CONFERENCE
AUDIOVISUAL HERITAGE AND ITS POTENTIAL
in commemoration of the UNESCO World
Day for Audiovisual Heritage

November 5, 2020, Vilnius

PROGRAMME
Conference time - Eastern European Time (UTC+02:00 time zone)

9:20-9:30  **Registration**
(musical improvisation by Joshua Sabin ‘Sutarti’ produced with archival recordings, instrumentation including, Skudučiai and Fiddle, and field recordings of Lithuanian forest ambiences in 2019)

9:30-9:45  **Opening and welcoming remarks:**

Mindaugas Kvietkauskas, Minister of Culture of the Republic of Lithuania

Juozas Markauskas, President of the Baltic Audiovisual Archival Council

9:45-11:05  **Session 1: Dissemination of Audiovisual Heritage**

(1:20h)  **Culture Shock!**
*Covid-19 & digital transformation of (audio-visual) cultural heritage*

Harry Verwayen, Executive Director of Europeana Foundation (30 min)

Q&A 10 min

**What value would audiovisual heritage on Wikimedia platforms bring?**
*An attempt to visualize the impact of free knowledge*

John Andersson, Executive Director, Wikimedia Sverige (30 min)

Q&A 10 min

11:05-11:20  **Coffee break**
(video content provided by the Lithuanian public broadcaster ‘Lithuanian Radio and Television’ (LRT))

11:20-12:00  **Results of the study on the safeguarding and dissemination of the audiovisual heritage in Lithuania**

Lina Kaminskaite-Jančorienė, NGO ‘Meno avilys’

Q&A (10 min)

12:00-13:00  **Lunch break**

13:00-14:30  **Panel discussion: Management and governance of Audiovisual Heritage**
Moderator - Dileta Nenènè, Head of ‘Creative Europe Desk Lithuania’, Vilnius City Councilor.

Participants:

Evaluation of audiovisual heritage values: 'Lithuanian cinema' case
Vaida Kazlauskaitė, Assistant Manager at JSC „Lietuvos kinas“ (eng. „Lithuanian cinema“) (LT) (presentation 20 min)

The Value of Archives: access & exploitation strategies towards end-users
Maria Drabczyk, Chief International Projects Expert, National Film Archive– Audiovisual Institute Poland (PL) (presentation 20 min)

We the Archive: audience engagement with and around cultural heritage collections
Johan Oomen, Head of Research and Development, Netherlands Institute for Sound and Vision Netherlands (NL) (presentation 20 min)

Discussion and Q&A (30 min)

14:30-14:45 Coffee break
(video content provided by the Lithuanian public broadcaster ‘Lithuanian Radio and Television’ (LRT))

14:45-16:30 (1:45h)
Session 2: Good practices

Sound and Image Heritage: the digital imperative for creative use and equitable access
Aparna Tandon, Senior Programme Leader, ICCROM (presentation 30 min)

Audiovisual heritage digitisation in Latvia – current overview and looking ahead
Zane Grosa, Head of the Audiovisual Collection in the National Library of Latvia (LV) (presentation 20 min)

Archives telling new kind of stories
Kaisa Unander, Head of Digitisation, The National Library of Sweden (SE) (presentation 20 min)

Collecting heritage and audience
Jarno Nagel, Born-digital films specialist, Film Archives, The National Archives of Estonia (EE) (presentation 20 min)

Q&A 15 min

Closing session

16:30-16:45 Final remarks by Ingrida Veliiutė, Vice-Minister of Culture of the Republic of Lithuania

17:00 End of the conference