

International Council on Archives



Section of Professional Associations

Ideas for promoting the Universal Declaration on Archives

The Universal Declaration on Archives (UDA) was adopted in principle at the Annual General Meeting held in Malta in 2009 and was unanimously approved by ICA delegates at the Annual General Meeting in Oslo on 17 September 2010.

The following are some ideas for associations wanting to locally promote the Declaration.

UDA Register

- Set up a UDA Register where archival institutions, associations and individuals can sign to indicate support. The register could be in both paper and electronic formats allowing endorsement to be done online or through signing a more formal paper register. Significant signings could be promoted on the association website and local listserv and in the local media.

UDA web presence

- Set up a web page on the association's website on the UDA. This could have links to the ICA UDA page and provide information about local promotions.

Templates for brochures, posters and banners

- Develop brochures, posters and banners promoting the UDA.

Promotion events

- Include sessions at the association's annual conference, publish the papers or make a podcast available on the association's website.
- Have a promotion booth or stall at association events (e.g. seminars, workshops, training sessions and conferences).
- Arrange a grand promotion tour throughout the country with public signings of the Register by prominent identities.
- Use the association's Archives Days/Weeks/Months celebrations to promote the UDA.

Take photographs of any event held or attended to promote the UDA and place on the association's website.

e-postcards

- Develop e-postcards that could be sent to parliamentarians, media and friends promoting the UDA and/or to advise that the register has been signed.

Web 2.0 technologies

- Use web 2.0 technologies such as Facebook and twitter to promote the UDA.

Media exposure

- Publicize the UDA in broadcast and print media. Any local radio interviews could be podcast and linked to the association's website.

Seek support for UDA from other information and cultural organizations

- Contact other information and cultural organisations advising them about the UDA and offering to talk at conferences/ seminar etc.
- Set up trade stands at conferences of other information and cultural organizations.

Educational activities

- Arrange visit to schools, universities and colleges to talk about the UDA.
- Encourage educators to incorporate the UDA into study programs.
- Run a competition for students asking them to complete a research project examining key themes about archives presented in the UDA, e.g. how archives can enrich our knowledge of human society, promote democracy, protect citizens' rights and enhance life.
- Develop a 'children's' version of the UDA, e.g. comic book version, to suit their level of understanding.