



United Nations
Educational, Scientific and
Cultural Organization



Protecting our world heritage: The insurance industry's commitment to protect World Heritage Sites



Aug and Sep 2018 webinars

1. Introduction

2. About world heritage

3. WWF's Shared Heritage campaign

4. Protecting our world heritage:
The insurance industry's
commitment to protect World
Heritage Sites

5. Questions

World Heritage Sites



Many of the world's most famous places—those with unparalleled natural and cultural beauty, significance and/or biological diversity such as the Galápagos Islands, the Grand Canyon, the Great Barrier Reef, Mount Kilimanjaro, and the Pyramids of Egypt—have been designated as World Heritage Sites by the United Nations Educational, Scientific and Cultural Organization (UNESCO) World Heritage Convention.



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In support of



World
Heritage
Convention

The World Heritage Convention 1972



- 193 state parties (governments) have ratified the convention, making it one of the most widely recognised international agreements
- Links together in a single document the concepts of nature conservation and the preservation of cultural properties
- Recognises the way in which people interact with nature, and the fundamental need to preserve the balance between the two
- Defines the kind of natural or cultural sites which can be considered for inscription on the World Heritage List



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The World Heritage Convention

Listing and reviewing of World Heritage Sites (WHS)



WHC.17/01
12 July 2017

Operational Guidelines for the Implementation of the World Heritage Convention

UNITED NATIONS EDUCATIONAL, SCIENTIFIC
AND CULTURAL ORGANIZATION

INTERGOVERNMENTAL COMMITTEE
FOR THE PROTECTION OF THE
WORLD CULTURAL AND NATURAL HERITAGE



WORLD HERITAGE CENTRE

These [guidelines](#) explain:

- Definitions
- Process for inscription of sites
- Role of advisory bodies (e.g. International Union for Conservation of Nature (IUCN))
- Modifications for site boundaries
- Process for monitoring the state of conservation
- Procedure for listing of sites as in danger
- Procedure for eventual deletion

WHS: Outstanding Universal Value (OUV)



The 2017 Operational Guidelines to the World Heritage Convention state that these places are recognised globally for their **outstanding universal value**, defined as:

“cultural and/or natural significance which is so exceptional as to transcend national boundaries and to be of common importance for present and future generations of all humanity. As such, the permanent protection of this heritage is of the highest importance to the international community as a whole.”

WHS: Links to UN Sustainable Development Goals



Currently, there are nearly 1,100 natural, cultural, and mixed World Heritage Sites across the globe. Natural World Heritage Sites, in particular, provide vital resources such as food, fuel and water; perform environmental services such as stabilising soils, preventing floods, and capturing carbon; and contribute significantly to economies through jobs, tourism, recreation, and exports.



Jewels in the crown are threatened

247 natural World Heritage Sites

108 countries

Outstanding Universal Value

<1% of the Earth's surface

Almost half of natural World Heritage Sites are threatened by harmful industrial activities such as exploring and extracting oil, gas and minerals; illegal logging; overfishing; unsustainable use of water; and large-scale infrastructure projects such as dams, pipelines, roads, and mega ports

Questions?

Why WWF got involved: Virunga National Park, Democratic Republic of the Congo (DRC)



**SOCO,
THERE ARE SOME LINES
YOU DON'T CROSS —
EXPLORING FOR
OIL IN AFRICA'S
MOST BIODIVERSE
NATIONAL PARK
IS ONE OF THEM.**

Soco International plc is intending to explore for oil in Virunga, a UNESCO World Heritage Site.
Help keep oil exploration out of Africa's oldest national park.

DRAW THE LINE
#SOSvirunga - panda.org/virunga

Why WWF got involved: Virunga National Park, Democratic Republic of the Congo (DRC)



Soco announced that it had written off \$68 million (£43.9m) on its Virunga venture, which it described as an “expensive, painful experience we would not repeat”.

**SOCO,
THERE ARE SOME LINES
CROSS —
FOR
A'S
VERSE
ARK
HEM.**

Soco International plc is intending to explore for oil in Virunga, a UNESCO World Heritage Site.
Help keep oil exploration out of Africa's oldest national park.

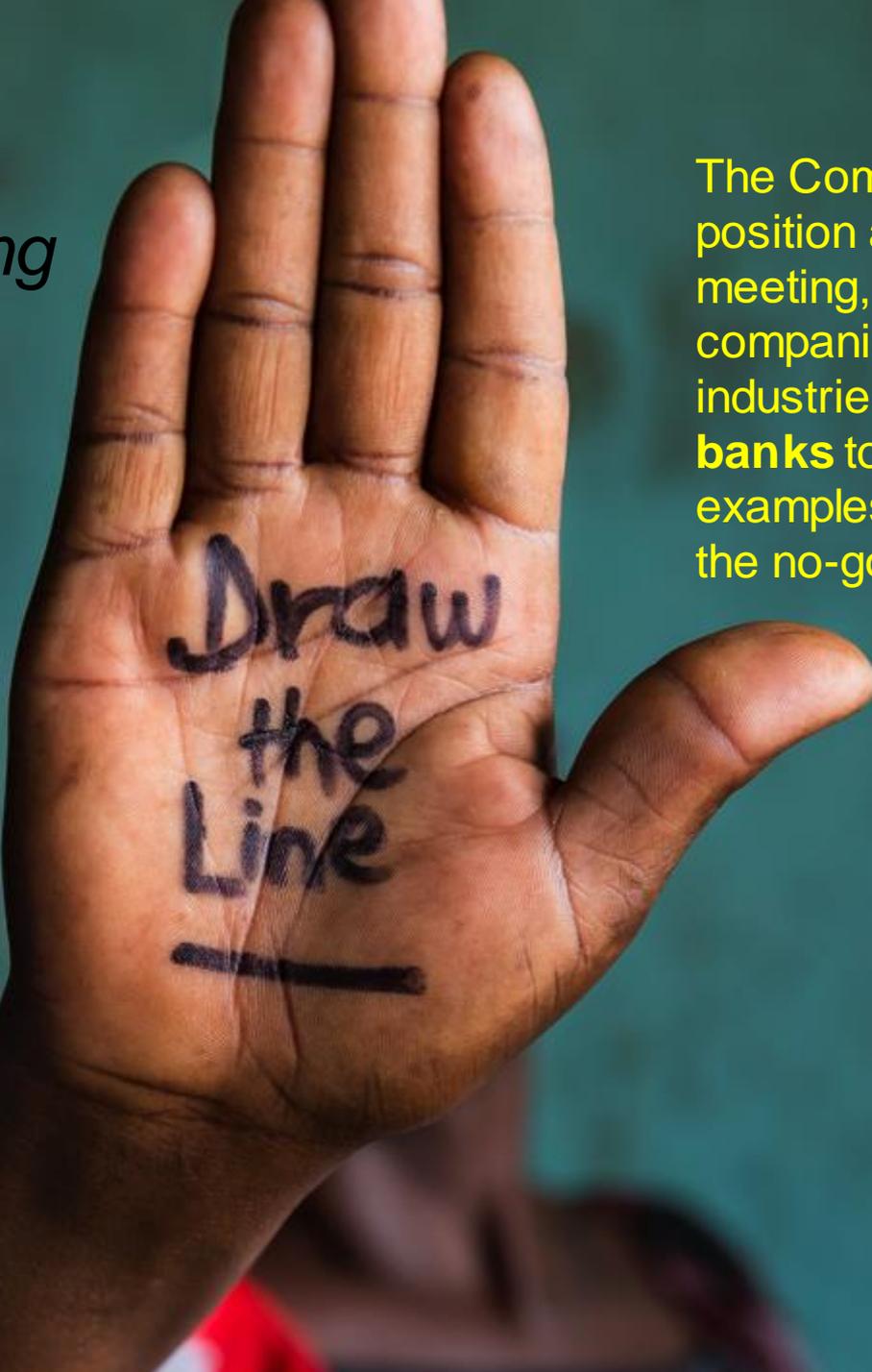
DRAW THE LINE
#SOSvirunga - panda.org/virunga

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Together, Saving Our Shared Heritage

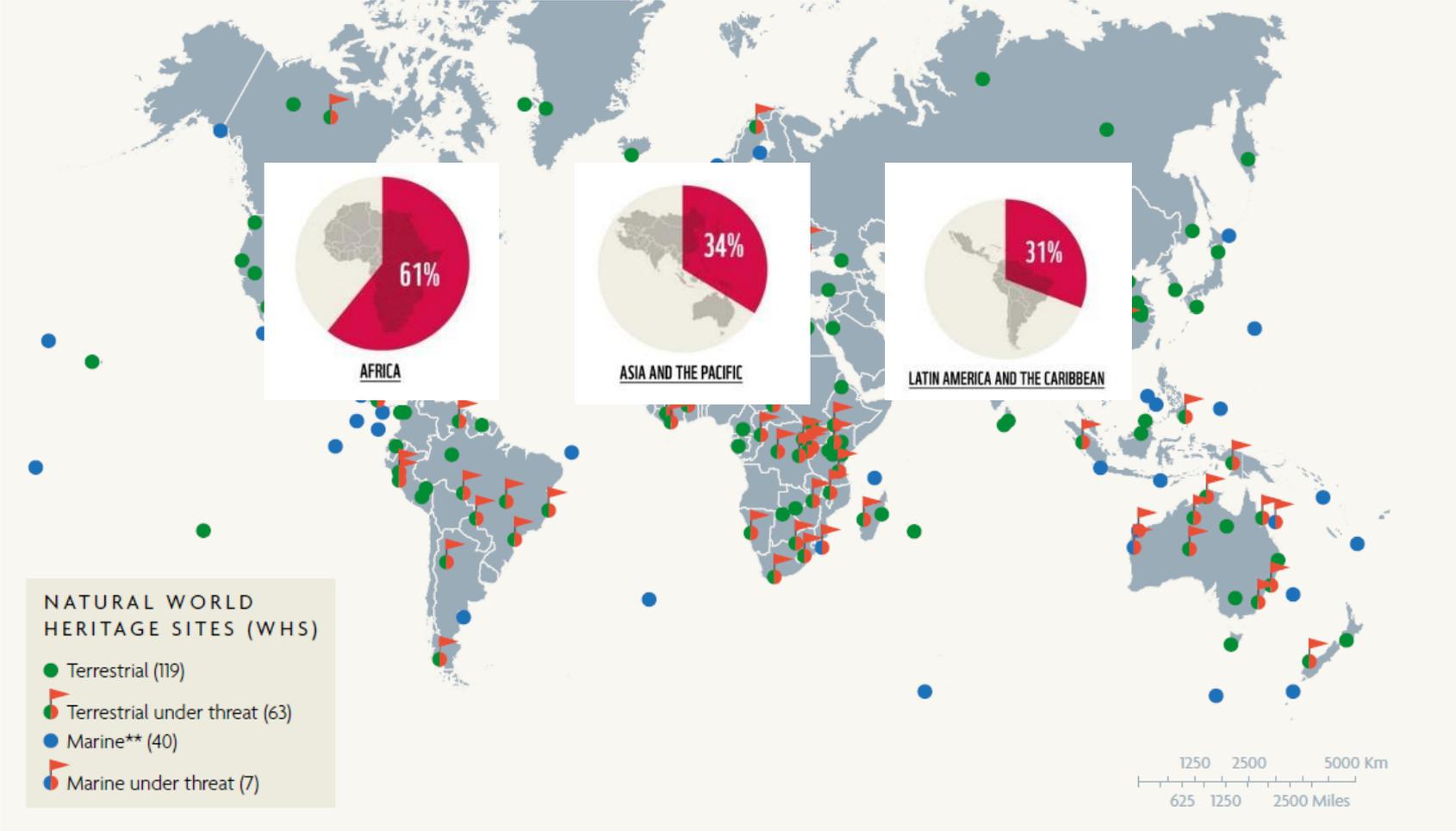
“The World Heritage Committee has been consistent that it considers extractive operations as incompatible with World Heritage site status.”

A close-up photograph of a person's open palm, facing the viewer. The words "Draw the Line" are written in black marker on the palm. Below the text is a single horizontal black line. The background is a blurred teal color.

Draw
the
Line

The Committee reiterated this position at its June 2014 meeting, calling “on other companies in extractive industries and **investment banks** to follow these examples to further extend the no-go commitment”

Natural World Heritage Sites potentially threatened or impacted by extractive activities



Source: The role of institutional investors in protecting natural World Heritage sites from extractive activity, AVIVA Investors, Investec and WWF, September 2015

PROTECTING PEOPLE THROUGH NATURE

NATURAL WORLD HERITAGE SITES AS
DRIVERS OF SUSTAINABLE DEVELOPMENT

A REPORT FOR WWF BY
Dalberg

WWF's campaign



≈1/2 of all natural World
Heritage Sites threatened by
harmful industrial activities
≈11million+ people rely on
these sites being protected





The Guardian

@guardian



Follow

Half of world heritage sites threatened by development, says WWF



Half of world heritage sites threatened by development, says WWF

Charity concludes that at least 114 of 229 world heritage sites of outstanding importance for species and habitats are at risk from mining and other activities

theguardian.com

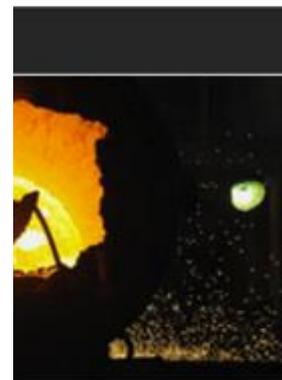
搜索透网站



订阅

新闻人物, 财经视点, 资讯

NF



成为重要经济任务, 钢铁行





UNESCO @UNESCO · Apr 6

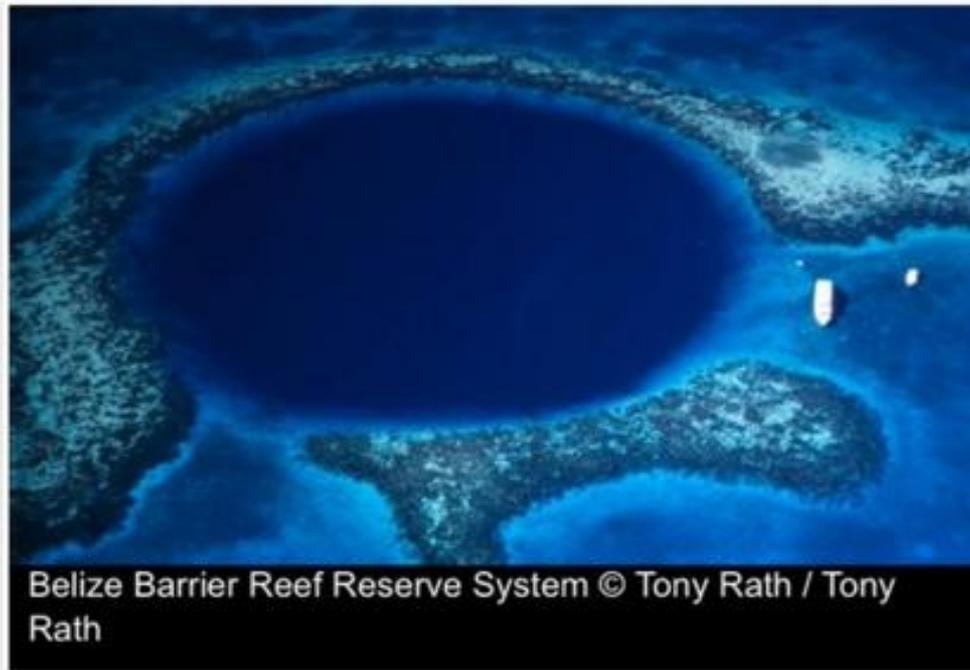
UNESCO #WorldHeritage Centre calls 4 united action to protect vulnerable sites whc.unesco.org/en/news/1473 @fionaharvey



Following

vulnerable sites

Wednesday, 6 April 2016



Mechtild Rössler, Director of the UNESCO World Heritage Centre, acknowledges the great efforts of

Is industry not

explore or mine in
:SG

reef #makeyourmark



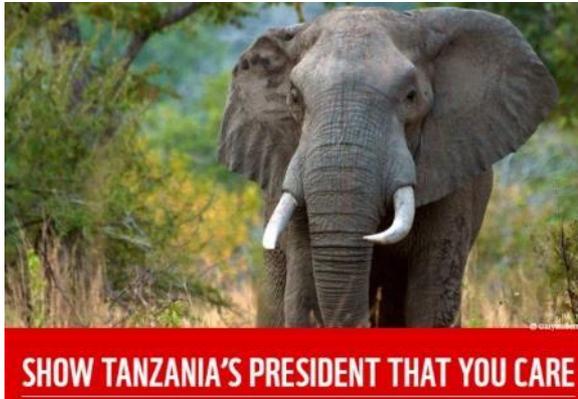
Flagship sites: Belize, Selous, Doñana



In April 2016, WWF launched a global campaign to safeguard natural World Heritage Sites and protect them from harmful industrial activities such as extractive industry operations



SAVING OUR SHARED HERITAGE
World Heritage sites belong to all of us. We must safeguard the benefits they provide.



Share this:    

SELOUS: TANZANIA'S LARGEST WILDERNESS IN DANGER

SAVE TANZANIA'S LARGEST WILDERNESS.

Selous Game Reserve is one of Africa's largest wild areas, but it's in danger from industrial scale threats like poaching. In less than 40 years, it's lost 90% of its elephant herds. You can help.



Dr. John Pombe Magufuli
President of Tanzania

Dear President Magufuli,
Selous is our shared heritage. Please save:

- THE ENVIRONMENT
- LOCAL LIVELIHOODS
- RARE WILDLIFE
- ECONOMIC VALUE

Dear President Magufuli
I ask you to secure the protection of Selous as a positive legacy of your leadership for Tanzanians and the world.

The Environment
In 2014, UNESCO placed Selous Game Reserve on the List of World Heritage in Danger. It is facing severe threats from industrial-scale poaching and other harmful activities that must be stopped. Tanzania and the international community should stand together to safeguard the environmental, social and economic values that Selous provides.

Sincerely, a champion of Selous

Source: wwf.org.uk/selous

Case study: Grupo Mexico



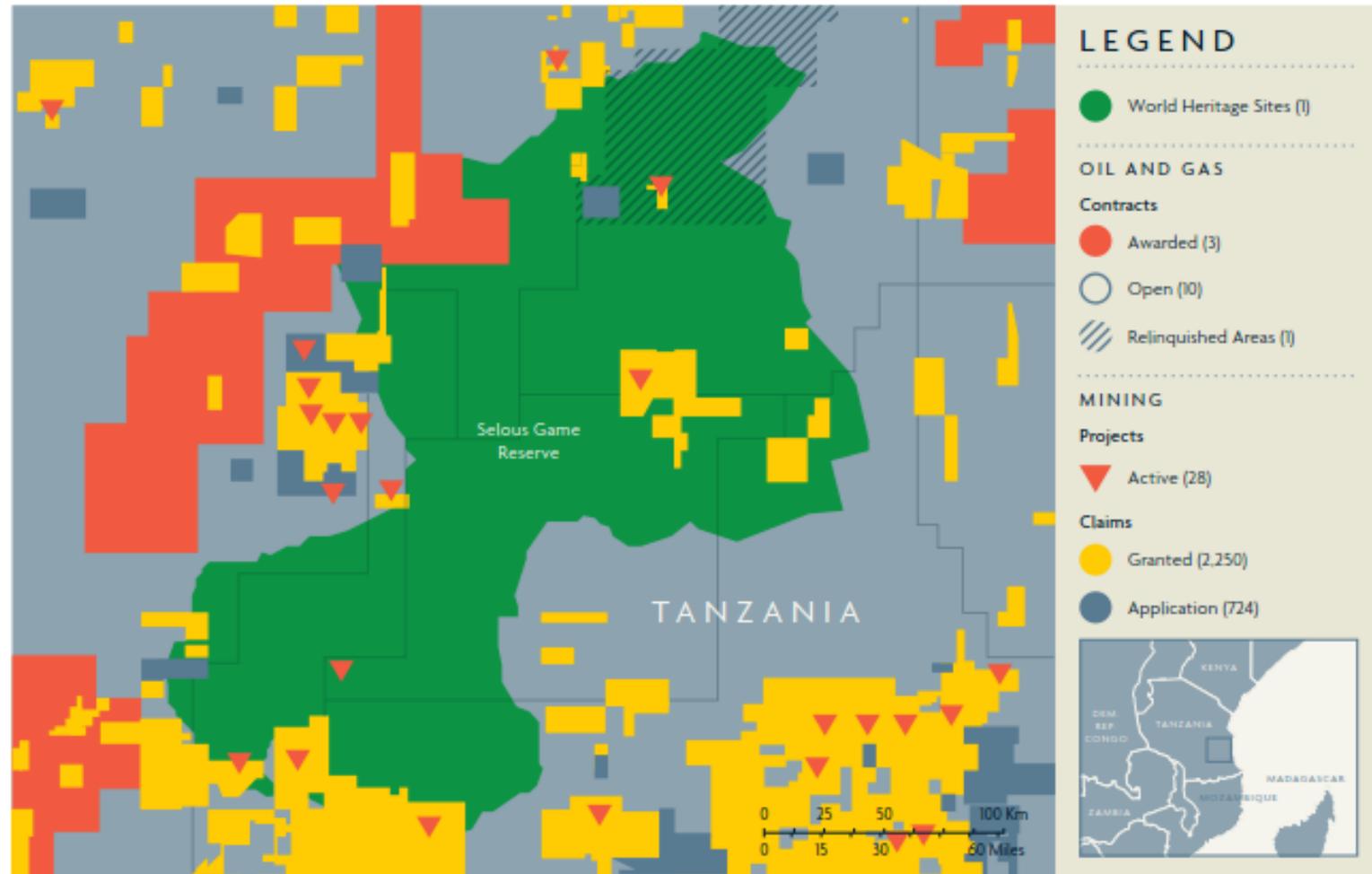
- Fourth largest copper producer in the world
- Mines lead, silver, zinc and gold. Engages in railroad services and infrastructure construction
- Operates mines, smelters and refineries in Mexico, United States, Peru, Chile, Argentina and Ecuador

Operations in / around two different World Heritage Sites:

- Doñana National Park in Spain
- Monarch Butterfly Biosphere Reserve in Mexico



Example: Spatial intelligence to protect WHS Selous Game Reserve, Tanzania



Data source:
World Heritage Sites: IUCN and UNEP-WCMC (2015). The World Database on Protected Areas (WDPA) [On-line]. [06/2015]. Cambridge, UK: UNEP-WCMC.
Available at: www.protectedplanet.net.
Oil and Gas: Drillinginfo, Inc. [Accessed (20/07/2015)]
Author: Pablo Izquierdo (pizquierdo@wwf.no), WWF-Norway, 2015.

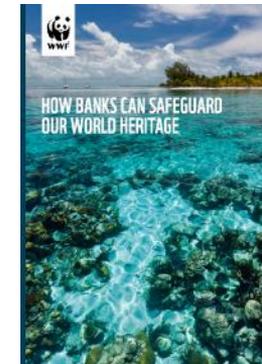
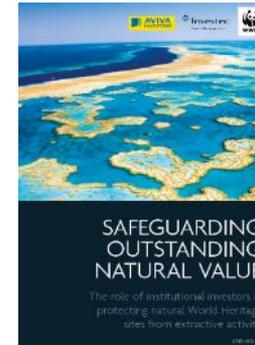
Financing threats to World Heritage Sites



Three main factors contribute to enabling threats to World Heritage Sites and other protected areas:

- **Governments** are inviting industrial companies into these areas
- **Companies** unconcerned or ignorant about these areas' protected status are willing to go in
- **Financial institutions** (often unwittingly) find themselves lending/insuring/investing in projects that are environmentally and/or socially irresponsible

Journey of working with industry on WHS



PSI
Principles
for Sustainable
Insurance



Questions?

Protecting our World Heritage: The insurance industry's commitment to protect World Heritage Sites



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- **2018: PSI, WWF and UNESCO World Heritage Centre joined forces to launch first-ever global insurance industry statement of commitment to protect the World Heritage Sites**
- **Statement launched in Manama, Bahrain during 42nd Session of the World Heritage Committee**
- **Committee meets yearly and implements UNESCO World Heritage Convention**



The insurance industry's commitment to protect World Heritage Sites



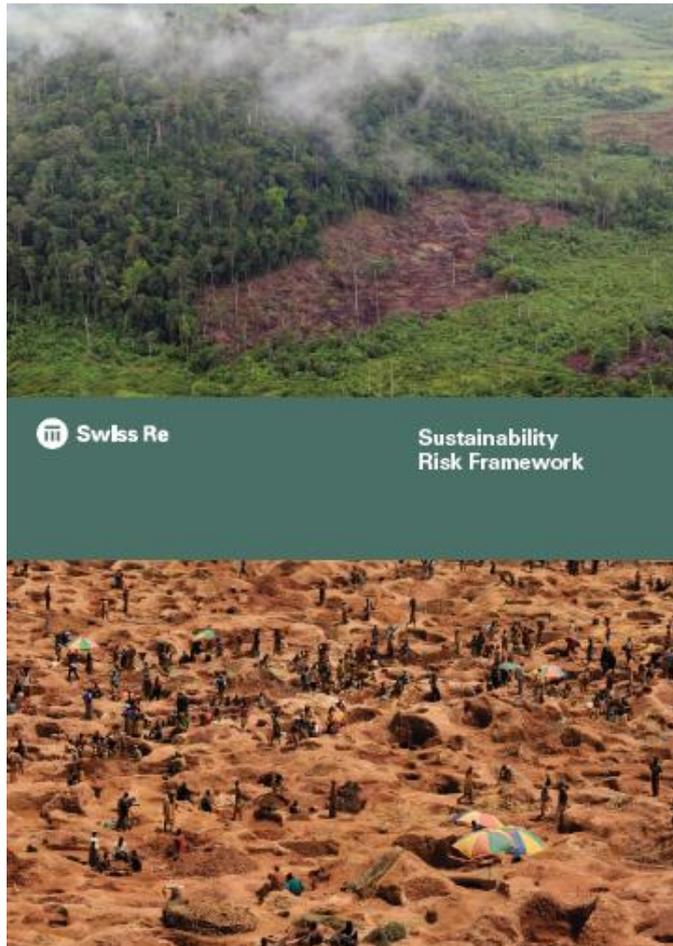
- 1** Work together with stakeholders to access necessary data and information and enhance our knowledge and understanding of best practices to protect World Heritage Sites, as defined in Operational Guidelines for the Implementation of the World Heritage Convention, where relevant to our business
- 2** Raise awareness of World Heritage Sites and promote or support widespread action to protect these places by working together with our clients, business partners, governments, regulators, civil society and other key stakeholders on relevant issues

The insurance industry's commitment to protect World Heritage Sites



- 3** Develop and/or implement risk management, insurance and investment principles , policies, frameworks, guidelines and/or processes that prevent or reduce the risk of insuring and investing in companies or projects whose activities could damage World Heritage Sites, whenever possible
- 4** Protect World Heritage Sites through our risk management services, insurance products and/or investments
- 5** Engage with companies we insure and invest in, whenever possible, to improve their disclosure of any activity that could damage World Heritage Sites, and encourage them to adopt and adhere to industry standards and practices to protect these places

Example: Swiss Re's Sustainability Risk Framework



“Sustainable business is good business.” – Swiss Re

Umbrella policies

- Human rights
- Environmental protection

Guidelines

- Animal testing
- Dams
- Defence sector
- Forestry, pulp & paper, palm oil
- Mining
- Nuclear non-proliferation
- Oil & gas

Example: Swiss Re's Sustainability Risk Framework



“**Dams** can help reduce our dependency on carbon and supply us with renewable energy. However, their construction **may involve relocation of a large number of people, poor living and working conditions for the construction team and the destruction of local habitat.**

“...we do not associate ourselves with hydropower projects and supporting infrastructure that involve **violations of human rights, labour rights and health and safety considerations.** We also reject business support for projects which entail **unaddressed environmental damage and raise objections from downstream states.** In addition, we do not provide business support for companies that benefit from the **absence of credible environmental and social impact assessments** for any new large scale projects.

“...Further concerns are the associated flooding of large areas which could impact the local population (especially when indigenous lands are involved) and **loss of cultural heritage (UNESCO sites).** Environmental issues are again related to the **impact on local biodiversity** – dams tend to make it harder for fish to migrate. This, in turn, **risks food security for local communities** who may be dependent on fishing for their livelihoods.”

Example: Swiss Re's Sustainability Risk Framework



“Metal and mineral products are essential components of the products we use daily. **Mining operations** can, however, displace communities, harm local populations and threaten workers’ wellbeing. Consequently, we do not engage in mining projects that benefit from **violations of human rights, labour rights and health and safety considerations. We also repudiate child labour and involuntary or uncompensated relocations of the local population. Nor do we support the location of mines in UNESCO World Heritage Sites or protected areas.**”

“We conduct thorough due diligence into projects where we find information that they may have violated the principles of **Free, Prior and Informed Consent (FPIC).**”

“We have a favourable view of companies who participate in industry **sustainability initiatives such as the International Council on Mining and Metals (ICMM), or the Voluntary Principles for Security and Human Rights.** We are also supportive of companies who **monitor and publicly disclose their emissions and waste, and who provide regular health checks to workers and the community.**”

Example: Swiss Re's Sustainability Risk Framework



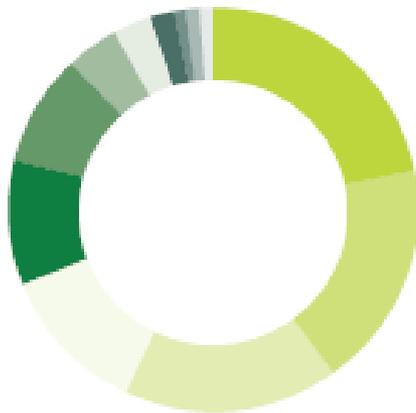
Sustainability Risk Referral process



Example: Swiss Re's Sustainability Risk Framework

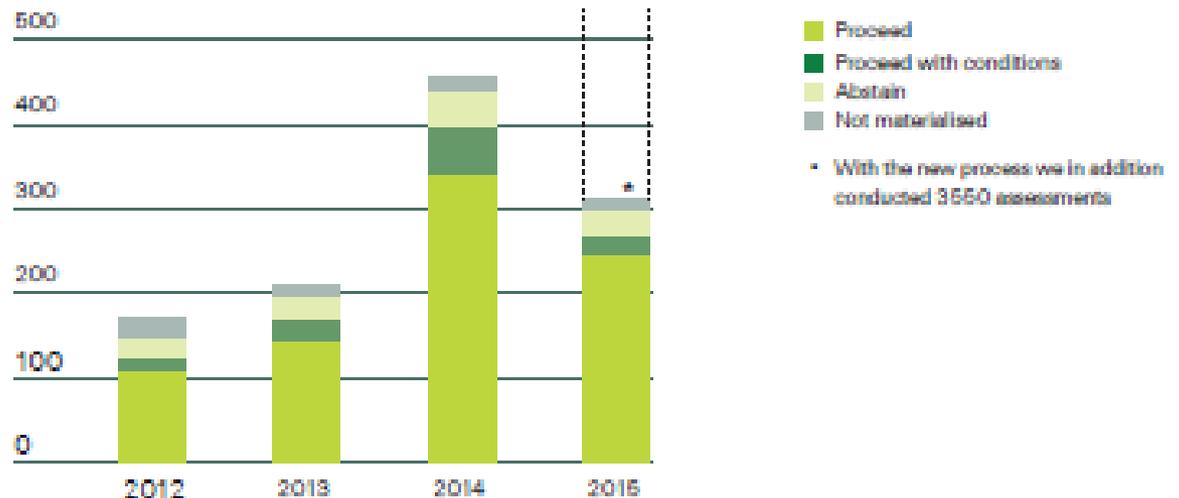


Sensitive Business Risks referred to our expert team in 2015



- 22% Mining
- 18% Excluded/critical country
- 17% Oil and gas
- 12% Dams
- 10% Other industry/issue
- 9% Defence
- 4% Human rights
- 3% Forestry, pulp & paper & oil palm
- 2% Animal testing
- 1% Environmental degradation
- 1% Multi-issue
- 1% Nuclear weapons proliferation

Number of Sensitive Business Risk referrals



Relevant PSI initiatives: Developing global guidance to manage environmental, social and governance (ESG) risks in insurance underwriting



- There is **no global guidance for the insurance industry on the integration of ESG risks into insurance underwriting for any line of business**
- PSI project an opportunity to **identify and define ESG risks from an insurance underwriting perspective**
- Aims to engage insurance industry practitioners and stakeholders worldwide to **identify key ESG risks, priority lines of business, and types of insurance cover**
- Aims to develop a **shared understanding** by the insurance industry on **how to approach ESG risks**
- Aims to benefit the economy, society, and the environment by **preventing and reducing ESG risks**
- Aims to contribute to building a **sustainable financial system** and support the **UN Sustainable Development Goals, Paris Agreement on Climate Change, Sendai Framework for Disaster Risk Reduction, and UN Guiding Principles on Business and Human Rights** through improved risk management across the industry

Relevant PSI Initiatives: The Insurance Industry Development Goals for Cities

A global action framework for the insurance industry to help make cities inclusive, safe, resilient and sustainable in line with UN Sustainable Development Goal 11



“This landmark initiative by the insurance industry and cities is an excellent example of the type of ambition and leadership needed to achieve the goals of the Paris Climate Change Agreement.”

**Patricia Espinosa
Executive Secretary, UN Climate Change**



Congrès mondial ICLEI
ICLEI World Congress 2018
19 au 22 juin • 19 - 22 June • Montréal, Canada

The Insurance Industry Development Goals for Cities



Key urban challenges and opportunities

- Goal 1: Build climate and disaster-resilient communities and economies**
- Goal 2: Promote healthy lifestyles and prevent pollution**
- Goal 3: Develop solutions for unserved people and enterprises**
- Goal 4: Protect natural and cultural heritage sites**
- Goal 5: Promote sustainable energy and resource efficiency**

Enabling factors

- Goal 6: Leverage data, risk analytics and technology**
- Goal 7: Promote risk management, insurance and financial literacy**
- Goal 8: Help develop climate and disaster risk management strategies and plans**
- Goal 9: Help develop sustainable insurance roadmaps for cities**
- Goal 10: Promote the Insurance Industry Development Goals for Cities**

Protecting our world heritage: What does signing the Statement mean?



- **The Statement is a commitment to take various actions to be more aware and informed of the issue, and to develop company policies and processes to prevent or reduce the risk of insuring or investing in companies or projects which could damage World Heritage Sites**
- **In case you are currently insuring or investing in companies or projects with activities in World Heritage Sites, you are not breaching the Statement itself—but you are committing to take action going forward, per the commitments outlined in the Statement**
- **Signing the Statement is the first step. As with the four Principles for Sustainable Insurance, implementing these commitments is generally a work in progress and a direction to head in, rather than a prescriptive checklist with which to comply**
- **Given the above, we are carrying out this collaborative initiative involving the PSI, WWF and the UNESCO World Heritage Centre**
- **No one company or organisation can address these challenges on its own, so collaboration is essential, and that collaboration starts by signing the statement of commitment**

Protecting our world heritage: Join the list of founding signatory companies and supporting institutions



Protecting our world heritage: Become a founding signatory to the insurance industry's statement of commitment



- **Category 1: “Signatory companies” → Insurance and reinsurance companies and intermediaries, and other companies that provide insurance and reinsurance products or services**
- **Category 2: “Supporting institutions” → Insurance and reinsurance associations, institutes and initiatives; insurance regulatory and supervisory authorities; civil society organisations; academic institutions; and other institutions that work with the insurance industry**
- **31 October 2018 → Deadline to become a founding signatory to the Statement. Thereafter, the Statement will be officially launched listing all founding signatories**
- **Sign the Statement by e-mailing psi-world-heritage@unepfi.org**

“The UNESCO World Heritage Centre fully supports this landmark commitment by the insurance industry to protect World Heritage Sites. We encourage insurers around the world to be part of this global commitment as the permanent protection of these places is of the highest importance to all of humanity.”

– Mechtild Rössler, Director, UNESCO World Heritage Centre

Next steps

- **Webinars and events to promote aims of insurance industry statement of commitment and best practices across risk management, insurance and investment**
- **Guidance on how the insurance industry can protect World Heritage Sites and protected areas**
- **Exploring environmental risk management tools for the insurance industry**
- **Report on progress of insurance industry's commitment at 43rd Session of UNESCO World Heritage Committee**

Questions?

For more info, see the project website:
www.unepfi.org/psi/world-heritage

