

Sustainable Development through designations: visioning a healthy future

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Created in 1945



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture



Created in 1957

• Canadian
• Commission
• for UNESCO
•
• Commission
• canadienne
• pour l'UNESCO
•

***“ Building Peace in the minds
of men and women ”***

UNESCO

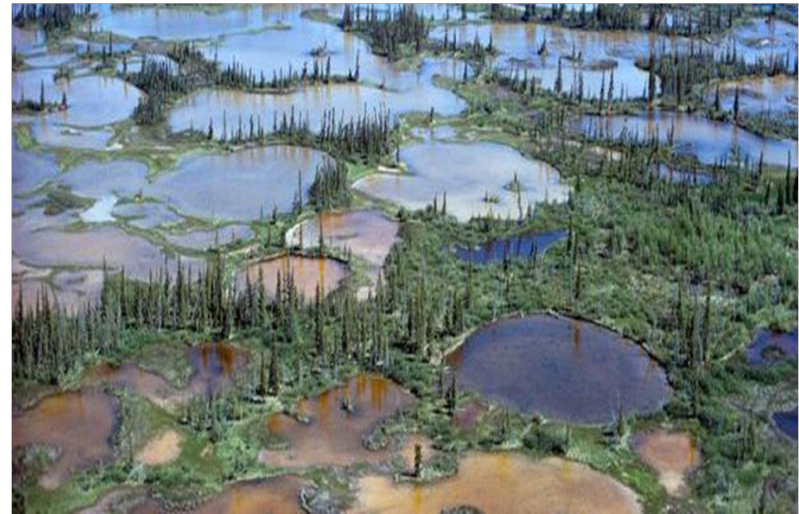


- Intergovernmental organization with 193 Member States
- Five sectors: Education, Natural Sciences, Social & Human Sciences, Culture and Communication & Information
- 18 international conventions: ALL with no legal obligation
- Examples:
 - World Heritage Sites (cultural sites) (1972)
 - Protection of Performers, Producers of Phonograms and Broadcasting Organizations (1961)
 - Recognition of Qualifications concerning Higher Education (2019)

Other designations from specific programmes

- Man and Biosphere: Biosphere Reserves (1970)
- Geoparks (2000)
- L'Oréal-UNESCO For Women in Science (1998)
- World Water Assessment (2000)

- ** All designations of UNESCO go to the national commissions like the Canadian Commission for UNESCO



Not all UNESCO conventions are in Paris

- Some are housed under the International Union for Conservation of Nature (UN organization established by UNESCO in
- World Heritage Sites (ecological sites) (1972)
- Ramsar Convention (1971)

****These designations do NOT go to the Canadian Commission for UNESCO. Due to their status: there is no influence of UNESCO on these designations**



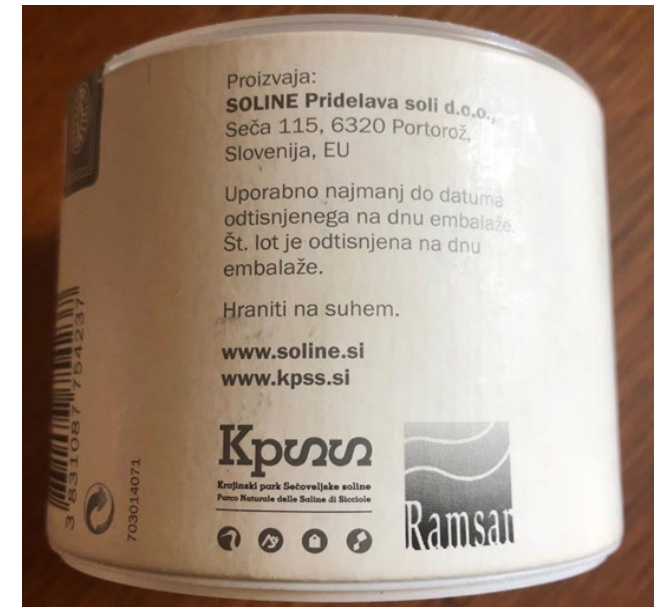
Objectives

- Unified and sustainable way to promote the economic well-being of the people who live in these designated areas while protecting its environment
- Note in ALL designations: organizations need to be grassroots, community-based, cooperative, inclusive; they need to find their own funding for activities



Advantages of these designations

- Pride & community support through globally recognized level of significance
- Funding opportunities and leveraging for tourism, economic development, resource management, and species protection
- Marketing / promotional opportunities linked to site activities, services, & products
- Education and awareness of ecosystem services wetlands provide
- Science and research laboratory model (e.g., Brock-NPC)



Economics of tourism

- 2012: international tourism: 1 billion international arrivals, Forecast to rise to 1.8 billion by 2030
- E.g.: In the Everglades, around USD450 million in direct and indirect expenditures by tourists and from employment in the tourism sector
- Considering the potential increase in boating in the Seaway and significant increase in appreciation for nature, outdoor recreation, angling, bird watching - potentially huge economic gain for the Niagara region
- Opportunity to increase Covid recovery “backyard” tourism to regions of Niagara: farm to table culinary, local markets, small businesses, hiking and biking tours



Thank you

