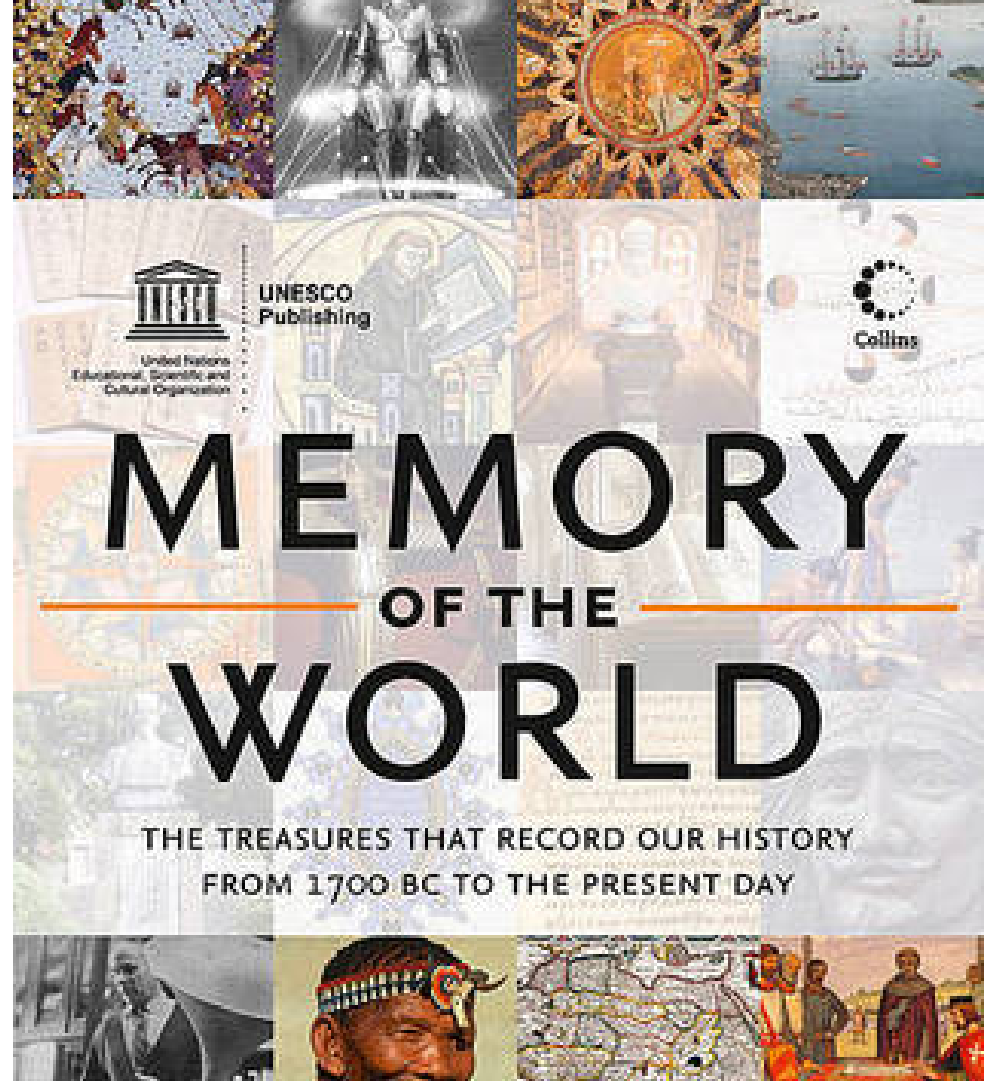


# Knowledge Societies Division Memory of the World Programme

**USING NEW MEDIA CHANNELS TO ENHANCE ACCESS  
TO AND USE OF INSCRIPTIONS ON THE MEMORY OF  
THE WORLD (MOW) INTERNATIONAL REGISTER: A  
PROPOSAL**

Universidad De Salamanca

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1. **Background**
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3. **A proposal for harnessing the potential of new media to amplify access to and use of documentary heritage**
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*A document is an object,  
analogue or digital*

*A document contains  
informational content*

*And the carrier on  
which it resides*

*Preservable;  
moveable*

*Signs; codes;  
images; sounds*

*Aesthetic; cultural;  
technical*

## Background

1. Origin of the [Memory of the World Programme](#), and objectives
2. UNESCO 2015 [Recommendation concerning the preservation of, and access to, documentary heritage including in digital form](#)
3. [The MoW International Register](#)



# Documentary heritage in the evolving digital environment



## *The 2015 Recommendation*

- Beyond analogue, 'including in digital form'
- Digital preservation of documentary heritage
- 'Permanently accessible and re-usable by all without hindrance' ... support memory institutions to develop international standards for access ... in support of interoperability.



## *2012 Vancouver Declaration*

- Digitization can protect valuable analogue documents from deterioration by reducing handling.
- In the case of audio-visual documents, digitization is the only means of ensuring their survival.
- Enhance protection of 'born digital' documents, that are more likely to be lost within the digital environment itself



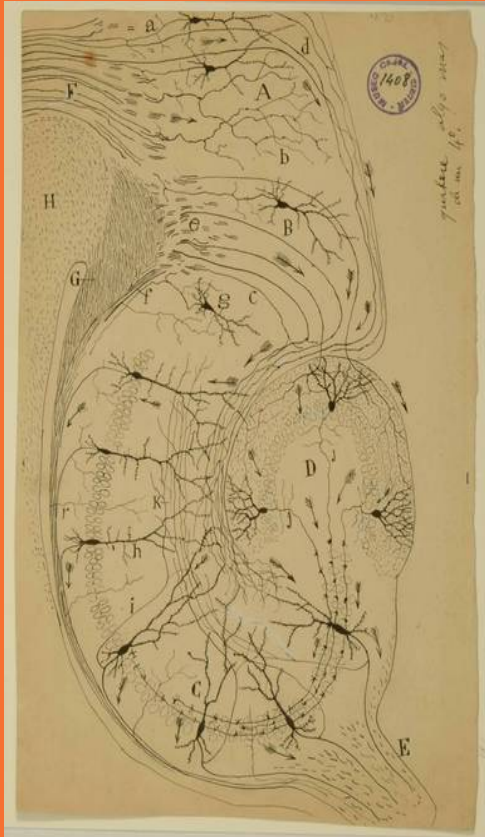
## *2030 Agenda for Sustainable Development*

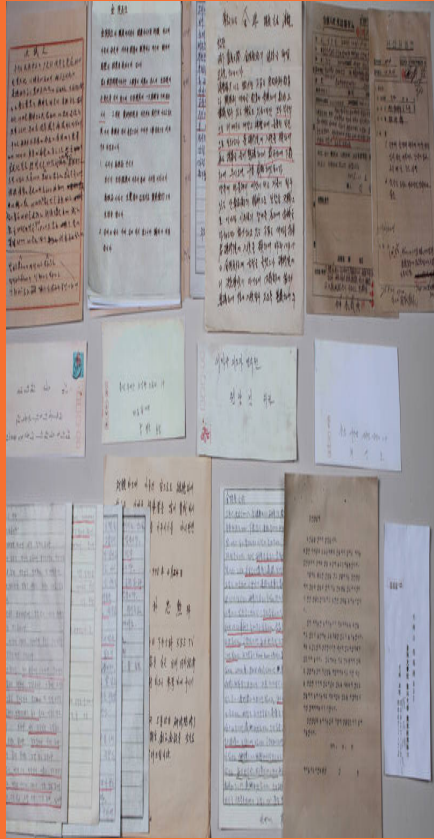
- SDG 16.10: Public access to information & fundamental freedoms (e.g. ICTs)
- SDG 11.4: Protect & safeguard ... cultural heritage ... (e.g. Digital preservation)
- SDG 4.7: Education for sustainable development ... sustainable lifestyles, human rights, gender equality, culture of peace ... global citizenship ... cultural diversity ... (e.g. Heritage in curricula)

## Proposal: harnessing the potential of new media to amplify access to and use of documentary heritage

**This proposal is informed by Tencent – a Chinese Internet company – and taking into account the following services:**

- **Weixin/WeChat**
- **China Reading Limited (Tencent Literature)**
- **Tencent Classroom**
- **Tencent Microblog**

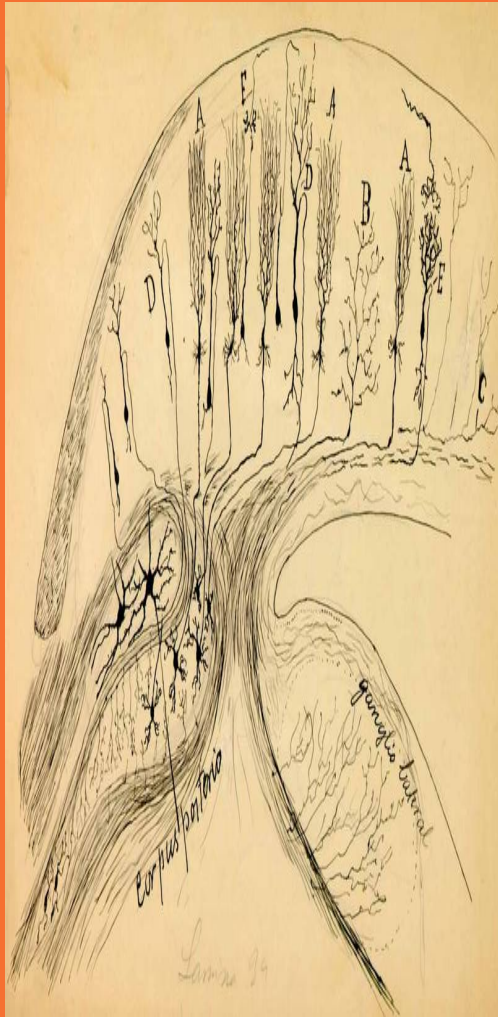




## Proposal: harnessing the potential of new media to amplify access to and use of documentary heritage (cont'd)

### *Expected Results:*

- ❑ Raise awareness of the **cultural significance** of UNESCO's documentary heritage inscriptions among at least 10,000 young people in China and elsewhere in the Asia-Pacific region, using Tencent's **WeChat** as an online platform. The platform could feature various MoW inscriptions in the form of 'Did You Know?' facts to stimulate young people's interest in exploring the historical knowledge that lies behind such inscriptions.
- ❑ Encourage a focus on the **educational value** of such inscriptions by utilizing the **Tencent Classroom** as a model for excellence in incorporating cultural heritage as a teaching resource for a variety of subjects, including history, photography, etc.
- ❑ Support **micro-blogging** on specific cultural heritage items as a way of creating **popular narratives** of the historical moments such items embody (e.g. using the Yellow Emperor's Inner Canon to narrate the story of the evolution of Chinese traditional and modern medicine).



## Proposal: harnessing the potential of new media to amplify access to and use of documentary heritage (cont'd)

### *Possible Activities:*

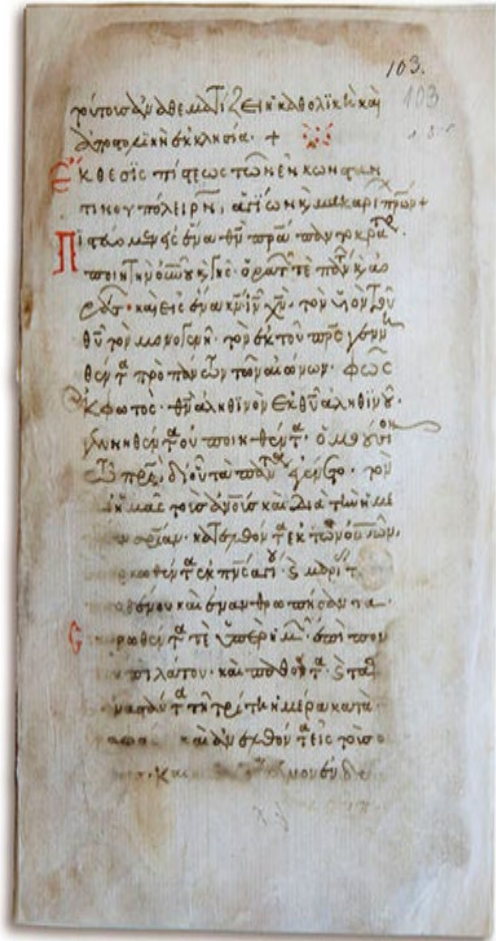
- ❑ Set up an **official MoW account on WeChat**, including partnering with a relevant institution to maintain the account by periodically posting official news or introductions to selected MoW inscriptions in the form of texts, sounds or video clips.
- ❑ Identify and commission at least five **Key Opinion Leaders (KOLs)**, who command influence and have a significant following or e-reputation on WeChat, who could blog about some of the most significant MoW inscriptions, and how these relate to modern life.
- ❑ As part of creating such a repertoire of heritage narratives, UNESCO could explore the use of **3D models** to create realistic photo and/or video composites or representations of selected documentary inscriptions and, in some cases, the artifacts they refer to.
- ❑ Organize an expert meeting to explore the possibility of (i) introducing MoW documentary heritage as a pedagogical information resource for online classroom teachers; (ii) the use of 3D models to create realistic photo composites or representations of selected documentary inscriptions as a way of popularizing them among students; and (iii) developing online games on the interesting themes captured by the rich diversity of MoW inscriptions (e.g. struggles for self-rule; freedom from slavery; trading practices; human rights; technological advances; medical breakthroughs, etc.).



## Proposal: harnessing the potential of new media to amplify access to and use of documentary heritage (cont'd)

- ❑ **Following this expert meeting, organize a capacity-building workshop for the teachers, including using them as a cohort for subsequent capacity-building workshops in other regions that may be targeted for a similar intervention.**
- ❑ **Using the same cohort of teachers, undertake at least ten Massive Open Online Courses (MOOCs) on documentary heritage as an instructional tool and historical narrative.**





## Conclusions

Efforts aim to take advantage of the digital environment, particularly by preventing the likely negative impact of possible threats arising from the digital environment:

- ❑ **Market concentration**, in which global digital platforms are increasingly contributing to market concentration with no guarantee that their systems may be adapted to address documentary heritage preservation and accessibility as a global good or common. This could lead to the over-commercialization of access to and use of documentary heritage.
- ❑ Inability to treat digital technologies as a **means** and not an end to the achievement of the UN Sustainable Development Goals, including by harnessing them for public access to information and the protection of fundamental freedoms (e.g. SDG 16.10, etc.).
- ❑ **Digital illiteracy**, which may derail the harnessing of digital technologies for democratic citizenship, especially through an appreciation of cultural heritage as a bedrock for active citizen participation in modern Knowledge Societies. If citizens can use digital technologies to access documentary heritage and use it to understand their past and present, and further use that understanding to determine their futures, the chances for active civic engagement can be enhanced.



United Nations  
Educational, Scientific and  
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Memory of  
the World

THE END

