

# International Archives Week and #UnArchivoEs Launch

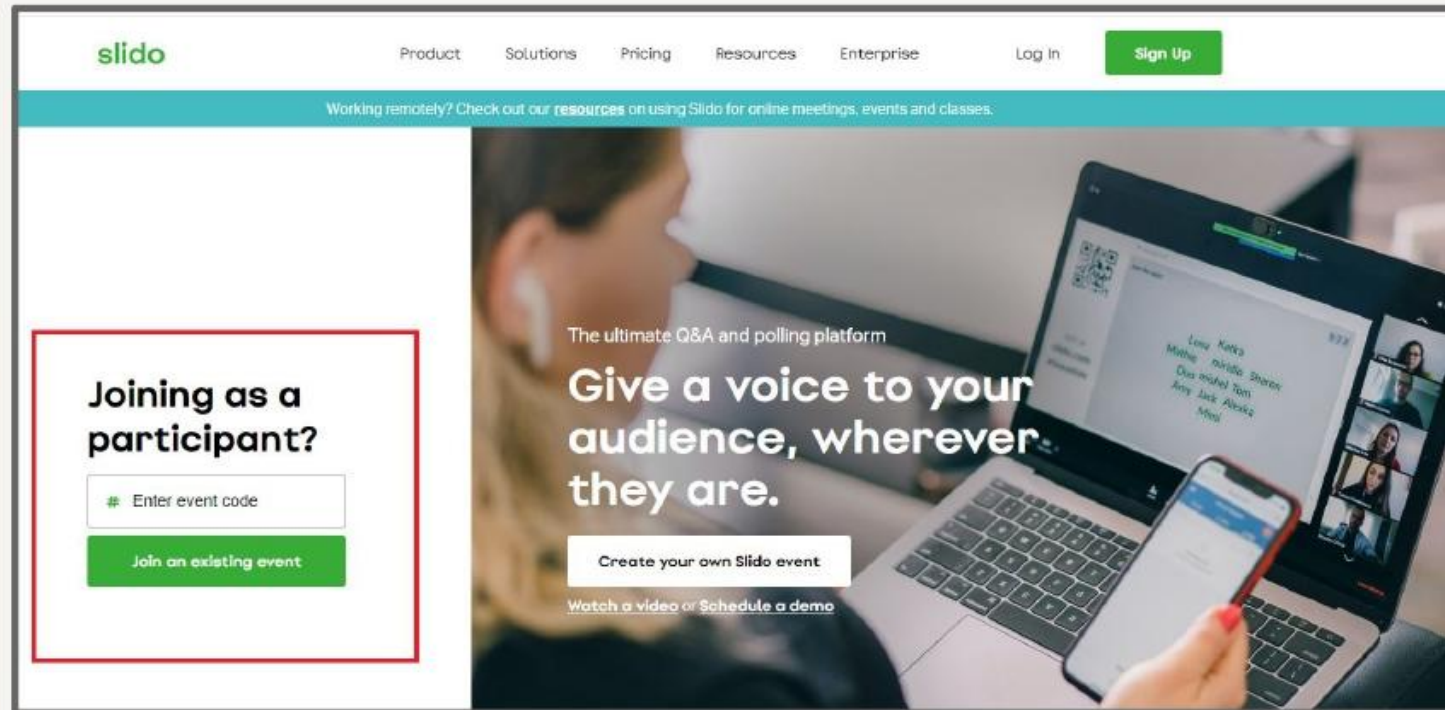
May 6 2020 15:00 CET



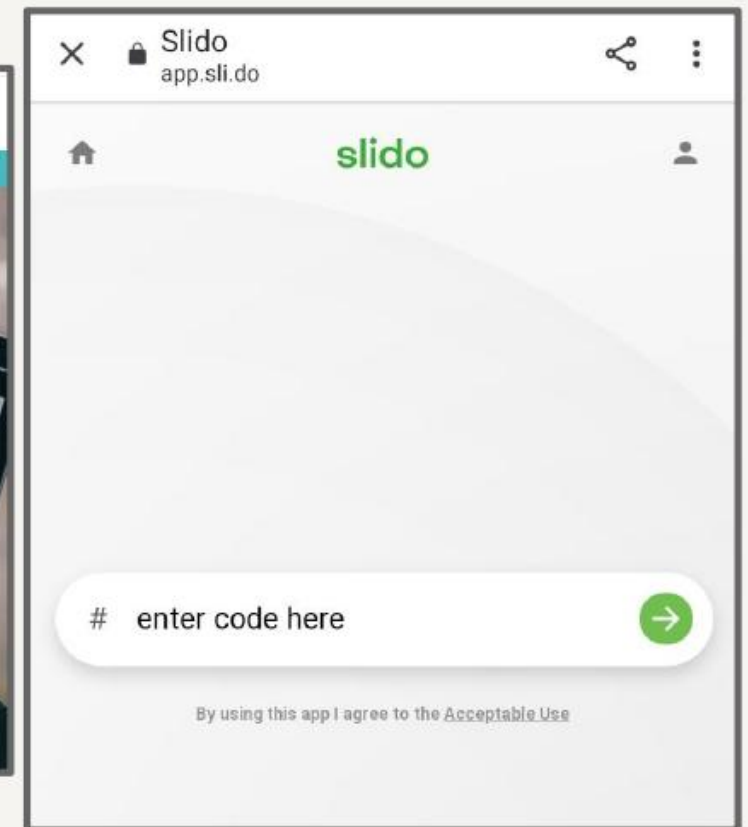
# Overview

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# Overview

- What is ICA? What does ICA do? [S]
- What is #UnArchivoEs? Where does it come from?
- What is International Archives Week (#IAW2020)? How are these events linked? [S]
- How can you get involved?
- Questions and Answers

# What is ICA?

# What does ICA do?

Anthea Seles, ICA Secretary General

# What do you think ICA does?

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Answer in your preferred  
language / Répondez dans la  
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# What is the International Council on Archives (ICA)?

- The ICA is a professional body that represents the **interests and views of archives and archivists in international forums**. It also provides spaces for archives and archivists to **exchange** best practices, **share** knowledge and **discuss** current and emerging issues facing the profession.
- Our mission:
  - “...to promote the **preservation and use of archives** around the world [...] for the **protection and enhancement of the memory** of the world and to **improve communication** while **respecting cultural diversity**”.



# What does ICA do?

- **Advocates** the importance of records and archives on the **international stage** and support the profession through **professional development** and **networking activities**.
- **Offers funding** via Programme Commission and Fund for the International Development of Archives (FIDA) for **archives projects and initiatives**.
- Runs **three programmes**:
  - Training Programme
  - New Professionals
  - Africa Programme





What is **#<sup>UN</sup>ARCHIVO<sub>ES</sub>** ?  
Where does it come from?

**#<sup>AN</sup>ARCHIVE<sub>IS</sub>** **#<sup>UNE</sup>ARCHIVE<sub>CEST</sub>** **#<sup>UM</sup>ARQUIVO<sub>É</sub>**

Marco Enriquez, ALA Executive Secretary  
Roman Lescano, ICA Community Manager

# What is #UnArchivoEs

## #AnArchivesIs #UneArchiveCest #UmArquivoÉ?

- **#UnArchivoEs** is inspired from a crowdsourced **2016 ALA social media campaign**.
- The campaign will **start in May** but the **full event** will take place on **9 JUNE 2020** on International Archives Day.

**Mark your calendars!**



# What is #UnArchivoEs #AnArchivesIs #UneArchiveCest #UmArquivoÉ?

## Objectives

To achieve a **reflection** and a **global positioning** on the social function of **archives**

**Publish reflections** from #AnArchivesIs of leaders in the archival field and in other professional areas, about the importance of archives.

**Generate crossovers** of information collected in the different countries and continents participating in the campaign.

**Seek alliances** with public and private associations and institutions in order to generate a media impact in each region.

# **What is International Archives Week (#IAW2020)?**

## **How are these events linked?**

Christine Trembleau, ICA Communication and Marketing Manager

# What is International Archives Week (#IAW2020) ?

- **International Archives Week** (#IAW2020) is a week to underscore the **importance of records and archives** institutions and the **profession**.
- This year the theme is: ***Empowering Knowledge Societies***. The event will run from **June 8-14** with a theme per day.

June 8	June 9	June 10	June 11	June 12	June 13	June 14
OPENING	Sustainable Development Goals and #UnArchivoEs	Digital Preservation (co-hosted with Digital Preservation Coalition)	Evidence and Truth	Climate Change (co-hosted with ICOMOS)	Open Tools and Open Standards	The Future of the Profession (co-hosted by ICA New Professionals)

- Look out for **blogs, webinars and other online interactions** within the archival and records communities.



# How are #IAW2020 and #UnArchivoEs linked?

## Valuing + Advocating

About **valuing** and **advocating** for the **archives and records communities** and the important work they do.



## Collaborating + Engaging our users

**Collaborating** with **sister organisations** and **engaging our users** (e.g. general public, researchers etc) in a discussion about archives and records.



## Re-imagining

**Re-imagining** what an **archives and records service** does and the role we play in today's **society**.

**#IAW2020 #UnArchivoEs**

# And...what #AnArchives?

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And...what #AnArchivels? /  
Et...#UneArchiveCest cela  
signifie quoi pour vous ? / Y...  
¿#UnArchivoEs qué significa para  
ti?

When you hear “**Archives Empower Knowledge Societies**”, what words come to your mind?

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“Archives Empower Knowledge Societies”, what words come to your mind? / "Renforcer les Sociétés du Savoir" quels sont les mots qui vous viennent à l'esprit ? / ¿Qué palabras asociarías con la frase "Los archivos empoderan sociedades del conocimiento"?



**How would you like to see ICA “Empower  
Knowledge Societies”,?**

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How would you like to see ICA  
'Empower Knowledge Societies'?  
/ Comment souhaiteriez-vous  
que l'ICA intervienne pour  
"Renforcer les sociétés du  
savoir" ? / ¿Cómo crees que el ICA  
podría contribuir a "Empoderar  
Sociedades del Conocimiento"?

# How can **you** get involved in International Archives Week and



Christine Trembleau, ICA Communications and Marketing  
Manager

Roman Lescano, ICA Community Manager

# How can **you** get involved in #IAW2020?

## #IAW2020

- **Hold a virtual event:** Webinar on an archives collection or crowdsourcing project, organise a virtual talk or do a virtual launch for a new product or initiative
  - For posters and material to promote your event go to:  
<https://www.ica.org/en/hurry-personalize-your-international-archives-week-2020-communication-kit>
- **Organise a virtual exhibit**
  - See ICA's 70th Anniversary online exhibition:  
<https://www.ica.org/en/ica-70-years-of-international-influence>
- **Contribute** to the ICA blog: <https://blog-ica.org/>
- **Participate** in **#<sup>UN</sup>ARCHIVO<sub>ES</sub>**!



# How can **you** get involved in **#<sup>UN</sup>ARCHIVO<sup>ES</sup>** ?

- **Tell people about it** on social networks (Facebook, Twitter, Instagram, YouTube, LinkedIn and WeChat).
- **Participate** in the **9 June 2020**.
- **Contributions** will be collated and shared with the community from July.

Here are the resources for **#UnArchivoEs** social media campaign:

<https://trello.com/b/y7tgYcJq/anarchiveis>

**Let's get this hashtag trending around the world!!!**

**#<sup>AN</sup>ARCHIVE<sup>IS</sup>**

**#<sup>UNE</sup>ARCHIVE<sup>CEST</sup>**

**#<sup>UM</sup>ARQUIVO<sup>É</sup>**






# Questions?


# Thank you for joining us!


For any questions we can't address during the Q&A session or that may come up afterwards, please email: [ica@ica.org](mailto:ica@ica.org)

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 @ICArchiv

 ICA WeChat

 ICA International Council on Archives

 @ArchivosALA

 @ALAArchivos

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# Audience Q&A Session

# Thank you to all the ICA and ALA Team

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