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科学及文化组织

**Message from Ms Irina Bokova,**

**Director-General of UNESCO**

**on the occasion of the World Day for Audiovisual Heritage**

**27 October 2017**

Discover, remember and share.

This is the theme of this *World Day of Audiovisual Heritage*.

Through images and sound, audiovisual heritage provides unique insight to the past as the basis for looking to the future. This heritage carries memories and testimonies, knowledge and ideas, in ways that are vivid and moving and that lay the foundations for better understanding and dialogue between and within generations, as well as between and within societies. Linking the past to the present, this heritage is part of our common history, and must be safeguarded and shared as a wellspring of identity and belonging, innovation and creativity.

Films, recorded sound materials, radio and television programmes -- archives are essential for the preservation of this heritage, offering us a chance to look to our history and that of others as threads in the great mosaic story of all humanity, on the basis of respect and tolerance. Threats to these archives come from many directions, starting with neglect and chemical decay and including technological obsolescence. This is why UNESCO is working with Governments across the world to safeguard audiovisual heritage as a source of strength for all to share -- to allow women and men today and tomorrow to continue discovering, remembering and sharing the heritage that makes us who we are.

Irina Bokova