

**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 ambiances 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  
(15 min)  
(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**  
(30+10 min)  
**Lina Kaminskaitė-Jančorienė**, NGO 'Meno avilys'  
Q&A (10 min)
- 12:00-13:00 Lunch break  
(1:00h)
- 13:00-14:30 **Panel discussion: Management and governance of Audiovisual Heritage**  
(1:30h)



**Moderator - Dileta Nenėnė**, 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**

**Jarmo 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 Veliutė, Vice-Minister of Culture of the Republic of Lithuania

17:00

End of the conference