

## MEMORANDUM OF UNDERSTANDING

Dated the 28<sup>th</sup> of May 2009

BETWEEN

UNESCO, United Nations Educational, Scientific and Cultural Organization, 7, place de Fontenoy, 75352 PARIS 07 SP France, represented by its Director, World Heritage Centre of UNESCO (hereinafter referred to as "UNESCO"),

AND

Regional Competence Center for Cultural Heritage, Ecology and Economy/Dipartimento di Cultura del Progetto at the Second University of Naples situated in Monastero di San Lorenzo ad septimum, 81031 Aversa (Caserta) – Italy, (hereinafter referred to as "Second University of Naples ")

### CONSIDERING THAT

- the Project Forum UNESCO - University and Heritage (hereinafter designated as "The Project") is a UNESCO project for undertaking activities to protect and safeguard the cultural and natural heritage, through an informal network of higher education institutions;
- the Project aims at mobilizing the universities to share programmes and knowledge, academic staff and students, and to promote dialogue and cooperation among universities worldwide, based on a spirit of sharing and solidarity corresponding with the ideals of UNESCO's Constitution;
- UNESCO and the Polytechnic University of Valencia (hereinafter designated as "UPV") signed an agreement in 1995; to which a Protocol was signed on 28 February 2005. Article IV of this Protocol stated that "The institutions that will be allowed to join the network by joint decision of UNESCO and the Polytechnic University of Valencia shall be invited to join by means of an exchange of letters / Memorandum of Understanding with UNESCO, in which the responsibilities of the parties will be defined";
- by letter dated 22<sup>nd</sup> April 2009 UPV has agreed that the Second University of Naples should join the Project. Thus, the Second University of Naples by signing the present Memorandum of Understanding officially joins the Project as an affiliated institution;
- both UNESCO and the the Second University of Naples are committed to research and education for the protection, conservation and enhancement of cultural and natural heritage and to the promotion of international legal instruments and standards for this purpose, in particular, the 1972 UNESCO "Convention concerning the Protection of the World Cultural and Natural Heritage";
- the two parties are desirous of working in a spirit of cooperation to reinforce links between their institutions, through joint research, academic staff and post-graduate students' development and exchange, in the framework of the Project.



**THE TWO PARTIES AGREE:**

**Article I**

**UNESCO shall:**

- I.1 Contribute to the identification and selection of graduate or post-graduate research themes in different regions of the world, especially for those pertaining to sites on the World Heritage List and national tentative lists, to be adopted in the four-year plan of activities (cf. Article III.1 below),
- I.2 Facilitate communication and access to the World Heritage sites and their management authorities, for the implementation of activities agreed upon as set out in Article IV.1 below,
- I.3 Co-finance, subject to the availability of funds and to quality requirements, the publication of the research papers and proceedings of the conferences / seminars and workshops as part of the official World Heritage Papers series or World Heritage Publications,
- I.4 Encourage, consider and evaluate the proposals of creation of UNESCO UNITWIN Chairs on cultural or natural heritage programmes (cf. Document UNESCO UNITWIN Chairs Practical Guide attached) submitted by universities.

**Article II**

The Second University of Naples **shall:**

- II.1 Commit staff time and the necessary space, equipment and services to support the faculty and graduate students involved in World Heritage work, according to the plan of cooperation agreed upon (cf. Article III.1 below),
- II.2 Ensure that the research project, to the extent possible, corresponds to the needs and requests of cooperation from the States Parties to the *World Heritage Convention* for the protection, conservation and preservation of cultural or natural properties, especially those inscribed on the World Heritage List and that these projects are defined in conjunction with UNESCO,
- II.3 Give access to knowledge, insights, methods of education and research to colleagues and students from different regions of the world either during faculty and students visits to the host countries or during their work or studies in the Second University of Naples,
- II.4 Support its staff and faculty through student tuition and fees, for the purpose of implementing the activities agreed upon in the four-year plan of cooperation and activities (cf. Article III.1 below), being understood that UNESCO will support to the best of their respective abilities, grants proposals being submitted by the Second University of Naples to funding bodies,
- II.5 Submit to UNESCO proposals to set-up a thematic research project indicating the following: (a) brief summary of the research project (3,000 words maximum), (b) name,



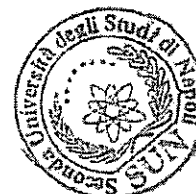
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address and contact person of partner universities (three to five other universities from other countries and regions of the world); (c) duration of the thematic research project (minimum two years, maximum four years) with a draft work schedule; (d) estimated budget and funding resources envisaged; the aforesaid proposal shall be submitted to UNESCO after the signature of the joint four-year plan of cooperation and activities (cf. Art. III.1 below) and before 30 June of the following year. This proposal shall then be submitted before 30 June of each following year and subject to acceptance by UNESCO within two months (before 30 August of each year). UNESCO will provide an official letter of acceptance to facilitate the university partners to seek financial grants and technical cooperation from the concerned authorities. The university partners of the research team will work in consultations with UNESCO on the agreed-upon theme and present the results of their work to UNESCO; which subject to the recommendation by UNESCO, they may be considered for publication by UNESCO.

### Article III

#### The two parties shall:

- III.1 Establish jointly and by mutual agreement a four-year plan of cooperation and activities taking into consideration the issues of concern to UNESCO in the field of Cultural and/or Natural (to be defined) World Heritage, as noted by its statutory organs (General Conference, Executive Board and the World Heritage Committee); this four-year plan strategy should be defined within the first year after the signature of the present Memorandum of Understanding. These activities would be undertaken in concertation with the national authorities of the corresponding World Heritage sites.
- III.2 Select by mutual agreement, cooperation in the following areas of activities: collaborative research projects, involving planning, design and management issues, exchange of postgraduate students, students grant programmes, summer universities, operational work camps, academic staff exchanges or development programs between universities, including study visits at UNESCO; consultancy services, promotional events and activities (exhibitions, itinerant exhibitions, conferences), organization of national, regional or international meetings.
- III.3 Set up a two-year calendar of activities, defined in concert between the two parties, after mutual agreement on the four-year plan strategy. Any party willing to change this calendar should inform the other with three months' notice.
- III.4 Call for Papers, defined in concert between the two parties, at least one year ahead of the meeting.
- III.5 Share documentation and provide free access to available respective databases.
- III.6 Cooperate with a view to producing joint publications and disseminate lessons learned from their joint projects and research. Contribute financially - when foreseen and subject to the availability of funds - to the joint publication of reports and research.



## Article IV

### Supplementary Agreements or Supplementary Memoranda of Understanding

IV.1 Supplementary Agreements or Supplementary Memoranda of Understanding within the framework of this general Memorandum of Understanding may be prepared, as necessary, for specific activities in areas of cooperation listed in III.1 and III.2 above.

IV.2 Such Supplementary Agreements or Supplementary Memoranda of Understanding may be prepared in accordance with University policy and UNESCO policy. These Supplementary Agreements or Supplementary Memoranda of Understanding will specify details of agreed activities and programmes, including the responsibilities and contributions of the parties.

## Article V

### Commencement and duration of this Memorandum of Understanding

V.1 This Memorandum of Understanding shall take effect on the date of signing. Each party may terminate the present Memorandum of Understanding upon a month prior written notice to the other party. In case the Project is terminated by UNESCO, the present Memorandum of Understanding is automatically terminated on the date UNESCO terminated the Project.

## Article VI

### Transfer of assignments, rights or obligations

VI.1 Any assignments or transfers of rights or obligations under this agreement by any party shall require the prior written consent of the other parties.

## Article VII

### Legal Status

VII.1 The parties shall be considered to be independent of each other and not in a relationship of principal or agent. The name and logo of any party cannot be used without the prior written agreement of that party. Neither the Second University of Naples, nor anyone whom the Second University of Naples employs to carry out the work is to be considered as an agent or member of the staff of UNESCO and, except as otherwise provided herein, they shall not be entitled to any privileges, immunities, compensation or reimbursements, nor are they authorized to commit UNESCO to any expenditure or other obligations.

VII.2 The Second University of Naples shall not use the name, acronym or emblem (logo) of UNESCO except with the prior authorization in writing of UNESCO.



## Article VIII

### Force of this Memorandum of Understanding

VIII.1 The areas of agreement outlined in this Memorandum of Understanding are not binding to either of the parties, but are described to facilitate detailed and specific negotiations between the parties leading to the preparation and signing of formal project-based agreements when necessary.

SIGNED for and on behalf of

Signature

*Carmine Gambardella*



Prof. Carmine Gambardella  
Vice-Rector Second University of Naples (SUN)  
Dipartimento di Cultura del Progetto  
Monastero di San Lorenzo ad septimum  
81031 Aversa (Caserta) - Italy

AND

Signature

*Francesco Bandarin*

SIGNED for and on behalf  
Mr. Francesco BANDARIN  
Director  
World Heritage Centre  
UNESCO  
7, place de Fontenoy  
75352 PARIS 07 SP  
France

## ANNEX 1

### STRATEGY

The Regional Centre for Cultural Heritage, Ecology and Economy (BENECON Centre) of the Second University of Naples (SUN) avails of 250 researchers from four universities of the Campania Region and two research centres and a wealth of state-of-the-art scientific instrumentation.

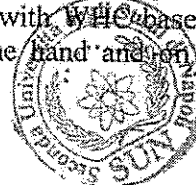
The range of activities of the Centre is focused on three macro-areas:

- Environment;
- Description of the territory;
- Investigation of the structure and chemistry of materials.

The Centre holds a patent for the Carta Uni.Te.Mi.Ca (Catalogued Minimal Unit of the Territory Map), a platform which appoints the network of competences through the processes of differentiation and measurement of all the material and immaterial components of the natural and man-made environments. It supplies support to strategic environmental evaluation processes for territorial planning, introducing the principle of pre-emptive environmental analysis to any type of planning choice (Directive 2001/42/CE).

Taking into account the expertise of its professors/scholars and scientific instrumentation available, the BENECON Centre proposes, for the four-year duration of the MoU, the following activities:

- 1. Elaborate and publish researches** on the impacts of World Heritage listing for the Campania Region World Heritage sites and on the natural and cultural sites conservation and management. The economic, cultural and social benefits of the World Heritage listing as well as its negative effects will be investigated. Furthermore, the result of World Heritage listing on tourism in Campania will be considered and strategies to promote, coordinate and diversify the tourism flow in this region will be proposed. The research will investigate through comparative analysis, case studies and 'best practices' examples worldwide on the management of World Heritage sites.
- 2. Establish contacts among the main stakeholders** involved in the management of Campania World Heritage sites: Italian Ministry of Heritage and Cultural Activities, Italian National Commission for UNESCO, Italian Federation of UNESCO Clubs, Italian Association of World Heritage sites, regional, provincial, local administrations, regional universities, World Heritage sites managers, local communities, NGOs, cultural associations and private companies. This will facilitate the awareness-raising among stakeholders about World Heritage sites and coordinate strategies to adopt for the management of World Heritage sites. This will be realized through small group conferences, seminars and workshops at the BENECON Centre.
- 3. Provide short-term training sessions and consultations** to Campania World Heritage sites staff on issues of conservation and management of monuments and sites. The subjects/topics and scope of these short-term educational sessions will be defined in agreement with ~~WHEC~~ based on SUN, BENECON Centre staff experience and research activities on the one hand and on the World

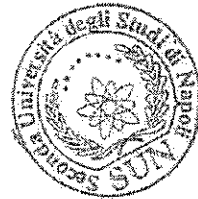


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Heritage Committee's expectations on the other hand. The objective of these training sessions will be, among others, to improve the World Heritage sites periodic report exercise.

4. **Set-up an international network of educational, research and professional organizations** and of, (local) authorities that aims at exchanging experiences, research and practices through the organization of conferences and workshops facilitating the exchange of students, scholars and professors.

5. **Submit a candidature for the establishment of a UNESCO UNITWIN Chair** in Cultural Heritage, Ecology and Economy at SUN, BENECON Centre.



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## ANNEX 2

### DETAILED 2-YEAR WORKPLAN

#### First concrete short-term actions to be started

##### AIMS

- Improve the management of all Campania World Heritage sites
- Improve the awareness of World Heritage values among the main stakeholders
- Create a network of Campania World Heritage sites which will share expertise, projects, vision and strategy in terms of management, especially for what concerns tourism issues.

##### ACTIONS

1. **Elaborate researches focusing on the impacts of World Heritage listing** for the World Heritage sites in the Campania Region and on the natural and cultural sites conservation and management. The research topics have been chosen through an examination on the main issues related to the World Heritage sites in the Campania Region. These have been documented through an analysis of the UNESCO Periodic Report and Action Plan 2005-06 and through interviews with the Director of UNESCO World Heritage Bureau of the Italian Ministry for Cultural Heritage and Activities (MiBAC) and managers of Campania World Heritage sites. Furthermore, site visits and direct observations at World Heritage sites have been made.

##### Research topics of interest:

- Which are the economic, cultural and social benefits of World Heritage listing?
- Which are the economic benefits of site conservation to be used as arguments to raise funds from private or institutional donors?
- How should one proceed to set up a matrix of indicators to measure these impacts according to the typology of World Heritage sites?
- How may one assist the authorities in their management efforts?
- How could universities be better connected with World Heritage sites?
- How could World Heritage sites interpretation be improved by providing information to visitors about site conservation efforts?
- How could World Heritage sites management training courses allow World Heritage site managers to elaborate and implement site management plans?

##### World Heritage sites to be investigated:

- Historic Centre of Naples (1995, criteria ii,iv);
- The 18th Century Royal Palace at Caserta, with the Park, the Aqueduct of Vanvitelli, and the San Leucio Complex (1997, criteria i,ii,iii,iv);
- Archaeological Areas of Pompeii, Herculaneum, and Torre Annunziata (1997, criteria iii,iv,v);
- Costiera Amalfitana (1997, criteria ii,iv,v);



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- and Cilento and Vallo di Diano National Park with the Archaeological sites of Paestum and Velia, and the Certosa of Padula (1998, criteria iii,iv).
2. **Set-up an international network of educational, research and professional organizations** and of, (local) authorities that aims at exchanging experiences, research and practices. This can facilitate the exchange of students, scholars and professors. Participation at international conferences on the topic fieldworks will be set up according with the funding available at BENECON Centre.
  3. **Organize in 2010 an International Conference** to disseminate the preliminary results of this research and raise awareness among all the main stakeholders involved.
  4. **Publish research and proceedings of workshops/seminars and conferences** in Italian and English within one year after the International Conference, with the aim to disseminate these outcomes widely among the international and local communities, policy-makers and World Heritage sites managers worldwide.



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