



## **The 3rd Meeting of the Marketing Sub-Committee of the Memory of the World Programme**

**Paris, UNESCO Headquarters, 16-17 March 2009**

### **Meeting report**

Participants were welcomed by Ms Miriam Nisbet, DIR/INF and Ms Joie Springer. Ms Springer then presented an overview of the Memory of the World Programme and its achievements since the last MSC meeting in 2006. She noted that since its creation in 1995, the MSC has only met twice before this. At the start of the second meeting, members had observed that little had been achieved in the nine intervening years; the same is true for the intervening period since the last meeting in 2006. In describing the proposals that had been thought feasible for implementation during the two years after the meeting, but had proven too difficult to realize, she asked a certain number of questions to guide members deliberations..

The floor was then opened for discussion. Mr Fathi Saleh compared MoW with the World Heritage (WH) programme noting that Abou Simbel helped put UNESCO in spotlight. After 17 years of WH was active and energetic unlike MoW. In his view, MoW is underfunded and understaffed, and as a result, there had been no follow-up of the recommendations of previous MSC meetings. Fund-raising requires staff and consultants to implement projects and raise the profile of the Programme.

This led to a discussion about what action was needed over the next few years that was realistic and achievable. Any activities that were proposed should include the work of the national and regional committees as well as the need to identify audiences and target them. This concerned the general public, decision-makers, media, information professionals, youth, etc. Mr Jonah Goldstein proposed that communication mechanism should be sent to regional bodies so that they know who to reach out to.

Me Bel Capul suggested to tailor fit activities to objectives and that an administrative structure should be identified.

Mr Saleh agreed that regional committees and the products they have developed were important but national committees need to be more proactive. The commemoration of an inscription on the Register generates media presence and publicity, but is short-term hype only.

Obstacles to the Programme were identified as the lack of seed money, resources, information as well as the need for feedback from UNESCO.

Mr Lothar Jordan proposed that a realistic list of small but achievable activities should be drawn up, clearly identifying roles in order to establish a lucid plan. Suggestions included the preparation of a kit for committees; a mechanism to communicate with others (such as a wiki) and to share ideas, etc., precise structure for committees to build awareness that they were part of a larger network and with better guidelines on what was expected of them.

Other ideas concerned the production of a television on the programme; a powerpoint type presentation on MoW for publicity; cooperation between institutions on register. It was felt that the

preparation of kits needed to be consistent but flexible to each region/nation and that opinions of each audience on needs should be solicited. The need for extra staffing and funds should be argued and proven

Mr Goldstein proposed that MSC develop a strategy for fundraising; UNESCO will provide tools but MSC members must undertake the basic work. MSC agreed that it would assume responsible for creating the plan for implementation by secretariat. It was argued that the plan should not be for money in a vacuum but should describe the specific activities that needed to be financed.

It was felt that different types of marketing plans were essential along with international patrons and sponsors to promote visibility. In this regard, the MSC could help to identify “ambassadors” for programme and provide name of possible personalities who could be contacted in this regard.

### **BRAINSTORMING SESSIONS**

Two brainstorming sessions were organized. Firstly with MSC members whose contributions were later conveyed to representatives of the private sector that had been specially invited to provide their comments on the Programme.

The full list of proposals and suggestions for future activities is described in Appendix 3.

## **Appendix 1**

### **The 3rd Meeting of the Marketing Sub-Committee of the Memory of the World Programme**

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#### AGENDA

Welcome address by representative of the Director-General

Overview of Mow Programme and achievements to date.

Review of work of the Memory of the World Marketing SubCommittee (MSC) to date including previous marketing plans.

General discussion and suggestions for improvement:

- reviewing and establishing terms of reference for the MSC;
- determining the role of the MSC at international, regional and national levels;
- evaluating the results of the awareness survey as the basis for future activities;
- contribution to the design and selection of the new Mow logo.

Brainstorming session with representatives of private sector and UNESCO's Bureau of Public Information.

Defining responsibilities for implementing activities during the next three years.

Any other business.

Conclusion of meeting.

## **Appendix 2**

### **LIST OF PARTICIPANTS**

#### **Marketing Subcommittee**

Mr. Lothar JORDAN, President of ICLM, Kleist Museum

Ms Belina CAPUL, Philippine Information Agency

Mr Fathi SALEH, Director, CULTNAT

#### **Private Sector representatives**

Mr Philippe COLOMBET, Google, France

Ms Seonaid McARTHUR, Museum Consultant

Ms Pascale THUMERELLE, VP of Sustainable Development, Vivendi

Mr Jimmy BARENS, Adobe Systems France

Ms Stephanie SAISSAY, Adobe Systems France

Mr Thierry RAGOBERT, Matin et Soir Films

#### **UNESCO Secretariat**

Ms Joie SPRINGER, CI/INF/UAP

Ms Miriam NISBET, Director, CI/INF

Mr Jonah GOLDSTEIN, BPI/OPP/PRO

## Appendix 3

### List of MSC Marketing/Promotional Activities Memory of the World Programme 2009-2012

Target Audience	Specific Communication Objectives	Media Strategy	Dissemination/ Diffusion Strategy	Time Frame	Resource Requirements	Responsibility Center	Remarks
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<p><b>A. Professionals</b></p> <ul style="list-style-type: none"> <li>- Archivists/museums, libraries and university researchers</li> </ul>	<ul style="list-style-type: none"> <li>- To inform the professionals about the UNESCO MOW Programme and services <ul style="list-style-type: none"> <li>➤ training</li> <li>➤ conferences/workshop/training</li> <li>➤ preservation information</li> <li>➤ publications</li> </ul> </li> <li>- To motivate the professional collecting NGOs to become “associate NGO” of the MOW Programme.</li> <li>- To encourage <ol style="list-style-type: none"> <li>a) submission of nomination proposals to the MOW Register;</li> <li>b) undertaking of more preservation work;</li> <li>c) providing increase access to collection</li> </ol> </li> </ul>	<ul style="list-style-type: none"> <li>- Create document containing list of MOW services:</li> <li>- Label the professional as Associate NGOs of the MOW Programme <ul style="list-style-type: none"> <li>- ICOM</li> <li>- ICLA</li> <li>- ICHS</li> <li>- CCAAA</li> <li>- ICA</li> <li>- IFLA</li> </ul> </li> <li>- Ride on the sector’s World Day or special events in promoting the MOW Programme</li> <li>- Make special MOW reports and features/articles</li> </ul>	<p>Distribution of multi-media MOW materials during special events</p> <p>Linkage between the MOW website and associate NGOs websites</p> <p>Associated NGO’s bulletins</p>	<p>April, 2009 – June, 2010</p> <p>Continuing (2009 - 2012)</p>	<ul style="list-style-type: none"> <li>- Time, effort of designated advocate assigned to the task</li> <li>- Budget for creating documents on MOW services</li> <li>- Document on the Associate NGO concept</li> </ul> <p>writers</p>	<p>Members of the SC on Marketing</p> <p><u>Lothar Jordan</u></p> <ul style="list-style-type: none"> <li>- ICOM</li> <li>- ICLA</li> <li>- ICHS</li> </ul> <p><u>Bel Capul</u></p> <ul style="list-style-type: none"> <li>- CCAAA</li> </ul> <p><u>Joie Springer</u></p> <ul style="list-style-type: none"> <li>- IFLA</li> <li>- ICA</li> </ul>	<p>Rationale for associating NGOs MOW programme with important programme which is consistent with the association’s goal/mandate</p> <ul style="list-style-type: none"> <li>- web links</li> <li>- the programme</li> <li>- facilities</li> </ul> <p>Research on the different associations’ special events and the World Day celebrations.</p>
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<p><b>B. Programme’s internal audiences</b></p> <ul style="list-style-type: none"> <li>- international</li> </ul>	<p>To convince/encourage UNESCO to provide bigger budget allocation for the Programme</p>	<ul style="list-style-type: none"> <li>- Prepare position paper on the Programme’s need for bigger budget</li> </ul>	<p>For presentation to the UNESCO DG, Executive Council and significant others</p>	<p>ASAP</p>	<p>Time, expertise of person in charge</p>	<p>MOW Programme Secretariat c/o Ms. Joie Springer</p>	

<p>committees</p> <ul style="list-style-type: none"> <li>- regional committees</li> <li>- national committees</li> <li>- UNESCO network</li> <li>- government officials</li> </ul>	<p>To inform the program implementers on the MOW services</p> <ul style="list-style-type: none"> <li>- training</li> <li>- publication</li> <li>- software information</li> <li>- standards</li> <li>- conferences</li> </ul> <p>To motivate UNESCO, the IAC regional offices, national commissions to expand the number of Regional/ National Committees</p> <p>To motivate existing national/regional committees to become more proactive in the implementation of the Programme.</p>	<ul style="list-style-type: none"> <li>- Develop and produce operational manual containing practical guidelines on setting up National/ Regional Committees, use of logo, wiki, reporting system, preparing nominations, fundraising, organizing media events and other promotional strategies</li> <li>- Designate champion/ ambassadors to advocate for the setting up of national committees in the following suggested countries <ul style="list-style-type: none"> <li>➤ USA</li> <li>➤ Canada</li> <li>➤ UK</li> <li>➤ Netherlands</li> <li>➤ Portugal</li> <li>➤ Russia</li> <li>➤ Senegal</li> <li>➤ Kenya</li> </ul> </li> <li>- Develop mechanism for national/regional committees to communicate and share ideas among</li> </ul>	<p>Via the UNESCO Regional offices</p> <p>MOW National and Regional Committees and UNESCO National Commissions</p> <p>UNESCO MOW website</p>	<p>6 months July – December 2009</p> <p>3 years</p>	<p>Time, expertise, budget for production</p> <p>Mobilization expense</p> <p>System developer/web designer Moderator</p>	<p>Joie Springer and Bel Capul</p> <p>MOW International Advisory Committee</p> <p>Joie Springer</p>	
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		each other (wiki) - Create websites for existing national/regional committees	Internet		Guidelines for website creation	Committees concerned/UNESCO for the guidelines	Need to define elements for the common look.
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<b>C. Pupils (Youth)</b>	<p>To inform the Education Ministries about the MOW Program and enjoin them to support the program</p> <ul style="list-style-type: none"> <li>- include MOW Program in the school curriculum</li> <li>- encourage schools to become associates of the MOW Program</li> </ul> <p>To make the youth appreciate the importance of documentary heritage and the need to preservation.</p>	<ul style="list-style-type: none"> <li>- Briefing presentation of the Program to Ministry officials</li> <li>- Briefing presentations to targeted/select schools on the national level</li> <li>- MOW workshops/ symposium for general and comparative literature teachers/historians</li> <li>- Screen MOW AV heritage documentaries (cum discussion) through the film (AV) literacy program</li> </ul>	<p>Meetings</p> <p>ICLA General Conference/ International Committees of Historical Sciences</p> <p>School circuits</p> <p>Schools/AV festival Independent cinema</p>	April 2010	<ul style="list-style-type: none"> <li>- Learning facilitators</li> <li>- Teaching module</li> <li>- Grants for production</li> <li>- prizes</li> </ul>	<p>UNESCO National Commission/MOW National Committees</p> <p>Dr. Lothar Jordan</p> <p>Bel Capul/Dr. Lothar Jordan MOW National Commissions</p> <p>Bel Capul/Dr. Lothar Jordan National Commissions</p>	<ul style="list-style-type: none"> <li>- an existing teaching module on film literacy may be modified</li> <li>- tie-up with existing UNESCO literacy program</li> <li>- can be a source of fund-raising for the MOW-related school activities</li> <li>- "a dollar a film program concept. See proposal</li> <li>- George Boston as Administrator?</li> <li>- creation of game to be</li> </ul>



	To produce merchandising products/promotional materials	<ul style="list-style-type: none"> <li>- Student film production competition</li> <li>- Create special youth-oriented website which may contain the following: <ul style="list-style-type: none"> <li>➤ Computer game which traces the steps of the program from archeology to preservation</li> <li>➤ Wiki for youth</li> <li>➤ Podcast</li> <li>➤ Posting of winning film entries in relevant competition</li> </ul> </li> <li>- Student museum visit</li> <li>- children's game</li> <li>- MOW Globe containing logo and web address</li> </ul>	<p>festival</p> <p>UNESCO website</p> <p>International Music Day 2011 c/o International Committees for Literacy Museum (ICLM)/ International Council of Museum (ICOM)</p> <p>- Children's book fairs</p> <p>- schools</p>	2011	<ul style="list-style-type: none"> <li>- web development and maintenance</li> <li>- web administrator</li> </ul> <p>Template</p>	<p>Dr. Lothar Jordan</p> <p>Joie Springer/Jonas Goldstein</p>	<p>explored with Vivendi</p> <p>Templates will be shared with National Committees</p> <p>Sponsorships may be secured ex. The Globe for example may be sponsored by a sport manufacturer</p>
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Target Audience	Specific Communication Objectives	Media Strategy	Dissemination/ Diffusion Strategy	Time Frame	Resource Requirements	Responsibility Center	Remarks
<b>D. Publicity (Media)</b>	To provide basic information materials on the Programme across all target	<ul style="list-style-type: none"> <li>- Develop modular brochure with insert for various audiences</li> <li>- Produce promotional</li> </ul>	Targeted professional magazines like WHC and museum, and regional/national series		Contact at the National Geographic	UNESCO & the IAC Bureau	Write-up by theme, Region, topics with foreword by

	audiences	materials <ul style="list-style-type: none"> <li>➤ postcards on MOW document item</li> <li>➤ stamp</li> </ul>	at the National Geographic				famous personalities
	<ul style="list-style-type: none"> <li>- To encourage media institutions to support the Programme</li> <li>- Provide media coverage of special events/event launch</li> <li>- Write feature articles for the Programme in select publication</li> <li>- Publicize press releases sent by the Programme to the media</li> </ul>	<ul style="list-style-type: none"> <li>- Presentation meeting with India organization on the Programme</li> <li>- Basic media kit on the Programme in USB stick</li> <li>- <u>Press releases</u> <ul style="list-style-type: none"> <li>➤ weekly events</li> <li>➤ announcement of special events</li> <li>➤ new inscriptions to the Register</li> </ul> </li> <li>- <u>Organize Press Conferences and event launch</u> <ul style="list-style-type: none"> <li>➤ media event for new inscriptions</li> <li>➤ book launching</li> </ul> </li> <li>- <u>Feature articles on MOW items</u> in the Register as inserts to targeted professional magazines</li> </ul>	<p>Meetings with targeted media institutions</p> <ul style="list-style-type: none"> <li>- targeted media institutions</li> <li>- UNESCO Website</li> </ul> <p>Targeted media institutions</p> <p>Targeted professional magazines like WHO and Museum and regional/ national series at the National Geographic</p>	July 2009	<ul style="list-style-type: none"> <li>- list of targeted media</li> <li>- institutions</li> <li>- presentation materials</li> <li>- media kit</li> </ul> <p>Press kit</p> <p>Contact person at the National Geographic magazine</p>	<p>Joie Springer/Jonas Goldstein</p> <p><u>Media points</u> UNESCO PR Office/MOW IAC for international events</p> <p>Regional/National Committees for national/ regional events</p> <p>MOW Bureau with local host of IAC Meeting in Barbados</p> <p>UNESCO and the IAC/Bureau</p>	<p>USB stick to be sponsored by a manufacturer</p> <ul style="list-style-type: none"> <li>- countries to write country specific announcements/ press releases and use of country specific images</li> <li>- target specific media/press for specific item</li> <li>- tie-in event launching to a Theme and sectoral World Day events</li> </ul> <p>Write-up by theme, region, topics with foreword by famous personalities</p>

Target Audience	Specific Communication Objectives	Media Strategy	Dissemination/ Diffusion Strategy	Time Frame	Resource Requirements	Responsibility Center	Remarks
<b>E. General Public</b> <ul style="list-style-type: none"> <li>- public at large</li> <li>- private sector</li> <li>- Ambassadors</li> </ul>	<p>To establish linkages with relevant private sector groups to support the MOW Program</p> <ul style="list-style-type: none"> <li>- creation of promotional materials</li> <li>- provision of network facilities and services</li> <li>- sponsorship of programme or parts of it</li> <li>- joint projects</li> </ul> <p>To raise awareness on the importance of the Region's/ country's/ World's heritage and the need to preserve them.</p>	<p>Presentation (cum discussion) with media groups</p> <ul style="list-style-type: none"> <li>- Vivendi</li> <li>- Adobe</li> <li>- Matin et Soir Film</li> <li>- Civic organizations</li> <li>- National Geographic</li> </ul> <p>Organize the search for the new MOW logo</p> <p><u>Produce a TV advertorial</u> popularizing the new MOW logo</p> <p><u>Produce series of documentaries</u> on the MOW inscribed items in the MOW Register</p>	<p>meetings</p> <p>UNESCO website Associated NGOs' websites</p> <ul style="list-style-type: none"> <li>- Sponsored ads</li> <li>- FIAT TV members</li> <li>- Free airtime in SE Asia national TV networks</li> <li>- airlines</li> <li>- websites</li> <li>- Public broadcasting networks</li> <li>- Sponsored airtime in relevant TV stations</li> </ul>	3-5 years	<ul style="list-style-type: none"> <li>- Presentation material</li> <li>- Basic information list on the Program</li> <li>- Prize US\$2000</li> <li>- Terms of Reference</li> <li>- production house</li> <li>- script concept and story board</li> <li>- budget for production</li> <li>- production guidelines for the look</li> <li>- budget</li> <li>- airtime</li> </ul>	<p>Joie Springer Jonas Goldstein</p> <p>National UNESCO Commission/National MOW Committee</p> <p>Joie Springer</p> <p>Bel Capul</p> <p>Jonas Goldstein</p>	<ul style="list-style-type: none"> <li>- undertaken during the MSC Meeting in Paris last March, 2009</li> <li>- similar meeting will be held with pre-identified meeting in Berlin in 2010</li> <li>- should also be undertaken on the national level</li> <li>- To include a program slogan. "Preserving today's documentary heritage for Tomorrow"</li> <li>- These may be produced on the international, regional or national level</li> <li>- To include the stories behind</li> </ul>

		<p><u>Produce Radio Materials</u></p> <ul style="list-style-type: none"> <li>- radio plug/clips</li> <li>- radio documentaries</li> <li>- rebroadcast of audio clips produced by Mexican radio/ translated info language share information specific items and the program through mobile phones</li> </ul> <p><u>Publish Coffee Table books</u></p> <ul style="list-style-type: none"> <li>- coffee table books on the Asia Pacific documentary heritage (pilot) (see attached detailed proposal)</li> </ul> <p><u>Organize thematic exhibits</u></p> <ul style="list-style-type: none"> <li>- traveling exhibitions</li> <li>- UNESCO poster exhibit</li> </ul>	<ul style="list-style-type: none"> <li>- public radio broadcasting</li> <li>- podcast</li> <li>- cellphones</li> <li>- MOW websites</li> </ul> <ul style="list-style-type: none"> <li>- UNESCO network</li> <li>- Use of commercial publishing networks to penetrate the public at large</li> <li>- Tapping of professional NGO's networks</li> </ul> <p>Launch event Mounting the exhibit during World Day/SC museum day and special events, UNESCO General Conference</p>		<ul style="list-style-type: none"> <li>- Rights clearance to rebroadcast audio clips to other markets</li> <li>- Translation to other languages</li> </ul> <ul style="list-style-type: none"> <li>- 1 year guaranteed purchase of 2000 copies from UNESCO</li> <li>- Marketing plan</li> </ul> <ul style="list-style-type: none"> <li>- host site and institution, Alexandra, National Library</li> <li>- project proposal including costing</li> <li>- Museum expert as consultant</li> </ul>	<p>Lothar Jordan Fathi Saleh National/Regional Committees</p> <p>MOWCAP/UNESCO/MOW- MSC</p> <p>Fathi Saleh UNESCO c/o Joie Springer Jonas Goldstein Lothar Jordan</p>	<p>the documentary heritage</p> <ul style="list-style-type: none"> <li>- Include in the OBB/ CBB “A tribute to the MOW Program”</li> <li>- Explore selling of the documentaries to sponsors</li> <li>- Matun et Soir Films as possible producer</li> <li>- Ask Thierry what he needs from UNESCO to effect working together</li> <li>- Conaculta &amp; MOWLAC to work on radio documentary</li> <li>- May be produced on the national/ regional level with sponsors</li> <li>- Partnership with SRF and Maroc Telecom (division of Vivendi) to diffuse existing MOW audio clips</li> </ul>
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							<p>through cellphones</p> <ul style="list-style-type: none"><li>- Need to finalize marketing arrangement between UNESCO and J. Lilly Publishing</li><li>- explore selling of books in advance</li><li>- Check feasibility of sending mock-ups to libraries/archives in other places</li><li>- Jonas Goldstein to meet with Seonid to learn a bit about processes of UNESCO poster exhibit</li></ul>
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