



UNESCO
unesco
Werelderfgoed



UNESCO WERELDERFGOED

Stichting Werelderfgoed Nederland

[Sjon de Haan, 10-10-2024]

13 World Heritage sites





UNESCO
Werelderfgoed



Brand Guide & Marketing Toolkit



Brand Guide & Marketing Toolkit

POSITIONING

The positioning sets out why we are special and how we stand out from other heritage sites as a UNESCO World Heritage Site. We agree that this is the core of the story that we are telling.

You can use the positioning as an elevator pitch to explain in one minute what UNESCO World Heritage means. You use it as a basis for your communication in flyers, in social media, education or websites. The text is written so that you can copy it verbatim. You can also use this text as a starting point and adapt it for specific target groups or purposes.

Unique

Only the world's most exceptional places are given UNESCO World Heritage status. They are authentic buildings, areas and nature that are unique in the world. These irreplaceable places are preserved for now and later with respect for their outstanding universal value.

Meaningful

UNESCO World Heritage is of great significance to all the people of the world. It is so valuable because these are the world's most exceptional buildings, areas and nature where important stories of the past and present are told. These places can touch and inspire people, and they also mean a lot to the people who work or live there.

Connecting

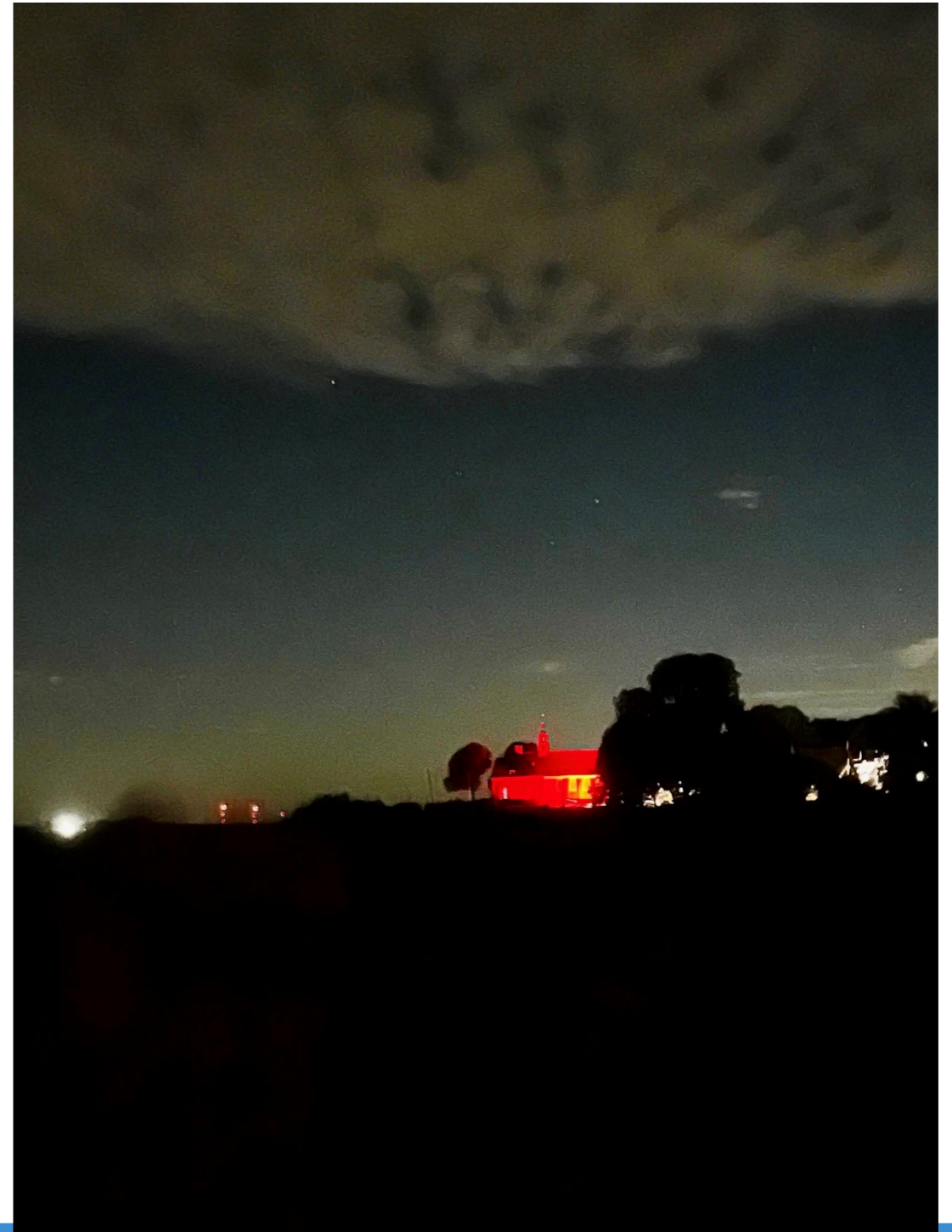
UNESCO World Heritage belongs to us all. Together we are responsible for protecting and passing on these unique buildings, areas and nature. In doing so, we look across borders and draw inspiration from one another's cultures. People all over the world are committed to this cause because they feel a close connection with the world's heritage. This is how UNESCO World Heritage connects people around the globe.

UNESCO World Heritage Sites include the world's most extraordinary and significant buildings, areas and nature. In all their diversity, they offer impressive stories that touch young and old alike. **That is why UNESCO wants to preserve this culture and nature and pass it on to future generations.** This keeps the world heritage alive, and people around the globe come to appreciate one another's culture and nature. This stimulates curiosity and contributes to respect for one another.

Coins



World Heart / dress Red Day



KLOKHUIS WORLD HERITAGE DAY



Klokhuis World Heritage Day



Klokhuis World Heritage Day



“A strong, shared, brand
opens doors for collaboration”.

“Also in Europe?”.

Links

[Series about World heritage in the Netherlands](#)

[NTR | Het Klokhuis – Werelderfgoed](#)

Coins:

[Search results for: 'werelderfgoed' \(royaldutchmint.com\)](#)

Brandguide:

[Merkgids EN 2023 Online_0.pdf \(werelderfgoed.nl\)](#)

