



# WORLD MONUMENTS FUND

## 2014 WORLD MONUMENTS WATCH

### GUIDELINES

Every two years since 1996, the World Monuments Watch calls international attention to cultural heritage around the globe that is at risk from the forces of nature and the impact of social, political, and economic change. The 2014 Watch continues this tradition of identifying places with compelling opportunities for positive change.

As the flagship advocacy program of World Monuments Fund, the Watch is emblematic of WMF's commitment to inspiring heritage stewardship, forging partnerships, and advancing conservation. Since its inception, the program has included 686 sites in 132 countries and territories around the world. The Watch seeks to promote heritage stewardship through three areas of activity:

- *Advocacy and Outreach*  
The announcement of the Watch is a major media event reaching a vast audience around the globe. WMF works to raise international awareness through news outlets, a dedicated website, social media, and the development of advocacy materials, including a Watch publication, a downloadable Watch exhibition, and customized posters for each Watch site.
- *Community Engagement*  
Drawing international attention to sites is an important first step, but sustainable preservation only happens through local stewardship. WMF aims to reconnect people and places through "Watch Day," an opportunity for communities to celebrate the importance of Watch sites and build support for heritage conservation.
- *Project Collaboration and Support*  
The attention drawn to Watch sites provides a vital tool that local entities can use to leverage project support from a variety of sources, including national, regional, and municipal governments; foundations; corporate sponsors; international aid organizations; and private donors. While WMF has allocated more than \$90 million to projects at selected Watch sites since 1996, more than \$180 million has been allocated by others. The Watch has also helped to bolster legislative efforts, encourage inter-entity cooperation, improve monitoring, and foster a balance between development interests and preservation.

### **WATCH CYCLE**

Selected sites are on the Watch for a two-year period. Sites may be re-nominated and are considered for re-listing as part of the general review of Watch nominations. The Watch does not confer historic landmark status or permanent designation on a site. Nor does inclusion on the Watch reflect poor management or stewardship of a site. Rather, by featuring new sites every two years, the Watch seeks to focus attention on issues, ideas, and conservation challenges and opportunities emerging from a wide range of sites.

### **SITE ELIGIBILITY**

Heritage sites from all time periods – ancient to modern – are eligible for inclusion on the Watch. Sites may include residential, civic, commercial, military, or religious architecture; engineering and industrial works; cultural landscapes; archaeological sites; and townscapes and historic city centers. Privately and publicly owned sites may be included on Watch; however WMF cannot provide financial support for projects at privately owned sites.

## **SELECTION CRITERIA**

Nominations undergo an initial review by WMF staff and heritage professionals at large. Eligible nominations are then reviewed for selection by a panel of experts associated with the heritage field, including scholars, professionals, and representatives of major cultural organizations. Evaluation of nominations to the Watch is based on the following criteria:

- *Significance* of the site,
- *Urgency* of the conditions or opportunities for change, and
- *Viability* of a feasible plan of action.

## **COLLABORATION REQUIREMENTS**

Anyone can nominate a site to the Watch, including private individuals or representatives of government agencies, educational institutions, nonprofits, or other non-governmental organizations familiar with a site. Sites need not be nominated by their legal owners, though owners will be notified of the nomination.

During and after the nomination and selection process, significant collaboration is required between the site and WMF, to ensure coordinated advocacy efforts and communication. The nominator of a site should be prepared to correspond directly with WMF about the nomination and to serve as the official sponsor of the site for the Watch. The nominator is expected to provide updates to WMF regarding the site, facilitate media coverage and community engagement, and leverage the Watch for site support from local and other sources. In the event that project support is allocated by WMF, the nominator is expected to cooperate with any and all entities with authority to oversee a project.

## **NOMINATION PROCESS**

The 2014 World Monuments Watch Nomination Form is in English and can be accessed through a secure website. Nominators unable to submit electronically and/or in English should contact WMF at [watch@wmf.org](mailto:watch@wmf.org).

The Nomination form and process consist of the following:

### **Part A – Background Information**

Basic information about the site, its history, and those nominating it to the Watch.

### **Part B – Site Potential**

Descriptive information about the site's significance, stakeholder interests, challenges and opportunities at the site, and the potential for action.

### **Part C – Proposed Project (optional)**

A request for WMF assistance to undertake a select project at the site.\*

### **Part D –Endorsement Letter, Images, and Supporting Materials**

*See the Nomination Checklist below for image specifications.*

### **Part E – Submission of the Completed Nomination Form**

\* *Watch listing does not guarantee project assistance from WMF. However, in some cases a project may be eligible for financial support from a donor or restricted fund or it may qualify to receive challenge funds, subject to WMF's determination that capacities are in place at the site to effectively administer such funds. WMF may provide project assistance through funding, technical assistance, educational activities (e.g. seminars, charettes, etc.), and advocacy. WMF supports architectural and archaeological conservation, including planning, documentation, assessment, and restoration projects. WMF does not support general research or inventory projects, archaeological excavations, conservation of moveable objects or works of art, or new construction. WMF cannot provide support for sites that are owned by private individuals.*

To submit a nomination, please:

1. Read the Guidelines and download for future reference.
2. Submit the initial Inquiry Form on the WMF website at <http://www.wmf.org/watch/2014-inquiries> to receive a USERNAME and PASSWORD to access the 2014 World Monuments Watch Nomination Form.
3. Upon receipt of your USERNAME and PASSWORD, please sign in to the following link: <http://wmfwatch.org/>
4. Complete the Nomination Form (Parts A & B are required; Part C is optional).  
*You may save contents and return to the Nomination Form to complete later.*
5. Upload endorsement letter, images, image documentation sheet, and supporting materials (Part D). Once you submit the completed form, you will only be able to view your Nomination Form; you will not be able to modify or enter data.
6. Submit the Nomination Form by clicking the “Submit Nomination” button in part E.

### **NOMINATION DEADLINE**

Completed nominations, including all required materials, must be received by **March 1, 2013**.

Incomplete nominations and those received after the deadline will not be considered.

*Please refer to the **NOMINATION CHECKLIST** below for information about required submission materials.* If electronic submission is not feasible, please contact WMF at [watch@wmf.org](mailto:watch@wmf.org).

## NOMINATION CHECKLIST

### Required Materials:

- Nomination Form Part A – Background Information
- Nomination Form Part B– Site Potential
- Nomination Part D – Images & Supporting Materials
  - Letter of Endorsement
  - Plan of the building/site, if applicable
  - Six (6) to twelve (12) photographic images of the site. At least some of the images should be recent, to show current conditions. Images should address:
    - Site context
    - General view of the site (exterior and interior where appropriate)
    - Details illustrating character defining features and/or significance to the community
    - Details illustrating issues, challenges, and/or site use.

Images should be in JPEG and TIFF formats only. The minimum resolution is 300 dpi and the minimum dimensions should be approximately 5 x 7 inches.

Each image must be submitted as an individual file. The file name should include an image number that corresponds to the image documentation sheet (see below). Images should be free of text and watermarks.

Images embedded in PowerPoint, Word, PDFs, or other documents will not be accepted.

In exceptional cases where digital images are not available, 35mm slides, transparencies, and/or photographic prints may be submitted. Images must not be glued, taped, stapled, or bound with other materials.

- Image Documentation Sheet  
Please include the following information for each image:
  - Image number
  - Country
  - Site name
  - Date image was taken (include month if possible)
  - Brief caption describing image content (example “East façade of Building 3 with fire damage”)
  - Name of photographer and/or institution or organization

### Optional Materials:

- Nomination Form Part C – Proposed Project
- Map showing the location of the site within the region or country
- Supporting materials, such as additional letters of support, architectural drawings documenting the site and/or recording existing conditions, conservation reports or technical assessments relevant to the site, a bibliography of resources relevant to the site (books, articles, websites, etc.), or other materials

PLEASE NOTE: Incomplete nominations and materials sent via fax will not be considered. Nominations without a Letter of Endorsement, clearly identified images, and an image documentation sheet will be considered incomplete. *Excessive and/or overly elaborate presentations (multiple videos, books, etc) are not recommended.* Received nominations will be acknowledged via email if possible, and by fax or post if necessary.