



Theory of Change and Delivery Framework

2022-29

About

This document contains a preview of the UK National Commission for UNESCO's theory of change and delivery framework (Pillar 2) - a key component of its funding agreement with the Foreign, Commonwealth and Development Office. It was drafted in June 2022, and reflects the organisation's thinking at this time. In light of a number of new initiatives, including our National Lottery Heritage Fund Local to Global Project, this document is now under review and is currently being updated.

We are the UK National Commission for UNESCO (UKNC).

We support the UK's contribution to UNESCO and bring the benefits of UNESCO to the UK. We are the focal point for all UNESCO-related matters in the UK.

UNESCO (United Nations Educational, Scientific and Cultural Organisation) is the United Nations body responsible for coordinating international cooperation in education, science, culture and communication. Its goal is to help prevent war by building the defences of peace in the minds of men and women.

UNESCO works towards this goal by strengthening the ties between nations and societies through its international networks. It aims to ensure that each child has access to quality education, may grow and live in an environment rich in diversity and dialogue, can fully benefit from scientific advances, and can enjoy full freedom of expression.

Founded in 1946 by the UK government and established under Article VII of UNESCO's Constitution, we are a vital part of UNESCO's unique global network of 190+ national cooperating bodies known as National Commissions. We work to support the UK government's Permanent Delegation to UNESCO, and to strengthen the ties between the UK's educational, academic, scientific, cultural, creative and artistic communities and UNESCO's global programmes and policies.

We are an independent not-for-profit organisation, supported by grant funding from the Foreign, Commonwealth and Development Office.

We have three core aims

- Support the UK Government in achieving its objectives through UNESCO
- Support UK society and communities to maximise the benefits of UNESCO's mission and programmes.
- Support UNESCO to be a competent and relevant United Nations agency able to deliver its mission and fulfil its objectives



Pillar 2

Support UK society and communities to maximise the benefits of UNESCO's mission and programmes.

UNESCO believes in the power of cultural and natural heritage, science, communication and education to bring people and communities together to address sustainable development challenges, to foster intercultural dialogue and create more just and peaceful societies. As the UK's National Commission for UNESCO, our role is to make the values of UNESCO and the United Nations as accessible as possible to communities and people across the UK. One central way we do this is by supporting and building the capacity of the network of UNESCO designations across the UK, monitoring the value they and their partners obtain from their association with UNESCO and helping them achieve their full potential.

From expansive mountain ranges and stunning coastlines to vibrant cities and rural landscapes - the UK's UNESCO sites are destinations of world-class natural and cultural heritage. UNESCO sites in the UK include 29 World Heritage Sites, 13 Creative Cities, 9 Global Geoparks and 7 Biosphere Reserves.

Our role is to:

- Provide an independent accreditation and recommendation service on behalf of the UK Government for UK organisations and individuals seeking to become a UNESCO designation or applying for UNESCO Prizes
- Raise and build the profile and capacity of the UK's 150+ UNESCO designations and projects, and their potential as a network.
- Disseminate information on UNESCO's news, international days, activities and programmes in the UK and globally.
- Collect extensive data on the value of UNESCO to the UK and communicate this to key stakeholders throughout the UK and globally.
- Develop programmes, conduct research and activities to support the work of UNESCO designations and their stakeholders in the UK.

2.1 Who are we aiming to support or influence and why?

- The UKNC wants to support UNESCO designation site management teams to be financially resourced, independent, and able to fully deliver their values and objectives to communities and stakeholders in and across their sites.
- The UKNC wants to make UNESCO sites attractive places and areas for inward investment, publicly visible, and an integrated part of local, regional and national policy strategies.
- The UKNC wants to centrally communicate through its website and social media (including campaigns) the value of the UNESCO network in the UK to a wider variety of stakeholders (government, policy makers, public agencies, as well as communities and stakeholders living and operating in the sites) and how UK membership of UNESCO is helping to level-up often overlooked areas of the UK through UNESCO designations such as Learning Cities, Creative Cities, ASPnet schools, Biospheres, Global Geoparks and World Heritage Sites.

2.2 Our impact (2022-29)

The UK National Commission wants to have the following impact both for its organisation and the network of UNESCO designated sites.

The UK National Commission for UNESCO:

- Is a trusted and independent focal point and lead for all UNESCO-related programmes and activities in the United Kingdom, Devolved Administrations, Overseas Territories and Crown Dependencies
- Provides an enabling framework for all UNESCO-designation stakeholders to help and assist the network of UNESCO designated sites

- Aligns, shapes and influences UNESCO's policy relating to UNESCO designations in its governing bodies and activities
- Provides coordinated leadership on all UNESCO related activity in the UK

For UNESCO designation site managers and management teams:

- An independent, self-sustaining, and financially resilient network of UNESCO designations in the UK that are leaders in their local, regional and national contexts
- UNESCO designations are relevant bodies in their areas of competence in their local and regional context
- A well-resourced and trained network of UNESCO designation coordinators who can effectively work their communities and stakeholders to communicate the value of their UNESCO designation and fulfil its objectives
- Expert stakeholders can provide resources and capacity to support UNESCO designation coordinators to meet their objectives
- UNESCO designations collaborate between themselves and with designations overseas on common issues and challenges
- UNESCO designations are vital players in local culture and nature conservation, and effectively use them as tools to address wider societal and economic aims including the fulfilment of the UN Sustainable Development Goals
- Individuals and organisations can apply to be associated with UNESCO and its values

2.3 Statement of Intent (2022-24)

From 2022-24, working with key partners and stakeholders, we want to put in place the mechanisms and procedures for the UKNC to better support UNESCO designations to be financially resilient and align their activities with the 2030 Agenda for Sustainable Development and UN Common Agenda.

2.4 Our Goals 2022-24

- The UKNC puts in place more refined mechanisms and procedures to better support and be the focal point for all UNESCO designations in the UK, Overseas Territories and Crown Dependencies.
- Establish a framework to understand the problems and challenges facing UNESCO designated sites
- Start aligning UNESCO designated sites, coordinators, and their management teams with the United Nations Sustainable Development Agenda 2030.
- Align expertise in the UK network (sites, as well as Chairs/UNITWIN network) with UK Government priorities at UNESCO, and UNESCO's global programmes and activities.

Outcomes Tree



Outcomes Tree

Bring the benefits of UNESCO membership and programmes to UK society and communities.

Outcomes

- UNESCO site coordinators can work with their regional counterparts to share best practice, create joint initiatives, and raise the profile of their sites and UNESCO in their regions.
- UNESCO designated site coordinators are aware of the new UNESCO branding and can better use it to communicate their site to their stakeholders.
- UK designations, individuals and organisations can continue to apply to the UKNC for support and advice in applying for UNESCO accreditation
- The profile of UNESCO designated sites, UNESCO Patronage and prize-winners and their activities are showcased to a national and international audience.
- UNESCO designated sites are seen by local stakeholders as relevant and important bodies connected to local, national, and international networks.
- Ensure that UNESCO's governing bodies and programmes work for UK designated sites and their stakeholders
- UKNC has an in-depth understanding of

how independent UK experts are shaping UNESCO programmes and activities and can provide tailored support.

Outputs 2022/23

- Scope the potential of co-organising regional groupings of UNESCO designated sites building on best practice developed through the UKNC-Visit Scotland UNESCO Trail.
- Chair and develop the UNESCO Scotland Group and work with VisitScotland to ensure the UNESCO Trail launches successfully
- Hold one pilot regional grouping workshop of UNESCO designated sites
- Produce and update UK UNESCO logo branding guidelines
- UKNC works with National Commissions to help finalise a global and realistic international branding guidelines
- UNESCO UK sites apply to the UKNC for their new branding, advice and use and approval on designs.