THE AUDIO-VISUAL DEMONSTRATION
PROJECT PROGRAMME

Report of the Secretary-General

1. The audio-visual presentations of national demonstration projects, showing existing solutions to human settlement problems in each country, will be the main part of the exposition component of the HABITAT Conference. A report on the United Nations theme exhibit, which is also part of the exposition component, is made separately (see document A/CONF.70/PC/7).

A. Demonstration project purpose

2. The purpose of the demonstration project presentations at Vancouver is to provide tangible evidence of what has been done in each country to solve human settlement problems under a wide range of economic, political, cultural and physical conditions. Thus, the demonstration projects will play the central role in the information exchange function called for by the General Assembly resolutions convening the Conference.

3. To fulfil this role, the projects should be true learning experiences. They can be new or old, large or small, private or public, so long as they portray solutions to human settlement problems through some form of ingenuity: new approaches, combinations of known techniques, new uses of materials, inventive forms of organization, etc. In the experience exchange of Vancouver, the method may be more important than the result, especially as regards adaptability of the demonstration project in other countries. Therefore, presentations should stress how results were achieved.
B. Project selection

4. An illustrated pamphlet, Guidelines for audio-visual presentation, has been distributed to Member Governments and professionals concerned. This pamphlet replaces the preliminary guidelines for technical production which were annexed to the letter to Governments from the Secretary-General of the Conference, dated 18 June 1974.

5. Selection of the projects for the audio-visual presentations is to be made by the secretariat on the basis of the proposals submitted by Governments. The presentations themselves may be sponsored or developed by non-governmental organizations or individuals, but they must be submitted to the secretariat as official government projects for Conference use. Each Government will be permitted to show up to three demonstration project presentations at Vancouver. A limited number of audio-visual presentations may also be shown by intergovernmental organizations and specialized agencies of the United Nations.

C. Contact with the HABITAT secretariat

6. Member Governments have been requested to send proposals for demonstration projects to the secretariat. The secretariat will reply within 30 days, advising on the suitability of the projects chosen and offering further guidance and assistance as required. Following the answer from the secretariat, countries are strongly advised to begin production of the audio-visual presentations as soon as possible. The final date for receipt of the finished audio-visual presentations is 31 December 1975. This date is very important because of the need for the secretariat to have the material translated into all official languages and transferred to videotape in time for the opening of the Conference.

D. Film presentations and capsules

7. Governments are being asked to submit the presentations in either 16 mm film (colour or black and white), 35 mm colour slides with a taped commentary, or in videotape. Each presentation is to be in one of the official United Nations languages. Presentations may vary in length but must not exceed 26 minutes.

8. Three-minute capsule versions of the full presentations will play an important role in the Conference. In cases where there may be technical difficulties in the production of these capsules, the secretariat will assume the responsibility for making them.

E. At Vancouver

9. Full-length versions of the audio-visual presentations and their capsules will be shown at the Conference in different ways:
(a) Demonstration centre. Full-length film and slide shows will be shown to delegates, the media and other observers (as time permits) at a special demonstration project centre at the Conference site. Film and slide showings may be requested in any of the official languages and the demonstration centre will have a sufficient number of screening rooms at the disposal of the delegates;

(b) In official sessions. The capsule versions of the presentations will be shown to the delegates in the plenary and committee rooms through special closed-circuit television monitors.

F. Format for presentations

10. The artistic style of the audio-visual presentations will be up to the Governments concerned, but the secretariat is asking that in so far as possible they be made to conform to a pattern designed to enhance their teaching value and also to provide some uniformity to the Conference's exposition component. The desired sequence will take into consideration four points:

(a) Presentations should start out by stating the nature of the problem for which a solution was sought;

(b) The second step should be a description of the plan or method chosen to provide a solution;

(c) The next step should be an evaluation of the results of the action taken, including discussion of any adverse side-effects and also unexpected benefits;

(d) In closing, each presentation should offer recommendations to potential users of the same solution.

G. Copyright

11. The HABITAT secretariat will require, for each film or slide presentation submitted, a certificate establishing ownership of the material and granting to the United Nations all rights necessary to accomplish the objectives of the Conference.

H. Aid and finances

12. The secretariat is aware that many countries will have technical or financial problems in making their audio-visual presentations. However, the United Nations Environment Programme has made some funds available for help in such circumstances, and a number of national Governments have expressed their willingness in principle to help through the provision of technical aid or film production staff. The secretariat cannot be responsible for acquiring financial aid from Governments for production of the audio-visual presentations, but it will endeavour to establish the first contact between those requesting assistance and potential donors. UNEP support ...
will be provided through the secretariat. Governments can state their desire for such assistance when they send in proposals for demonstration projects.

I. Other visual aids

13. Governments may choose to offer materials to strengthen their demonstration project presentations. The secretariat and the Canadian hosts are considering the possibility of providing space to the Governments at the demonstration centre for excerpts and descriptions of their audio-visual presentations or general information about their human settlement policies and programmes. Participants may also wish to consider supplementing their presentations with printed matter such as brochures or manuals. The secretariat believes this could contribute to the experience exchange of the Conference, especially through provision of material that delegates could carry home with them.

14. The audio-visual component of the Conference will be a unique and forceful contribution to the Vancouver meeting and will also have great impact in the preparatory process. It is important, therefore, that all Member States participate in this part of the Conference activities and meet the 31 December 1975 deadline for submission of the completed presentations.