

## **SECRETARY GENERAL'S REPORT TO 5th MOWCAP GENERAL MEETING, 14-16 MAY 2012, BANGKOK**

This report covers the activities of Secretary General for MOWCAP in relation to financial, administrative and communication responsibilities, since the 4<sup>th</sup> General Meeting of MOWCAP held in Macau SAR in March 2010.

### **BUDGET AND FINANCE**

Memory of the World [MOW] is a programme under the Communications and Information Division of UNESCO and MOWCAP is a UNESCO Committee under the MOW programme. Within this governance structure, MOWCAP is not able to register as a separate legal entity from UNESCO. Therefore the following arrangements exist for the management of financial resources relating to MOWCAP:

- MOWCAP does not formally receive funding.
- MOWCAP does not have a bank account.
- Costs of meetings are borne by hosts and UNESCO.
- Funds for MOWCAP are placed in the budget line of the UNESCO Bangkok Office for MOWCAP's use.

### **ADMINISTRATION**

#### **11<sup>TH</sup> MOWCAP Bureau Meeting, Hanoi, Vietnam, March 2011**

The 11<sup>th</sup> Bureau Meeting of MOWCAP was held in 3 – 5 March 2011. Thank you to the Vietnam National Commission of UNESCO for hosting the meeting. Key agenda items included the review of 2010 National Committee annual reports and main themes arising, the Regional Register nomination process and calendar, MOW events and meetings, and MOWCAP's position on a Convention for MOW. The minutes of the meetings were circulated and are available on the MOWCAP website at [http://www.unesco.mowcap.org/MINUTES\\_MOWCAP\\_BUREAU\\_11\\_Final.doc](http://www.unesco.mowcap.org/MINUTES_MOWCAP_BUREAU_11_Final.doc).

#### **MOWCAP Membership**

The Secretary General maintains a membership list of MOW National Committees and UNESCO National Commissions in the Asia Pacific region. This membership list includes the contact details for the Chairs and Deputy Chairs of National Committees and National Commissions or of their designate and these details form the primary mailing list for MOWCAP communications.

The 11<sup>th</sup> Bureau Meeting established a formal process for the updating of the membership list - National Committees and Commissions are asked to inform the MOWCAP Vice-Chair for their geographic area, of any changes to their primary contacts. The MOWCAP Chair and UNESCO Regional Advisor have advised a) the UNESCO Head Office and b) the National Committees and Commissions, of this arrangement.

## **Country Annual Reports**

The MOW programme requires National MOW Committees to submit to the MOWCAP Bureau an annual report on their present structure and main activities. The annual reports are submitted by the MOWCAP Bureau to UNESCO HQ and they are also made available on the MOWCAP website.

The importance of this reporting activity should be stressed as key to enabling regional cooperation for the MOW programme. National reports are a vehicle for highlighting national MOW challenges, issues and support requirements to the Bureau. The Preservation Symposium, which will take place during the 5<sup>th</sup> General Meeting on 15<sup>th</sup> May, is a direct result of the national reports made during the 4<sup>th</sup> General Meeting that highlighted the difficulties of overcoming threats to the preservation of documentary heritage.

For 2010, annual reports were received from Tajikistan, New Zealand, Vanuatu, Indonesian, the Philippines and Thailand together with a report from Japan on the establishment of a Committee to understand the MOW programme. At the time of writing, 2011 annual reports have been submitted by Australia, China, Fiji, Indonesia, Iran, Japan, New Zealand, Philippines, Tajikistan, Thailand and Vanuatu. If any country has prepared but has not yet submitted a report to the Bureau, we would welcome you to do so during the meeting.

## **COMMUNICATION**

Effective communication is a core strategic objective of MOWCAP – a) communication with members of the MOWCAP community fostering collaboration on documentary heritage preservation; b) communication with the wider community including media, governments, potential sponsors, education and cultural organizations, and the general public to promote understanding and support for the MOWCAP programme; c) communication with the younger generation whose responsibility it will be to care for our regional heritage in the future.

### **Newsletter**

The MOWCAP Newsletter is issued approximately half yearly to exchange news with the “Memory of the World” community across the Asia Pacific region. MOWCAP Newsletters were issued in June 2010, January 2011 and November 2011 and included news of meetings, workshops and events, entries to the international and regional registers and also news from MOW HQ.

The MOWCAP Bureau would like to foster two way communications with members of the MOWCAP community and we encourage you to contribute features to the Newsletter on your own activities. Please do send your news to the MOWCAP Secretary General or to the Vice-Chair responsible for your area. The next Newsletter is due to be launched after the 5<sup>th</sup> General Meeting.

And, if you are not on the Newsletter mailing list, please let me know!

## **Website**

The MOWCAP website - <http://www.unesco.mowcap.org> – is our 24 hour communication window to MOWCAP community and to the world. For members of the MOWCAP community, the website has been kept up-to-date with MOWCAP meeting minutes, governance structure, additions to the regional and international registers and also MOWCAP news.

A project has also been launched to redevelop the MOWCAP website as an effective knowledge sharing and awareness raising tool. The project involves a redesign, restructure and rewrite of the website with two core objectives a) prioritization of information to accessibly explain ‘who we are’, ‘what we do’ and ‘what we need’, b) successful presentation of visuals and text to create an impactful environment to engage visitors to learn more and to revisit the site. The National Committees and Commissions are the principal target audience of the website and we will be inviting your input on how the website can be developed during the General Meeting.

With thanks to Andrew Scarvell of the Australia National Committee, who has volunteered to support the Bureau with website redevelopment.

## **Facebook**

Facebook is a social networking service and website that has more than 900 million active users around the world. The majority of Facebook users are 34 years of age or under and therefore Facebook is a prime communication forum for MOWCAP to target the youth. With this intention, a MOWCAP Facebook Page has been developed and has been launched on the 9<sup>th</sup> May 2012.

Special thanks to Ruben Cabezas Martinez at Regional UNESCO office here in Bangkok, who has designed the impressive MOWCAP Facebook Page. During the General Meeting we will introduce the design and functionality of the Page to you in more detail.

Thank you

Helen Swinnerton, MOWCAP Secretary General