Preventive action: Capacity-building and outreach activities
STOP THE ILLEGIT TRAFFIC OF CULTURAL PROPERTY!

CAPACITY-BUILDING WORKSHOPS
Preventive action: capacity-building workshops

**GOAL**

- Developing **national legal and operational capacities**; for an **effective and rapid response** (involving different stakeholders) to face up illicit trafficking
- **Training trainers** on the effective use of legal and operational tools;
- **Creating networks** of experts
- **Raising awareness** on the need of fighting against the illicit traffic in cultural property and the importance of the safeguarding cultural heritage
### Audience

- Customs and police officials;
- Cultural professionals (museum staff, archaeologists...);
- Legal experts;
- National officials (including Ministries of Culture, Tourism, Interior);
- Art market professionals

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Alone in the period between June 2012 and November 2014, UNESCO organized:

- 20 workshops
- More than 80 countries involved
- More than 600 participants
STOP THE ILLICIT TRAFFIC OF CULTURAL PROPERTY!

EMERGENCY ACTIONS
• Take action by **mobilizing international cooperation** and **building capacities** at the national and regional level

• Specially in **armed conflict situations** and in the event of **natural disaster**

• **Recent actions** in Egypt, Haiti, Iraq, Libya, Mali and Syria
Emergency Action: Syria

Since 2012: **mobilization of partners** to prevent the illicit trafficking **strengthening border controls**

Three-year project financed by the **European Commission**

**MAIN LINES OF ACTION:**

**Damage assessment**
- Establishment of observatory
- Improving of inventories

**Awareness-raising activities**
- Mini-clips
- Documentary

**Technical assistance**
- Development of police database of looted artifacts
- Training of police and customs
- Training of national stakeholders.
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AWARENESS-RAISING ACTIVITIES
WHY?

The support of the general population is crucial for criminalizing an activity: a change in the general mindset is needed

WHOM?

All segments of population must be included, and materials need to be adapted to their particular needs:

- **The general public**, especial focus on:
  - tourists
  - local communities
  - young generations and students

- **Specialists in the field**?
Production of Communication tools

• **Audiovisual materials** (mini clips, TV spots, documentaries, radio messages…)

• **Publications** (books, magazines…)

• **Materials for kids** (games, cartoons, comic strips, animated movies…)

• **Printed materials** (posters, poscards, stickers, etc.)

Dissemination of tools

- UNESCO’s channels, including digital and social media

- with the support of UNESCO’s partners, FOs and Natcoms, governmental authorities

- through **mass media**

- Reinforced by Awareness-raising workshops with journalists and media
Anti-trafficking campaign

YOUR ACTIONS COUNT
BE A RESPONSIBLE TRAVELLER
WHAT CAN YOU DO?

#traveldonttraffic
UNESCO, UNWTO and UNODC launched a global campaign against different forms of illicit trafficking, including against the trafficking of cultural property.

**Aim:**
Raise awareness among **tourists**

**Tools:** leaflets, website, clips

Soon distributed among **partners:** Marriott Hotels, Sabre holdings
Audiovisual materials

Mini-Clips (South-East Asia, East Asia, Caribbean, East Africa)

“Heritage is identity, don’t steal it”

• Goal: to inform tourists who are likely to be offered cultural property of illicit origin when travelling
• Distribution: Public spaces and travel areas (airports, train stations, travel offices, etc.), touristic sites (like those inscribed on the World heritage List), embassies of the concerned countries
SOCIAL MEDIA
Documentary on UNESCO’s action to combat illicit trafficking

Documentary with a special focus on Latin America
Video Clips Iraq

- **Three television spots** in Arabic. Alerting local populations about the risk of trafficking in Iraqi cultural property.
Publications
International Code of Ethics for Dealers in Cultural Property

- Initiative by UNESCO
- Based on various national codes and Dealers' Codes
- Builds on the principles of the 1970 Convention
Posters, postcards, stickers
Postcards (North Africa)

Le patrimoine c'est notre identité. PRÉSERVONS-LE.

Masque de Gorgone
Il a été volé en 1996 sur le site antique d'Hippone (Annaba) en Algérie puis restitué en 2014 par la Tunisie.
Activities for children

‘Cultural heritage in a box kit’ for students in the Orkhon Valley, Mongolia

Conceived by local teachers in specific workshops

It includes:
• games, copies of cultural objects, maps, open visual materials
• key concepts for teachers (UNESCO Conventions, Mongolian Legislative Framework, Heritage Sites across Mongolia)

Distributed among the UNESCO Associated Schools Network in Mongolia
Activities for children

A magazine for children and young people with comic strips regarding the risks of cultural-property trafficking in Latin America.
Comic strips for younger generations adapted to Algeria, Mauritania, Morocco and Tunisia
Infographic movie for children in Iraq

- Animated **cartoon** in Arabic to raise awareness among **young Iraqis** of the importance of preserving their cultural heritage

- Distributed in the context of the **“Civic Values project”** for adolescents in Iraq