making the Berlin Conferences organizers, and particularly the Max Planck Society, more aware of UNESCO. In this context, cooperation with other National Commissions will take place to the greatest extent possible.

The theme of 'repositories'/'green open access' generated considerable discussion in the expert meeting of November 2011 at UNESCO's headquarters in Paris. The subject brings together many facets that are currently problematic in the open access movement. Where repositories exist, they are only filled in dribs and drabs. One of the reasons for this is that they are set up by institutions, not the scientific community. The issue of raising awareness among scientists themselves therefore remains current. In this context, it is germane to ask whether UNESCO can collect good practices and, on that basis, provide recommendations about what institutions can do to ensure repositories are filled. It is also important to ascertain the effect of institutions' repository mandates. Attempts by publishers to have legislation enacted in the United States aimed at prohibiting open access mandates of institutions and funders (Research Works Act) there show that the green open access approach can certainly be

effective. Closely related to this subject are the discussions concerning open access to data, whether or not linked to enhanced publications, and permanent access to publications and data.

EU conference with European Academies of Sciences

As a follow-up to the expert meeting of January 2011, the Netherlands National Commission for UNESCO will continue to draw attention to the role and position of non-European countries, and particularly the emerging economies, in the European discussion about open access. Even where policy is aimed primarily at European countries, it is important not to lose sight of worldwide developments.

On 11 and 12 April 2012, EU Commissioner Kroes will be present at the All European Academies (ALLEA) General Assembly in Rome, where the European academies of sciences will probably adopt a statement on open access. This initiative is a corollary of the aforementioned expert meeting of the Netherlands National Commission for UNESCO, a meeting in which representatives of the European Commission also took part. Preparations for the ALLEA meeting constitute the next opportunity for the Netherlands National Commission for UNESCO to draw attention to the global context of open and permanent access.

Digital Sustainability

The Netherlands National Commission for UNESCO will of course continue to highlight, in general terms, the importance of digital sustainability in the open access discussion. The subject of permanent access proved to be very current during implementation of the 2010-2011 work plan, and the Charter on the Preservation of Digital Heritage remains valuable. Nevertheless, although the associated guidelines had varying effects on national strategies and practical implementation, they have inevitably become partly outdated. Updating these will be tied into UNESCO's international conference on The Memory of the World in the Digital Age: Digitization and Preservation (Vancouver, British Columbia, Canada, 26-28 September 2012). A revision of the Charter will be among the five themes of this conference. Building on the results of the preceding two-year plan and based on the input of other National Commissions, the Netherlands National Commission for UNESCO can make a contribution to this theme. Experiences acquired in the Netherlands with respect to digitization and preservation, such as Images for the Future and the electronic depository of the National Library of the Netherlands, are important experiences to present at this conference.

What	When	Where	Objective
ALLEA Open Science Declaration	11-12 April 2012	Rome, ALLEA meeting	Inclusion of UNESCO open access starting points in the Declaration
Presentation of a paper on Dutch experiences in digital sustainability	26-28 September 2012	Vancouver, The Memory of the World in the Digital Age: Digitization and Preservation	Contributions from the Netherlands to the revision of the Charter by UNESCO
UNESCO contribution to open access conference in cooperation with other National Commissions	7-8 November 2012	Stellenbosch, Berlin Conference 2012	'Internationalization' of the results of the January 2011 Amsterdam meeting; position UNESCO for Berlin 11

Follow-up activities based on the three above meetings	2013		
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C. Communications strategy: greater awareness of UNESCO

The Commission is working to increase awareness about UNESCO and its activities in the Netherlands. In 2011, this core duty resulted in a reformulated communications strategy aimed at increasing UNESCO's profile and reach. Based on this change in strategy, the Commission properly defined and integrated the communication function into its work. For each activity, it determines the messages that it wishes to communicate and the most suitable means for this purpose.

The Commission will make active use of the international calendar of events to increase awareness about UNESCO's programmes and objectives. Among other things, the Commission will communicate more intensively about the Rio+20 conference on sustainable development and the Year of Intangible Heritage, both taking place in 2012, and the International Year of Water Cooperation in 2013. In addition, awarding Dutch UNESCO – L'Oréal International Fellowships for Women in Science provides an excellent platform for communication. The Commission is also exploring new instruments, such as the introduction of an annual UNESCO lecture, and will also seek cooperation with related organizations to reach a wider public. A good example of this is its cooperation with the Wadden Academy, which resulted in two successful lecture series.

In the period ahead, the Commission will make greater use than it has done in the past of the fame of the World Heritage Convention to increase Dutch awareness about UNESCO and the Netherlands National Commission for UNESCO. The fortieth anniversary of the 1972 convention provides a range of opportunities to emphasize both the importance of the convention itself and use its fame to draw attention to less well-known policy areas. In alliance with the Royal Dutch Geographical Society, for example, teaching materials are being developed on the topic of world citizenship, with an emphasis on world heritage. Further attention will also be given to current developments relating to endangered cultural heritage in crisis situations (for example in the Middle East and North Africa).

Target group

Whereas directly approaching school pupils and students was part of the communications campaign in 2011, the emphasis in 2012 and 2013 will be more on teachers and school management. Young people remain an important target group, but will be approached in more indirectly through their teachers and schools, including both UNESCO Associated Schools and others more generally. Target groups in the fields of science and culture will be approached in the specific context of different relevant activities the Commission is carrying in 2012-2013. The general public will be served primarily by additional communication activities organized in connection with the fortieth anniversary of the World Heritage Convention and by an updated website.

Website

Aims for 2012 include a complete modernization of the unesco.nl website. As the Commission's most important means of communication, this website no longer meets modern-day standards. A new website is necessary not only for the success of the communications strategy but also to facilitate the Commission's strategic aim of establishing a substantive link with the website of UNESCO's Secretariat in Paris, unesco.org, and possibly also with the sites of the Commission's cooperation partners. In addition, the Commission will increase its use of other communication channels such as social media, the digital newsletter and free publicity.

What	When	How	Objective
Communication	Continuous; determined separately for each Commission activity	Through the most suitable channels (website, social media, free publicity, targeted communication, press releases, newsletter, etc.)	Continuously increase the profile and reach of UNESCO in the Netherlands
Modernization of the unesco.nl website	Summer 2012	Internally in cooperation with a website design company and website builder	Modern website that is appropriate to the Commission's communication objectives