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联合国教育、  
科学及文化组织

**Message from Ms Audrey Azoulay,**

**Director-General of UNESCO,**

**on the occasion of World Day for Audiovisual Heritage**

**27 October 2018**

Audiovisual heritage is a significant part of our cultural heritage. Images and sounds, recorded on film, videotape and audiotape, bring our past to life and establish in our collective memory events, scenes and situations that, without these media, would fade from our memories or only subsist in a motionless, disembodied form. Audiovisual heritage is an invaluable source of knowledge and animated testimony of our social, cultural and linguistic diversity.

This memory, which has remained alive and is essential to historians, scientists and ordinary citizens seeking knowledge of their past, is nonetheless fragile. It is threatened by the obsolescence of technology and analogue media and by the lack of attention often paid to it. It is also particularly threatened in some socio-political contexts.

That is why UNESCO launched this World Day, in order to raise public awareness of the need to safeguard audiovisual heritage, support institutions entrusted with such heritage and promote greater access to archives.

UNESCO also encourages the digitization of documentary archives and has itself incorporated many audiovisual resources in its Memory of the World Register – from recordings of the concerts of Aretha Franklin and Lionel Hampton at the Montreux Jazz Festival to exceptional documentaries made in the 1950s on the Ju'hoansi tribe in the Kalahari Desert (Namibia) and the archives of the Bandung Conference of 1955 (Indonesia).

This year, the World Day, organized in partnership with the Coordinating Council of Audiovisual Archives Associations, focuses on the theme: "Your Story is Moving". The aim is to showcase personal and family archives, bringing them out of lofts and

cellars, sharing slices of life, moments captured on film or videotape, which can bring alive, with emotion, an existence that has become a thing of the past.

These archives, sometimes neglected or forgotten, are a resource that can feed into our collective memory and establish links between generations. These links are created by the emotions aroused by the archives. Heritage is not an inanimate object; it is full of meaning, significance and all the emotions that have accompanied the lives of past generations.

UNESCO encourages you to participate in the many events organized on this World Day, including via the hashtag [#audiovisualheritage](#), and to help to enrich our common audiovisual heritage with your own “moving stories”.