Main conclusions from the PERSIST Steering Committee,

Abu Dhabi, 16 March 2016

A. Organisational setup

The PERSIST initiative will continue as a programme under UNESCO’s Memory of the World.

The PERSIST Steering Committee will be renamed to the **PERSIST Programme Committee**.

The current members of the PERSIST Programme Committee are:

- David Fricker (chair, ICA & member of the MoW International Advisory Committee)
- Ryder Kouba (Secretary, American University in Cairo)
- Abdulla El Reyes (United Arab Emirates National Archives & Chair of the MoW International Advisory Committee)
- Ian Wilson (United Arab Emirates National Archives)
- Iskra Panevska (UNESCO)
- Ingrid Parent (IFLA)
- Julia Brungs (IFLA)
- Marco de Niet (Digital Heritage Netherlands)
- Natasa Milic-Frayling (University of Nottingham)
- Robert Buckley (United Arab Emirates National Archives)
- Vincent Wintermans (Netherlands National Commission for UNESCO)

The following persons will be invited to join the Programme Committee

- David Burrows (Microsoft, via Natasa)
- Phil Bernstein (Autodesk via Natasa)

B. Working groups and activities

The PERSIST Programme will have three **working groups** (previously taskforces)

1. Policy

Robert will coordinate the Policy WG, with the assistance of Stein and Iskra. According to the presentation made in the closing plenary, the Policy Working Group will engage in the following four activities, starting with the first two:

1. Survey of existing national policies and strategies
2. Providing input to the UNESCO Secretariat for the Implementation Guidelines for implementation of the MoW Recommendation (2015) on issues connected with PERSIST
3. The Do’s and Don’ts (and Why’s) of Digital Preservation
2. Technology and research

Natasa will coordinate this WG, and will be assisted by Ryder, David and Janet. The first priority is to find a legal status for the Legacy Software Archive. Natasa and David will look into the options to use ICA, and NGO under French law, as a potential legal basis. This legal status is needed to get ICT-companies involved.

Natasa will also try to get young technology students/workers from Africa involved.

3. Content and best practices

IFLA has been invited to chair this Working Group. The IFLA Executive Board will meet in mid-April 2016 and decide on the matter.

C. Communications

1. Internal communications

Ryder will be asked to set up 4 Basecamp accounts for PERSIST: 1 for the Steering committee and 3 for the working groups (the account for the Technology working group already exists). Ryder will be the information manager of PERSIST.

2. External communications

We will set up a separate website for PERSIST under the URL PERSIST.MOW.world (We could also use www.mow.world/persist). The mow.world domain is already registered by the National Archives of UAE. The website will be created with Wordpress software. Marco will take the lead in this. A small budget may be needed for the layout. Julia and Vincent will help restructure the website and make a selection of the older content to put online.

Wordpress can integrate various social media, so a social media strategy for PERSIST will also be needed. The following platforms may be interesting for PERSIST to use: Facebook (community outreach), Twitter (news by @UnescoPERSIST), Flickr (photo’s of events), Slideshare (presentations) and Youtube (tutorials and other video recordings).

Vincent will send out a next instalment of the newsletter with the latest news about PERSIST.

D. Expenditures

From the grant for PERSIST given by the Dutch government some € 25.000 can still be used for the project before September 2016. The Steering Committee proposes to use this for the incorporation of the Platform, the lay-out of the new website and the survey of the National Strategies.

E. Goodwill Ambassador
As the Steering Committee is not yet sure whether the project needs an Ambassador with a specific appeal to ICT-companies, or someone with an appeal to the general audience, it is decided to discontinue the search for an Ambassador for the time being.