

## 22<sup>nd</sup> Conference of COPEAM

### AUDIOVISUAL HERITAGE COMMISSION

#### FINAL RESOLUTION

The Audiovisual Heritage Commission was able, in the previous years, to federate its members around strong and mobilizing projects in favour of the audiovisual archives of Mediterranean broadcasters: *Capmed*, *Med-Mem*, *Balkans' Memory* produced results and continue to shine. They aim at encouraging the implementation of systematic policies for the safeguard, the digitization and the public access to the Mediterranean audiovisual heritage.

Wishing to rationalize its intervention, the Commission complies today with a triple logic of:

- capitalisation: using the work done in terms of legal good practices, of implementation of safeguard plans for audiovisual archives, of financing to be identified and of arguments to be promoted,
- cross-cutting: developing new synergies with other COPEAM Commissions and mutualising the efforts and the results,
- operational actions integrating the economic difficulties we all face.

Many are the ideas, and so are the forms of commitment. The Commission decided to focus its efforts for the next year on three directions:

- Training: studying the feasibility of a workshop about the place of the archives in the Mediterranean audiovisual sector, allying transfer of know-how (theory, concrete cases illustrated by contributors from the Commission) and political awareness in front of the decision-makers of the country selected; arguing and convincing in favour of the preservation and the promotion of the audiovisual archives. The success of such a pilot project will facilitate its reproduction and adaptation in a different country each year.
- Production: focusing on the conception of short archive-based modules, such as educational MOOCs in cooperation with the Training Commission, or capsules showing the jobs in the audiovisual and archive fields or giving voice to researchers and professionals for the storytelling, through images and archives, of social issues. Whatever the product chosen, it needs to be easy to realize, reinforcing the arguments presented to the decision-makers during the above-mentioned workshop. Further to this, the Commission remains at the disposal of the Radio Commission for any new production based on archives.
- Education: continuing the work started last year, placing *Med-Mem* as a pedagogic resource. Continuing the feeding of the website at least with the contents produced within COPEAM. Studying new uses for accredited researchers (offline website, conditions for download...). Conferring on the transfer of its hosting to a partner organisation able to continue its feeding and its educational and research uses. Orienting the action of *Med-Mem* partners on its dissemination and its contents in good complementarity and in the framework of an adequate legal instrument. Working on the continuation of its promotion among educational publics (high schools/universities/cinema schools...), cultural institutions (museums, media libraries...) and decision-makers (Ministries of education, of culture...), as well as during all large-scale events organised in the Mediterranean area, where a presentation of the archives of our members and of the website would make sense.

Finally, a prize devoted to multimedia innovation based on archives is under consideration, in the perspective of being awarded in the framework of Prix Italia.

The reason why we strongly support the will to accompany our members in safeguard policies is because an archive of the past is a new programme for the future.

Malta, 28 March 2015