

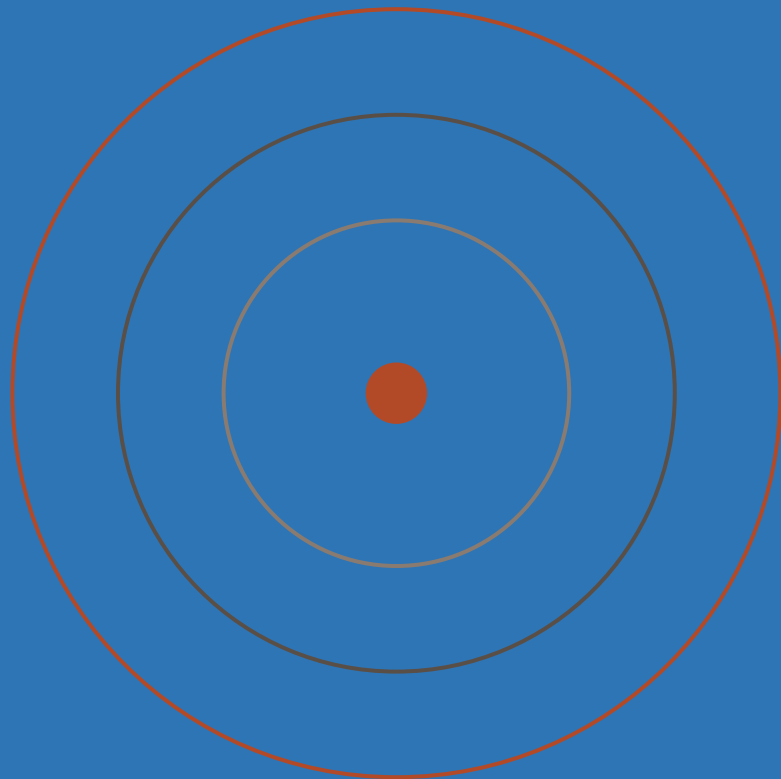
KEYNOTE ADDRESS

From Nara to Nairobi — and Onward

Rethinking authenticity for the future of World
Heritage

Lazare Eloundou Assomo

Director of World Heritage Centre, UNESCO

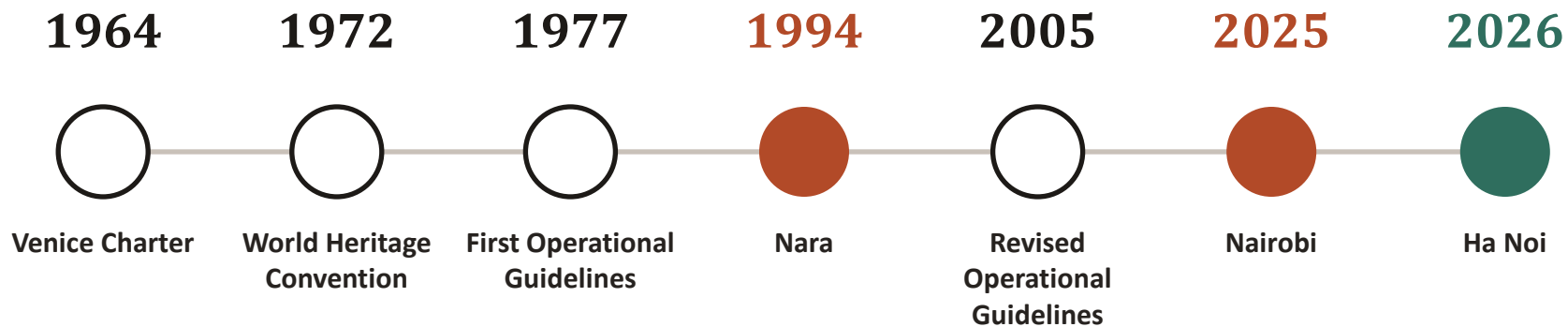


Asia-Pacific Dialogue on Heritage and Authenticity · Hà Nội, Viet Nam · September 2026

IN PRINCIPLE

GAP

IN PRACTICE



AFRICA

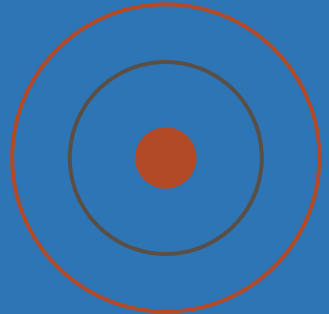
**Continuity of practice,
community custodianship**



NAIROBI CONFERENCE • 2025

**From definition to
governance**

The Hoi An Protocols





Thăng Long Imperial Citadel



Cổ Loa Citadel



Tràng An, Ninh Bình

1

Evidence

2

Rights-holders

3

Integration

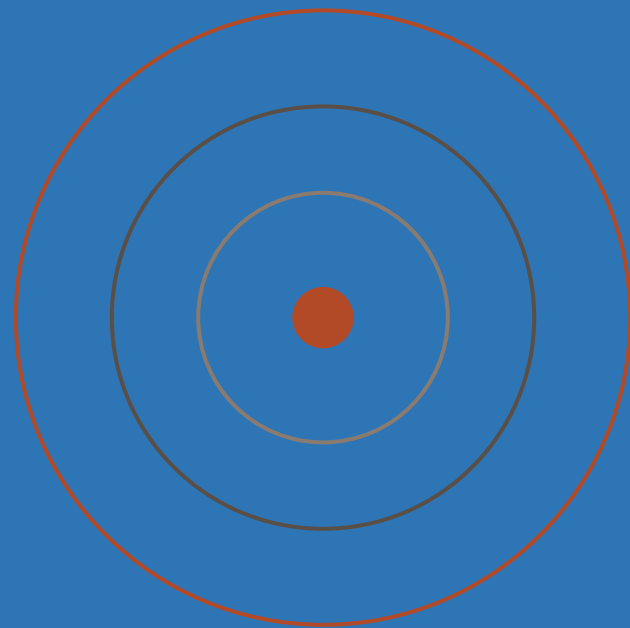
4

Equity

5

Change

Xin cảm ơn · Thank you



Lazare Eloundou Assomo · Director of World Heritage Centre, UNESCO