



Hrvatski  
audiovizualni  
centar  
Croatian Audiovisual Centre

# BALKANS' MEMORY INAUGURAL CONFERENCE: PROGRAMME

*June 1, 2012 – Mimara Museum, ZAGREB*

## CONTEXT & OBJECTIVES

***Balkans' Memory, preserving and promoting audiovisual heritage in the Western Balkans*** is a project lead by Ina through its center for expertise in media and digital contents, **Ina EXPERT**, in association with the **Croatian audiovisual centre**, the **National Film Archive of Albania** and **Copeam**. Its global objective is to implement in the Western Balkans the first step of an ambitious policy of preservation and promotion of audiovisual heritage.

The project is composed of preparatory actions whose aim is to raise awareness among decision-makers of the Western Balkans on **the necessity to invest in the preservation, digitization, use and management of their audiovisual heritage** and to promote the diffusion of good practices and know-how, and to strengthen the skills of the professionals working in archive centers and broadcasters of the area.

**This opening conference, in June 2012 in Zagreb, will gather regional decision-makers, stakeholders on the preservation of audiovisual and cinematographic heritage field.** It will launch a series of conferences, seminars and regional training actions dedicated to professionals from Albania, Bosnia and Herzegovina, Croatia, F.Y.R. of Macedonia, Kosovo\*, Montenegro and Serbia.

\* according to the 1244 resolution of the UN Security Council



**This project is co-financed by the European Commission**

# PROGRAM OF THE CONFERENCE

The conference is delivered in French, Bosnian-Croatian-Montenegrin-Serbian and in English,  
with simultaneous translations

<b>31 MAY 2012</b>	<b>RESIDENCE OF THE FRENCH EMBASSY</b>
6:30pm	<b>Welcoming cocktail</b>
<b>1 JUNE 2012</b>	<b>MIMARA MUSEUM, ZAGREB</b>
<b>Morning</b>	
9:30 – 10:00am	<b>Coffee &amp; Registration of participants</b>
10:00 – 13:00am	<b>Moderator: Serge SCHICK</b> , Head of Ina EXPERT
10:00 – 10:45am	<b>Welcoming and introduction to the seminar</b> Tamara PERIŠIĆ, Assistant Minister, Ministry of Culture of the Republic of Croatia Paulo BERIZZI, Head of Political, Economic, Trade and Information Section, Delegation of the European Union to the Republic of Croatia Mathieu GALLET, Ina Chairman and Executive Officer
10:45 – 11:00am	<b>Presentation of the Balkans' Memory project, <i>Preserving and promoting audiovisual heritage in the Western Balkans</i></b> Delphine WIBAUX, Project Manager, Ina EXPERT
11:00 – 11:30am	<b>Introduction to the European Convention for the Protection of Audiovisual Heritage</b> Mechthilde FUHRER, Directorate of Democratic Governance, Culture and Diversity, Council of Europe
11:30 – 11:45am	<b>Coffee break</b>
11:45 – 12:15pm	<b>Preserving audiovisual heritage: challenges, risks and responsibilities</b> Dominique SAINTVILLE, Vice-president of FIAT/IFTA
12:15 – 1:00pm	<b>Mapping of the regional policies related to the preservation and digitization of audiovisual heritage</b> Mladen BURIĆ, President of the Standing Committee of the European Convention for the Protection of Audiovisual Heritage
1:00 – 2:30pm	<b>Lunch break &amp; networking opportunity</b>

## Afternoon

2:30 – 4:00pm

### **Archiving policy and strategy: how to set up and finance preservation and digitization projects**

**Moderator:** Michel DAUZATS, Project Manager, Ina EXPERT

**Jean VARRA**, Ina: the preservation and digitization plan: uses, selection, priorities, techniques and costs

**Laurent CORMIER**, National Centre for Cinema and Moving Image: the preservation and digitization plan for film heritage

**Agata NERS**, Polish Audiovisual Institute: a national institution in charge of leading archiving policy and funding

**Jean-Louis ROLLE**, Sonuma & **Michel MERTEN**, Memnon: developing national partnership and working with service providers

4:00 – 4:15pm

### **Coffee break**

4:15 – 5:45pm

### **Case studies on commercial, educational and cultural uses of archives**

**Moderator:** Dominique SAINTVILLE, Project Manager, Ina (Archives Department)

**Jean-Luc VERNHET**, Ina: InaMediapro, a digital tool for the benefit of professionals

**Béatrice DE PASTRE**, French Film Archive: reusing cinematographic works in the digital framework

**Mireille MAURICE**, Ina: regional partnership to enlarge cultural uses of archives: MedMem project, Mediterranean Memories

**Bojana ANDRIĆ**, RTS: example of the use of archives in new programs, “Treasure” series on RTS

5:45 – 6:00pm

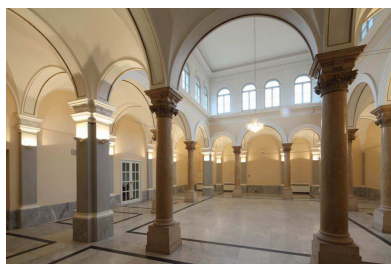
### **Closing of the seminar**

7:00pm

**Screening:** “Oktavijan Miletić – amateur films 1932-1937”  
Croatian State Archive building

8:00pm

### **Closing cocktail & networking opportunity**



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**ASSOCIATES**



**The Croatian Cinematheque**



**The Cinematheque of Macedonia**



**The Serbian Broadcasting Corporation**



**The National Film Archive of the Republic of Serbia**



**The National Film Archive of Bosnia and Herzegovina**



**The U Radio and Television**



**The Radio Television of Montenegro**



**The National Film Archive on Montenegro**



**The French National Center for Cinema and Moving Pictures, French Film Archive**



**The International Federation for Television Archives**



With the support of the Regional Audiovisual Bureau  
in Belgrade and of the French Embassy in Croatia.