

**UNESCO 'MEMORY OF THE WORLD' REGIONAL COMMITTEE FOR ASIA AND
THE PACIFIC (MOWCAP)**

TENTH BUREAU MEETING MINUTES

7 March, 2010

Macau SAR

Present: Mr. Ray Edmondson (Chairperson)

Ms. Carmen Padilla (Vice-Chairperson)

Ms. Helen Swinnerton (Acting Secretary-General)

Dr. Susanne Ornager (UNESCO Advisor)

Dr. M.R. Rujaya Abhakorn (Goodwill Patron and Chair of the Register
Sub-Committee)

Mr. Simon Chu (Special Advisor)

Ms. Sarah Choy (Special Advisor)

Mr. Richard Engelhardt (Special Advisor)

Ms. Leire Baltran Segaseta (UNESCO Volunteer)

1. Adoption of the Bureau Meeting agenda and the rapporteur

1.1 The agenda (appendix 1) was adopted and Ms Swinnerton was appointed as rapporteur

2. Confirmation of Minutes of 9th Bureau Meeting 2009

2.1 Ms. Sarah Choy, Special Advisor to MOWCAP, recapped on the legal and associated financial situation of MOWCAP. MOWCAP, as a committee of UNESCO, is not a legal entity and therefore, is not in a position to have an independent bank account. All existing MOWCAP funds will continue to be added to the biennial budget line of UNESCO Bangkok office. The Bureau discussed that a long-term method for managing MOWCAP finances could be to establish a voluntary association 'the friends of MOWCAP' to receive funds on MOWCAP's behalf.

2.2 Mr. Simon Chu, Special Advisor to MOWCAP, recapped on the progress being made in Hong Kong towards an archives law for Hong Kong. It was also reported that the Chair of MOWCAP, had (?) sent a letter to the Hong Kong Government advocating an archives law.

3. Bureau Reports

3.1 The reports of the MOWCAP Chair, Secretary-General and Goodwill Patron, which would be presented at the General Meeting, were submitted to the Bureau for comment.

4. General Meeting Agenda

4.1 The format and administration of the General Meeting opening ceremony, roll call of delegates, establishment of voting rights and presentation of Bureau and country reports was agreed.

4.2 The Bureau agreed that countries nominating to the Asia Pacific Regional Register in 2010 could on this occasion give an introductory presentation on

the nomination at the General Meeting. The Regional Register Subcommittee, as the specialists appointed by MOWCAP, would then present their recommendations on nominations for inscription, following which, a secret voting ballot would be held.

5. The Bureau Election and Amendments to the MOWCAP Rules

5.1 Mr. Ray Edmondson explained that the four year tenure of the existing Bureau members ended at the 4th General Meeting and the Bureau members would step down. The UNESCO Regional Advisor, Dr Susanne Ornager would preside over the election of the next Bureau.

5.2 The Bureau discussed the composition of the Bureau and its suitability to support the increasing workload arising from the growth of MOWCAP. It was confirmed that the statutes and rules enable the Bureau to recommend the appointment of additional Vice Chairs and the Bureau agreed to recommend to MOWCAP an increase from one to three Vice Chairs. On approval of the recommendation, the Bureau would develop operating terms of reference for the incoming Vice Chairs.

5.3 The Bureau discussed the existing Rules of Procedure for the MOWCAP Bureau and agreed to propose a series of amendments for approval at the MOWCAP General Meeting (see appendix 2.)

6. Publication 'Memory'

6.1 Mr. Richard Engelhardt, Chair of the Publications Subcommittee, reported on the coffee table book project 'Memory'. Mr. Engelhardt highlighted that insufficient funds were available for publication and distribution of the book and a further USD20,000 was required. The Bureau discussed the possibility of MOWCAP member states contributing funding to support the production of the publication.

7. Awareness Raising

7.1 Workshops and Events

The Chair summarized recent workshops and visits in the MOWCAP region - Philippines, Korea, Iran, Cambodia and China. The Bureau discussed the workshop requirements for 2010 and the possibility of partnering with other MOW and UNESCO programmes to maximize the available budget for MOWCAP workshops.

7.2 MOWCAP Website

Ms. Helen Swinnerton, the manager of the MOWCAP website, led a discussion on the development potential of the MOWCAP website to raise awareness of the MOWCAP programme. The website needs to be both a communication and support tool for MOWCAP members and also a tool to raise awareness of the value of the MOWCAP programme within society, including governments, education institutes, businesses, media and the wider community. To effectively reach these two audiences the structure and content of the site

needs to be reconsidered, which is a long-term project and will require technical resources. In the short-term, there are opportunities to increase the value of the site through frequent updates of news and utilization of the 'Projects' page. In conjunction, the Bureau would also try to monitor the usage of the site to measure effectiveness.

7.3 MOWCAP Facebook Page

Ms. Leire Beltran Sagaseta introduced the idea of advocating MOWCAP to younger generations through harnessing social network sites. Facebook, for example, is a popular networking site that enables groups to form and develop a forum page for sharing and discussion. The Bureau agreed that the UNESCO Bangkok intern programme could support the development of a MOWCAP forum page on Facebook with the support of the Secretary General.

7.4 MOWCAP Marketing Leaflet

Dr. Susanne Ornager and Ms. Leire Beltran Sagaseta introduced a marketing leaflet template for MOWCAP developed by the UNESCO Bangkok Office. There are multiple versions of the leaflet targeted at specific audiences, which could be made available for download from the MOWCAP website for use by members. The leaflet is created in the English language but members could arrange translation if needed.

8. Fundraising

8.1 Ms. Sarah Choy led a discussion on how MOWCAP may organize fundraising and sponsorship. At the 9th MOWCAP Bureau meeting Ms. Choy agreed to lead an unofficial group to discuss the development of fundraising tools and also to discuss potential projects for sponsorship. Ms. Choy reported that to gain funding MOWCAP would need to:

- a) develop a business plan identifying deliverables that require sponsorship requirements and timeframes
- b) develop sponsorship guidelines including brand exposure potential and other benefits for sponsors
- c) a bank account to receive funds

8.2 The Bureau agreed that Ms. Choy would continue to pursue these requirements with the small Hong Kong group. UNESCO HQ would need to be consulted regarding limitations on the funding of MOW committees.

9. International MOW Conference

9.1 The second day of the MOWCAP General Meeting would include a presentation from Dr. Wojciech Falkowski, member of the Polish National MOW Committee and organiser of the 2011 International MOW Conference. The Chair advised that one objective of Dr. Falkowski's attendance of the MOWCAP meeting is to seek MOWCAP's perspective on key topics to be addressed at the International Conference.

9.2 The Bureau discussed challenges to the preservation of documentary heritage in the Asia Pacific region. Issues included the MOW Convention,

synergies between UNESCO programmes, access to expertise, legal status of MOW regional committees, financing and sustainability of MOW programmes, physical preservation of documents, nomination limitations and universal access. Over the course of the MOWCAP General Meeting, the views of MOWCAP members on challenges to the MOWCAP programme would also be solicited.

10. MOWCAP Objectives

10.1 The Bureau discussed the need to define and articulate clear and sustainable objectives for the MOW programme. Key objectives discussed included advocating the preservation, access and use of documentary heritage which would support a dialogue for peace, diversity and literacy, education and human rights.

11. Next MOWCAP Meetings

11.1 MOWCAP Bureau Meeting

The Chair advised that the Vietnam National Committee have offered to host the 2011 Bureau Meeting in Hanoi.

11.2 MOWCAP General Meeting

The Chair advised that the Thai National Committee have offered to host the 2012 General Meeting.