"Memory of the World" Programme

Paris, 3-5 May 1995

FINAL REPORT

UNITED NATIONS EDUCATIONAL, SCIENTIFIC AND CULTURAL ORGANIZATION

General Information Programme

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The Second Meeting of the International Advisory Committee of the "Memory of the World" Programme was held from 3 to 5 May 1995 at UNESCO Headquarters in Paris.

Ten members of the Committee took part in the meeting, which was also attended by 16 observers and representatives of international governmental and non-governmental organizations.

The purpose of the meeting was to guide the planning and implementation of the Programme. It also considered the further development of the framework for the Programme, in particular fund-raising. The meeting also discussed draft "General Guidelines to Safeguard Documentary Heritage".

The Chairman of the meeting was Jean-Pierre Wallot and the Rapporteur was George Boston.

A list of participants and the Agenda of the meeting are attached as Annex I and II respectively.

1. OPENING SESSION

The meeting was opened by Henrikas Yushkiavitshus, Assistant Director-General for Communication, Information and Informatics, who, on behalf of the Director-General, Federico Mayor, welcomed the participants to Paris and to UNESCO. In his address, he thanked the people who have contributed to the development of the Programme (Annex III).

The Chairman thanked UNESCO for the opportunity to continue the work that was begun in Pultusk. He paid tribute to Jan Lyall and her colleagues in Australia for their work on the Draft Guidelines and stressed the importance of the work.

He read a letter from Sir Maurice Rault, Minister of Justice of Mauritius, apologizing for being prevented from attending the meeting at the last moment.

The Chairman then summarized the history of the "Memory of the World" Programme. The Director-General had declared his intention to found the Programme in 1992. It was to encompass all types of documents, including manuscripts, printed texts, sounds and images.

The aims were to ensure the survival of the documentary heritage and simultaneously to improve access to it. Several pilot projects were agreed to test some of the ideas. An International Advisory Committee was appointed and met in Pultusk, in Poland, in September 1993. The meeting in Pultusk agreed that international action was required to fulfill the Director-General's intention. The aims of the Programme were defined as:
1 - the safeguarding of endangered documentary heritage  
2 - the democratization of access  
3 - wider dissemination of the information.

The meeting also recommended that UNESCO assume the role of co-ordinator and catalyst for the Programme to sensitize governments, international organizations and public and private foundations to the Programme and to foster the development of partnerships for the carrying out of projects.

During the discussions in Pultusk, the place of non-textual documents in the Programme was stressed. Basic selection criteria were agreed as were the basic administrative structures of the Programme.

The creation of two sub-committees - on technology and on marketing - were recommended.

Lists of:

a) Library collections and archive holdings that have suffered irreparable damage during the XXth century

b) Endangered library collections and archive holdings

c) Current activities aimed at the safeguarding of documentary heritage

were agreed to be required.

It was also agreed that guidelines were required for the Programme and that, in particular, legal problems would have to be investigated.

This Second Meeting of the International Advisory Committee is to build upon Pultusk and not to re-write it.

The "Memory of the World" Programme and the report of the First Meeting were approved by the General Conference of UNESCO in 1993. The report of this meeting will be submitted to the Director-General and its recommendations will be discussed by the General Conference in November 1995.

2. REVIEW OF CURRENT PROGRAMME ACTIVITIES

Abdelaziz Abid, the Programme Officer, reviewed the main activities within the Programme since the Pultusk meeting. A letter was sent to all Member States inviting them to create a National Committee for the "Memory of the World" Programme. To date, ten such committees have been identified (Belarus, Cape Verde, China, Colombia, Croatia, Cuba, Finland, Hungary, Malawi and Mauritania) and five others are in creation (Canada, Denmark, Germany, Spain and Zaire). Other countries have informed UNESCO that the role of a National Committee is either being performed by an existing body or that an existing body will undertake the work (Jordan and Syria).
There have been two Regional Meetings held to discuss the "Memory of the World" Programme. In December 1994, a meeting was held in Kuala Lumpur for the definition of an Asian component of the "Memory of the World" Programme. Participants discussed problems facing custodians of national documentary heritage materials which are generally endangered because of neglect, adverse physical and climatic conditions, political instability... The situation is very bleak for least developed countries, because precious and rare documents are endangered now, and if no action is taken in a few years, they will be lost for ever, while others that are still in a more or less stable condition now will be endangered in a few years if no programme for their preservation and conservation is carried out. The meeting agreed to take steps in ensuring that Member States will establish a mechanism at the national and regional levels to identify projects receivable under the "Memory of the World" Programme, as well as establish individual country inventory of documentary heritage materials, prepare a programme for preservation and conservation of such materials, and promotion and marketing strategies to generate resources to finance the programme.

Similar conclusions were reached by a Sub-regional meeting on the "Memory of the World", held in Budapest from 9 to 10 March 1995. The meeting was attended by participants from Austria, Croatia, the Czech Republic, Hungary, Romania and Slovakia. The participants in the Budapest meeting stressed that, while digitization is a powerful tool to facilitate access and thereby helping to preserve the originals, digitization has limits and could not substitute conventional preservation work. During the meeting, a co-operative sub-regional project was designed. A mobile digitization equipment will be shared by the participating countries, a digital version of a selection of historical documents of interest to several countries will then be made available. It is expected that the project will enable the participating institutions to test digitization techniques and equipment and assess the related financial, legal and dissemination aspects.

The non-governmental organizations working with documentary heritage have also given much support to the Programme. It has been prominent on the Agenda for Annual Conferences and the NGOs - the International Council on Archives (ICA) and the International Federation for Library Associations and Institutions (IFLA) in particular - have been assisting with the creation of the lists specified in Pultusk.

The list of collections and holdings lost and destroyed in the XXth century is being compiled and will be published before the end of 1995. The list of current preservation activities will be submitted to UNESCO in a few months.

The pilot projects have also been developed. The Prague project has just produced its second CD-ROM in co-operation with Albertina. The Radzivill Chronicle is being issued on photo CD. "Saint Sophia" multi-media disc had just been published in Paris. Copies of the products are available through the Division of the General Information Programme.

Other projects involve the supply of equipment and the training of personnel to operate it. Prague is proving a good model; a simple start to generate interest and funding to develop the work.

Currently, there are about 30 projects waiting for approval and funding.
To date, replies have been received from about 100 countries to the questionnaire about lost or destroyed collections; 45 countries have responded to the questionnaire about endangered collections.

A list of films of world importance is being compiled within the Programme, in cooperation with FIAF. Participating countries are each nominating 15 films reflecting the countries' cinematographical heritage.

A special account has been opened at UNESCO but, at present, it is empty. The participants in this meeting are urged to seek their governments' support for the Programme.

Publicity posters and brochures have been produced in both English and French.

The "Memory of the World" Programme has generated great interest. It is an enormous task and it will be a collective responsibility to complete. Private resources will be required to supplement governmental funds.

3. SCOPE OF THE PROGRAMME

Jan Lyall presented the Draft Guidelines for consideration by the meeting.

The meeting stressed the urgent need for a strong campaign to raise awareness of the importance of documentary heritage.

It was agreed that electronic data of all types be included within the Programme.

The recording of oral history and culture is to be encouraged and the recordings may be considered for inclusion within the "Memory of the World" Programme.

4. MEMORY OF THE WORLD REGISTER

It was agreed that documentary heritage accepted for inclusion in the World Register should have the title "Memory of the World". Collections accepted for inclusion on National or Regional Registers will have a title of the form "Memory of Peru" or "Memory of the Pacific".

It was agreed that no formal limit should be set to the number of Registrations made. At National and Regional level, all documentary heritage that meets the criteria will be Registered and permitted to use the National or Regional title.

Only documentary heritage accepted by the International Advisory Committee as being of universal significance will be included in the World Register and permitted to use the title "Memory of the World". The "Memory of the World" logo can be used in connection with items Registered at any level. The logo may, subject to approval of the IAC, be
modified to reflect local requirements. It was also recommended that the "Memory of the World" logo be registered to protect against mis-use.

5. DISPERSED DOCUMENTS

It was agreed that questionnaires seeking information about holdings should ask about documents of interest to other countries. This will facilitate the provision of copies of such documents to be made available to these other countries if requested.

Particular attention will be paid to the reconstitution of the memory of peoples that depends on documentary resources kept in other countries.

6. SELECTION CRITERIA

The selection criteria for documentary heritage to be considered for entry on the World Register were discussed and accepted.

The criteria are:

**Criterion 1 - Influence:** Documentary heritage is of world significance if it had a major influence on the history of the world, transcending the boundaries of a national culture.

**Criterion 2 - Time:** Documentary heritage is of world significance if it reflects in an outstanding way a period of momentous change in world affairs or makes an outstanding contribution to our understanding of the world at a particularly important time in its history.

**Criterion 3 - Place:** Documentary heritage is of world significance if it contains important information about a locality or region which made a crucial contribution to major developments in world history or culture.

**Criterion 4 - People:** Documentary heritage is of world significance if it has a special association with the life or works of a person or people who have made an outstanding contribution to world history or culture.

**Criterion 5 - Subject/Theme:** Documentary heritage is of world significance if it documents in an outstanding way an important subject or major theme of world history or culture.

**Criterion 6 - Form and Style:** Documentary heritage is of world significance if it is an important example of an outstanding form or style.

**Criterion 7 - Social and Cultural Value:** Documentary heritage is of world significance if it has outstanding cultural and social or spiritual value which transcends a national culture.
Secondary Criteria: In addition to these seven major criteria, two further criteria should be taken into account. These may enhance the world significance of documentary heritage, though they are not sufficient in themselves to establish its significance.

a) Secondary Criterion 1 - Integrity: The significance of documentary heritage may be enhanced if it has a high degree of integrity or completeness.

b) Secondary Criterion 2 - Rarity: The significance of documentary heritage may be enhanced if it is unique or rare.

The criteria will be tested by the International Advisory Committee and weighting factors will be developed to reflect the relative importance of the criteria.

The criteria for documentary heritage to be entered on National or Regional Registers are to be decided by the relevant National or Regional Committees. It is recommended, however, that the World Register criteria be used as a model.

Proposals for documentary heritage to receive resources through the "Memory of the World" Programme may be made by National and Regional Committees, by Governments, by NGOs, by the International Advisory Committee or by other professional bodies in the country or region.

Documentary heritage proposed for support will be of World Register status. Support will require the documentary heritage to meet criteria to be set by the International Advisory Committee.

Restrictions on access to documentary heritage will not systematically prevent entry on a Register but may reduce the possibility of receiving support through the "Memory of the World" Programme.
7. TECHNICAL FRAMEWORK

Dietrich Schüller, Chair of the Sub-Committee on Technology, presented the Recommendations of the Sub-Committee for consideration. The mandate of the Sub-Committee was to recommend technology that might be used for the Programme. The Sub-Committee held two meetings to discuss the subject and prepare its first report. This concentrated on digital technologies.

The Sub-Committee was asked to expand its statements regarding the future migration of data to new carriers. It was noted that the technical standards quoted in the document were, in the main, minima that should be applied.

The meeting recommended that the Sub-Committee continue to work and asked that the Sub-Committee investigate relevant preservation standards for documents of all types and submit a report for consideration by the IAC. The Sub-Committee was also asked to continue to monitor technical developments that may affect the validity of its present Recommendation and to investigate the harmonization of user interfaces for the access of electronic documents.

The Recommendations were accepted and will be appended in the Guidelines. The Sub-Committee was thanked for its work.

The question of making several parallel transfers of the same document to new carriers in different countries was raised. It was suggested that a central register of transferred documents be created to help prevent any unnecessary duplication of effort. Any such register should be accessible via the Internet.

It was reported that, for microfilm, nodes for the collection of bibliographic information have been or are being formed in several countries, thus creating a virtual international register of microform masters. This register could include information about other re-formatted materials including digitized copies.

IFLA agreed to consider the organization of this enlarged virtual register as a possible work item within its Universal Bibliographic Control Programme.

8. LEGAL QUESTIONS

It was noted that the increasing use of electronic storage media in libraries and archives was creating some difficulties with intellectual and cultural property rights. It was decided to recommend the creation of a Working Group of legal experts and of representatives of the NGOs and in co-operation with other interested parties including the European Commission, the G7 working party on "The Electronic Library" pilot project, the Working Group on Intellectual Property of All European Academies and the U.S. National Initiative for a Networked Cultural Heritage. The meeting stressed the urgent need for such a Working Group to be created and to start its work.
9. TRAINING

It was agreed that any training performed within the Programme would be part of a specific project and would be task-oriented. General professional training would continue to be part of the PGI activities.

10. FINANCE, MARKETING STRATEGIES AND AWARENESS RAISING

Consideration was given to sources of funding for projects within the Programme. It was noted that potential donors were often unaware of the importance and value of documentary heritage. Accordingly, it was proposed that efforts be made to publicize the "Memory of the World" Programme and raise public awareness by means of exhibitions, displays, CD-ROMs and video clips in addition to the existing Programme posters and brochures.

Alliances with publishers, information technology companies and other commercial sources should be actively sought. Private donors and foundations may also be willing to assist.

It was recommended that consideration be given to making exhibitions and displays organized by libraries and archives transportable to permit the exhibition to be available to other institutions.

It was agreed that UNESCO be asked to consider the creation of a short video clip of two to three minutes duration. This clip is to be made available to television stations to help publicize the "Memory of the World" Programme and raise public awareness of their documentary heritage.

Consideration was given to the constitution and mandate of the Sub-Committee on Marketing. It was recommended that the Sub-Committee include experts in marketing to provide the necessary level of advice and the Sub-Committee should meet early in 1996.

It was proposed that the Guidelines for the Programme be published and widely distributed in all the UNESCO official languages.

11. COMPOSITION OF THE INTERNATIONAL ADVISORY COMMITTEE

It was agreed that:

a) Members of the International Advisory Committee should be:
   
   i) chosen on the basis of their knowledge of the field;
   
   ii) chosen on the basis of their ability to contribute to the achievement of the aims of the Programme;
iii) appointed by the Director-General of UNESCO in their personal capacity.

b) The NGOs should be involved in the work of the International Advisory Committee and its Sub-Committees and Working Groups.

c) The IAC should consist of between 10 and 15 members and a limited number of observers.

d) The Chair of the PGI Council and of Sub-Committees of the IAC be ex-officio members of the IAC.

e) Appointments by the Director-General are for a three-year tenure with an option for a second term. To ensure continuous innovation and, at the same time, continuity in the work of the IAC, a process of regular partial renewal of members is recommended.

12. MANAGEMENT OF THE PROGRAMME

The "General Guidelines to Safeguard Documentary Heritage" are to be used as the controlling document for the IAC. The IAC is to monitor the effectiveness of the Guidelines and update them when required.

13. CONVENTION FOR THE "MEMORY OF THE WORLD"

It was agreed that, although such a Convention would raise the status of the Programme, it was too soon to begin the process.

14. CLOSING SESSION

George Boston presented the Draft Report of the Second Meeting of the International Advisory Committee and invited comments.

The Chairman of the meeting, Jean-Pierre Wallot, thanked the participants for their contributions to the debate and the positive advances that have been made. He also thanked UNESCO for its hospitality, the members of the Secretariat for their hard work in helping the meeting to achieve its aims and the interpreters for their skill and patience during a difficult meeting.
RECOMMENDATIONS

The Second Meeting of the International Advisory Committee of the "Memory of the World" Programme, held from 3 to 5 May 1995 at UNESCO Headquarters in Paris

1. Restates that the intent of the "Memory of the World" Programme is to safeguard the World Documentary Heritage, democratize access to it and raise awareness of its significance and the need to preserve it.

   This is to be achieved through the following four objectives which are complementary and of equal importance:

   a) to facilitate preservation by the most appropriate techniques of the world's documentary heritage;

   b) to assist in enabling access to it, without discrimination against any users;

   c) to increase the awareness worldwide of its existence and significance;

   d) to promote the Programme and its products to the widest possible public.

2. Recommends that

   a) A standing International Advisory Committee of the "Memory of the World" Programme be established.

   b) The International Advisory Committee consist of professionally qualified people chosen on the basis of their ability to contribute to the achievement of the Programme objectives and appointed by the Director-General of UNESCO in their personal capacity.

   c) The IAC consist of between 10 and 15 members and a limited number of observers.

   d) The Chair of the PGI Council and of Sub-Committees of the IAC be ex-officio members of the IAC.

   e) Appointments by the Director-General be for a three-year tenure with an option for a second term. To ensure continuous innovation and, at the same time, continuity in the work of the IAC, a process of regular partial renewal of members is recommended.
3. Recommends that "Memory of the World" Registers of documentary heritage be created at the National and International level. Regional Registers may also be established. The International Advisory Committee is to ensure close co-operation between Registers at the various levels.

4. Recommends that UNESCO pay careful attention to legal questions affecting the intellectual heritage in the new technological environment, in particular, to provide for freedom of access within the limits set by national and international legislation and agreements.

5. Recommends that the Sub-Committee on Technology continue to monitor the technical developments that may affect the Programme. The Sub-Committee is particularly requested to investigate relevant preservation standards for documents of all types and prepare a report for the consideration of the IAC and to examine ways to harmonize user interfaces required to access electronic documents.

6. Recommends that the Sub-Committee on Marketing be established and that its first meeting be held early in 1996.

7. Recommends that the "Guidelines to Safeguard Documentary Heritage" be published and widely distributed in Member States, in all UNESCO official languages.

8. Recommends that sufficient resources be made available for the continuation and expansion of the Programme. Such resources will, from necessity, come from many sources, in addition to UNESCO Regular Programme; such as foundations, commercial and other private donors and governmental and aid agencies.
Annex I

"MEMORY OF THE WORLD"

Second Meeting of the
International Advisory Committee

UNESCO Headquarters, Paris, 3-5 May 1995

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Annex II

MEMORY OF THE WORLD

International Advisory Committee

Second Meeting, UNESCO Headquarters, Paris, Room XIV

3-5 May 1995

AGENDA

1. Opening of the session by the Director-General or his representative
2. Introductory remarks by the Chairman of the Committee
3. Review of the Programme objectives and current activities
4. Programme structure and management - Responsibilities at national, regional and international levels
5. The proposed "Memory of the World" Register - World, regional and national registers
6. Selection criteria and nominations for the Register - Alternative options
7. Examination of pending requests and project proposals
8. Preservation strategies
9. Access and distribution
10. Report of the Chairman of the Sub-Committee on Technology
11. Marketing strategies - Terms of reference and composition of the Marketing Sub-Committee
12. Copyright and other legal and ethical issues - Need for a Sub-Committee?
13. Funding and promotional strategies
14. Education, training and raising awareness
15. Anticipating an international convention?
16. Any other business
17. Adoption of the report
18. Closure of the meeting
Annex III

MEMORY OF THE WORLD

International Advisory Committee

Second Meeting, UNESCO Headquarters, Paris, Room XIV
3-5 May 1995

Opening remarks by the representative of the Director-General

Good morning ladies and gentlemen,

It gives me great pleasure to welcome you all on behalf of the Director-General to UNESCO Headquarters today, for the Second meeting of the International Advisory Committee of the "Memory of the World" Programme. I wish to express my satisfaction at the presence of members appointed by the Director-General in their personal capacity and observers invited to this meeting. My gratitude goes to all participants who accepted our invitation in spite of their pressing agenda and heavy workload. I am glad to see that so many foundations and international professional organizations, sharing our aim to preserve the world endangered documentary heritage and to facilitate access to this collective memory, are represented on this occasion. I would like to welcome among us Ms Suzanne Richer, Chairperson of the Intergovernmental Council for the General Information Programme, Mr Dietrich Schüller, Chairman of the "Memory of the World" Sub-Committee on Technology and Mr Bendik Rugaas, Chairman of the Conference of Directors of National Libraries. We are privileged to have, in this room, represented in such a small group, all sorts of expertise, knowledge and wisdom needed for the guidance of the Programme.

On behalf of the Director-General, I asked Mr Jean-Pierre Wallot, National Archivist of Canada and Chairman of the International Council on Archives, to be so good as to chair this meeting as he did in Pultusk for the First Meeting of the International Advisory Committee, with his customary authority, professional dedication and human touch. I am deeply grateful to him for having accepted. I also thank Mr George Boston who also took an active part in the meeting in Pultusk as the representative of sound, television and film archives international associations and who subsequently followed up some of the recommendations as Rapporteur of the Sub-Committee on Technology, for having agreed to act as Rapporteur of the present meeting.

Through "Memory of the World", UNESCO hopes to better fulfill its constitutional mandate of "assuring the conservation and protection of the world's inheritance of books, works of art and monuments of history and science". The Programme offers a unique opportunity to the international community to make a concerted effort to protect priceless records of all kinds, whether written, audiovisual or electronic and, at the same time, to facilitate access to this common heritage to ensure its wider dissemination.
The cinema, for instance, is in danger of losing most of the works that have made it the art of the century, just when it is celebrating its centenary. Thousands of kilometers of film are being lost and others could just fade away, unless they are restored and preserved as soon as possible.

Coming from a television background, I am well aware that a very small proportion of what has been broadcast over the years has been stored as sound or television archives. Entire sections of historical audiovisual heritage, documenting the birth of nations in Africa, for example, have disappeared for ever.

Preserving the world documentary heritage is not only a means of safeguarding the cultural heritage and identity of the peoples of the world, but it is also keeping the peoples' memory, the impulses that shape us all as social beings, that simply keep us staying human.

Today, the situation is improving, as audiovisual records as well as multimedia programmes are considered as part of the cultural heritage as much as the written words.

The task is overwhelming and only the mobilization of all the parties concerned can translate the ambitious objectives of the "Memory of the World" Programme into a vast world workshop to rescue, reproduce and disseminate endangered documentary treasures.

It is of the utmost importance that the Programme create awareness throughout the world of the value of the documentary heritage held by each nation, of how to provide wide access to its treasures. Co-operation is to be considered at three levels: at the national and regional level, where partners need to be brought together to work for the identification and selection of projects, their follow-up and the raising of funds for their implementation; and at the international level, UNESCO through your Committee will play a co-ordinating and catalytic role, as well as a promotional and fund-seeking one.

We are determined to continue to encourage and pool efforts, at all levels, to protect unique and endangered books, manuscripts, archival documents, audiovisual materials and oral traditions through the use of state-of-the art technologies conducive to wider accessibility and dissemination.

We count on you to continue to guide the planning and implementation of the "Memory of the World" Programme as a whole, with special attention to the selection of suitable technologies and the worldwide marketing of the products, and to help raising funds for the Programme.

I wish you a pleasant and fruitful meeting.