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**REPORT BY THE DIRECTOR-GENERAL ON THE IMPLICATIONS OF THE
PROCLAMATION OF A WORLD DAY FOR AUDIOVISUAL HERITAGE**

SUMMARY

This document, drawn up by the UNESCO Secretariat, presents the results of its consultation on the potential outcomes of the celebration of a World Day for Audiovisual Heritage. It is a result of 33 C/Resolution 53 adopted by the General Conference, that proclaimed 27 October as the World Day for Audiovisual Heritage.

The Executive Board is invited to take note of the findings of this study and to request the Director-General to ensure that all appropriate measures are undertaken and followed.

BACKGROUND

1. The 33rd session of UNESCO's General Conference adopted 33 C/Resolution 53 to proclaim 27 October as World Day for Audiovisual Heritage, in commemoration of the adoption, in 1980 by the 21st session of the General Conference, of the Recommendation for the Safeguarding and Preservation of Moving Images.
2. While the Recommendation has helped to raise awareness of the importance of audiovisual heritage and has been instrumental in ensuring the preservation of this often unique testimony to economic, political and social development, for future generations, more efforts are needed as audiovisual recordings are particularly vulnerable and require special attention for their long-term security. The anniversary of the adoption of the Recommendation is considered a timely opportunity to launch a movement in recognition of the benefits of the preservation of audiovisual heritage.
3. A consultation was conducted in cooperation with intergovernmental and non-governmental organizations working in this field to determine the impact commemorating a World Day for Audiovisual Heritage would have on UNESCO's Programme and action, as well as the potential for raising awareness of the fragility of this heritage and the need for measures to ensure its long-term accessibility.

SCOPE, PURPOSE AND OBJECTIVES OF THE CONSULTATION

4. The consultation focused on the relevance for UNESCO to celebrate a World Day for Audiovisual Heritage, on possible objectives, expected results, modes of implementation, as well as management and financial implications. Wide-ranging consultation with stakeholders and analysis of relevant needs were conducted through a questionnaire, meetings, listservs, an online discussion forum and interviews to solicit relevant inputs. Stakeholders included the audiovisual archival community of the Co-ordinating Council of Audiovisual Archives Associations (CCAAA) as well as the broader archival world, broadcast and film bodies, the Intergovernmental Council for the Information for All Programme (IFAP), members of the Memory of the World Committees, cultural associations, festival organizers and associations of creative and performing artists, and other professional bodies involved in the dissemination of audiovisual products and in the preservation of documentary heritage.
5. It also took into consideration two additional proposals which had been submitted to the IFAP Council in March 2006 both of which relate to the topic of heritage preservation. The World Appeal for the Preservation of Broadcast Heritage, initiated by the International Federation of Television Archives (IFTA/FIAT) has garnered over 10,000 signatures from around the world. On the understanding that it would be extended to include all audiovisual heritage, the IFAP Council invited the Director-General to take the extended Appeal into consideration when preparing the study.
6. The IFAP Council also strongly supported a proposal from the International Council on Archives (ICA) for the establishment of an International Archives Day, but preferably integrated with the proposal for a World Day for Audiovisual Heritage.

OBJECTIVES

7. The main objectives of the World Day for Audiovisual Heritage were identified as:
 - (a) raising public awareness of the need for preservation;
 - (b) providing opportunities to celebrate specific local, national or international aspects of the heritage;
 - (c) highlighting the accessibility of archives;
 - (d) attracting media attention to heritage issues;
 - (e) raising the cultural status of the audiovisual heritage;
 - (f) highlighting audiovisual heritage in danger, especially in developing countries.
8. Additional objectives could include fundraising, building relationships, advancing a preservation agenda with political institutions and establishing the validity of preservation in the public mind.

EXPECTED RESULTS

9. The following results can be expected:
 - (a) importance of audiovisual heritage understood at individual, community, government and global levels;
 - (b) improved climate for archival funding and legislation across all countries;
 - (c) better preservation of and access to the memory of mankind;
 - (d) reinforced international cooperation in training, preservation and repatriation of audiovisual heritage;
 - (e) broadened institutional and governmental awareness of the full potential of archives and their role in the community;
 - (f) better informed general public about preservation issues;
 - (g) advocacy and action on particular causes, appeals or issues;
 - (h) higher profile for urgency of issues and the practice of audiovisual archiving;
 - (i) increased access to the huge variety of audiovisual content by reaching out effectively to, and sustaining new audiences.

STRATEGY FOR IMPLEMENTATION

Option 1: UNESCO as organizer

10. Under Option 1, UNESCO would be the main organizer of activities in collaboration with a range of international and national partners. The Organization would develop succinct standing guidelines to provide a frame of reference for activities on the Day, and indicate the types of activities it would be willing to finance and generally take the initiative to run an annual calendar for preparation. It would design a logo to symbolize the Day, which organizers of activities around the world could use for promotional purposes. It would annually alert National Commissions and other members of its communities to invite their participation and provide publicity through its own publications and website.

11. To maintain interest, it would also develop a network of designated voluntary coordinators within individual countries, NGOs or other organizations and could utilize the Day to announce UNESCO-funded preservation, training or other projects. The cost of the operation to the Organization is estimated at \$275,000 per biennium.

Option 2: UNESCO as catalyst and sponsor

12. Under Option 2, much more of the initiative would be taken up by NGOs and coordination might devolve to a designated body. UNESCO would establish the general guidelines, create the logo and would utilize its own network to distribute publicity and information. Through its website, it would act as a clearing house for the exchange of information on activities being organized around the world. It would maintain a strategic overview and may choose to set the annual theme. It could also choose to sponsor particular events or projects. However, running the calendar and all liaison work would be devolved. A symbolic budget of \$30,000 per biennium would suffice to commemorate the Day.

13. In view of the Organization's budgetary and human resources constraints, Option 2 is recommended as it has less onerous financial implications and could be more easily managed within the existing Programme and Budget.

CONCLUSIONS AND RECOMMENDATIONS

14. Beyond the tabulation of formal objectives, scores of issues and ideas were raised by respondents. Many of these showed excellent strategic insight and there is unlikely to be a shortage of issues to be advanced through the annual Day. The public consultation generally affirmed and supported 33 C/Resolution 53, its rationale and the feasibility of the concept. The term "audiovisual heritage" has a broad evocation, inclusive of all forms of moving image, recorded sound and broadcasting – together or separately – at its core, and extending to related documents and artefacts.

15. A range of initial likely participants can be broadly identified. These would come from the archives, libraries, academic or educational and broadcasting fields. Anticipated results would advance the objectives in para. 7, would build progressively over time, but coordination and leadership are required, especially at the beginning.

16. While the ICA proposal for an International Archives Day was judged a valid concept, the majority of respondents felt its possible adoption should be researched in a separate and holistic study. Although a few views argued that there is a risk of being overwhelmed by the number of international days and events, there was a conviction that the World Day for Audiovisual Heritage

would lead to the generation of political actions and concrete activities that render justice to the efforts undertaken for the preservation of audiovisual heritage.

Recommendations

17. Implementation of the “World Day for Audiovisual Heritage” should proceed in accordance with the rationale set out in 33 C/Resolution 53.

18. “Audiovisual documents in the widest sense of the term” – a broad definition of “audiovisual heritage” should be adopted.

19. The title “World Day for Audiovisual Heritage” should be adopted as the official designation of the Day. It might be finessed (e.g. “World Audiovisual Heritage Day”) subject to appropriate presentational fine tuning in translation, and in development of a “brand”.

20. The “World Day for Audiovisual Heritage” should be implemented as already proclaimed, and not integrated with a “World Archives Day”. A separate study should be undertaken to assess the feasibility of a “World Archives Day” to be celebrated on a different date.