



Press release  
Bern, 30th of June 2021

## The UNESCO World Heritage in Switzerland **Discovering our heritage digitally**

**A new online platform will enable virtual immersion in the twelve UNESCO World Heritage properties in Switzerland from the 1<sup>st</sup> of July 2021. Digital insights into the museums, interesting information and ideas for excursions are just some of the diverse content available.**

As part of a project supported by the New Regional Policy (NPR), the association "World Heritage Experience Switzerland" (WHES) was able to initialise the digital World Heritage platform in summer 2020. One of the main objectives is the intensive exchange and networking of actors working in the field of World Heritage. The result is a platform in the form of a website on which all twelve World Heritage properties in Switzerland are mapped. The platform is aimed at nature and culture enthusiasts, families and anyone who wants to learn about the history of our country. The platform also serves teachers by offering school excursions or specific teaching materials. Users can navigate the site through a GIS-based map or through a list of contents, with the possibility of saving the most interesting ones in a digital backpack - a kind of collection of favourite themes or places. Those planning a visit after the digital experience can also purchase their entry online in the form of a World Heritage ticket.

The official launch will take place on the 1<sup>st</sup> of July 2021. The offers will be continuously expanded - both by the WHES association and by local World Heritage organisations. This ensures a continuous expansion of the platform. The technical implementation is being carried out in cooperation with the University of Bern and the company Interactis.

Link to the platform: [www.ourheritage.ch](http://www.ourheritage.ch)

*A preview of the platform is available before July 1st at the following link: [Screenflow-Video](#)*

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### Contact and information

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### Gallery (Download)

[www.whes.ch/gallery-en](http://www.whes.ch/gallery-en)

### UNESCO World Heritage in Switzerland:

The objective of the World Heritage Convention is to protect and preserve for future generations cultural and natural assets of "outstanding universal value" that bear the UNESCO "World Heritage" label. Switzerland has three natural and nine cultural properties on the UNESCO World Heritage List.