Inter-regional Conference on Preservation and Accessibility of Documentary Heritage

Presenter: Dianne Macaskill

- MOWCAP (Memory of the World Committee for Asia and the Pacific) Vice-Chair 2014 -
- Member, International Advisory Committee (IAC) 2013 - 2017
- Chair, New Zealand Memory of the World Committee (2011 – 2018)
Purpose of the MOWCAP Communications Programme

- Information
- Tools for capacity building
- Raise awareness
- Asia – Pacific History
Welcome to the official website of MOWCAP, the Memory of the World Committee for Asia and the Pacific. MOWCAP was set up in 1998 and is the regional forum for UNESCO's global Memory of the World (MoW) Programme.

In the Asia Pacific region, many libraries, archives and memory institutions face formidable challenges: economic, climatic and geographic. MOWCAP aims to assist with preservation of and universal access to documentary heritage of the Asia/Pacific region, and also to increase awareness of the existence and significance of the heritage.

The Memory of the World Programme is an international programme aimed at safeguarding, preserving and facilitating access to and the use of documentary heritage. UNESCO launched the Program in 1992. The Programme includes the inscription of significant documentary heritage on national, regional and international registers.

www.mowcapunesco.org

Includes MoW news, information on organisation structure and national committees, registers, publications, capacity building tools, projects, MoW documents e.g. guidelines, statutes
Access to the register

Searchable database of MoW inscriptions

Available on the website (exhibitions tab) or www.mowcaparchives.org

Uses open source Omeka platform

Raises awareness of the importance of Asia-Pacific documentary heritage and history and the institutions that care for it.
Alerts users to new posts on the MOWCAP website, includes regular posts on UN International days linked to relevant inscriptions, MoW news.
Publications

MOWCAP has worked with the UNESCO Bangkok Office to develop two publications on international inscriptions from the Asia Pacific region. (incl information on access and preservation status)

Publication on Audiovisual Archiving: Philosophy and Principles available in 5 languages

Free online at: www.mowcapunesco.org/core-activities/capacity-building/publications
Information

Booklets developed to give basic information on MOWCAP - background, purpose (access, preservation, awareness) and ways people can engage.
Exhibitions

Republic of Korea June 2018 (Asia Culture Centre)

Bangkok Oct 2016
Newletters

Summary of news every 6 months

About 4 pages

Use Mailchimp

Planning to develop further

Challenging keeping up to date contact lists

Ask to join mailing list on website home page
MOWCAP records some presentations and posts on the MOWCAP YouTube channel
Many Communications Channels

Maintained by volunteers

The same news may be communicated through the website, Facebook and newsletter

Use Instagram for some posts – still experimenting

Number of Facebook users steadily increasing

Can monitor use of website through Google Analytics

Links to Facebook, Instagram, YouTube on homepage
Links to MOWCAP Information

Website:  www.mowcapunesco.org

Email:  mowcapinfo@gmail.com  (also contact form on website)

Facebook:  www.facebook.com/mowcap

YouTube:  Search for MOWCAP Information

Instagram:  follow “mowcap”

These links are on the website homepage