



**BALKANS'  
MEMORY**

*Preserving and Promoting  
Audiovisual Heritage*



Project co-funded by European Commission

## *Press release*

# **Balkans' Memory – the inaugural conference**

***June 1, 2012 – Mimara Museum, ZAGREB***

On **June the 1st 2012 in Zagreb** - at Mimara museum - will be held the **opening conference of the project *Balkans' Memory, preserving and promoting audiovisual heritage in the Western Balkans.***

Balkans' Memory is a three year project (2012-2014) lead by Ina in partnership with the Croatian audiovisual centre, the National Film Archive of Albania and COPEAM. It aims at implementing the first steps of an ambitious policy of preservation, digitization and promotion of audiovisual heritage of the region. The objective is to support the dissemination of good practices and know-how and strengthen the skills of the professionals working in archive centers and broadcasters of the area.

What strategies the archive owners have to face for exploiting the archives' historical, educational, cultural and economical value? What policies put in place to preserve and digitize the existing archives collections? Who are the stakeholders to be involved for the implementation of information and training actions?

The first conference will gather regional stakeholders working on the preservation of audiovisual and cinematographic heritage field, so to raise awareness among decision-makers and funding agencies, with the presence of high institutional representatives of Balkans, European institutions and archives experts.

The morning session will be the occasion to have a view of the local and regional policies in the field of digitization and promotion of audiovisual archives and an assessment of the implementation of the European convention for the Protection of Audiovisual Heritage in the area.

The afternoon session will be dedicated to archives management strategies of institutions which, processing for years now their digitization and promotion policies of collections they own, have been invited to share their experience.

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