

**Audiovisual Research Archives
Program (ARA)**



Information Packet

**For institutional,
corporate, and
individual donors**



ARA





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The Unifying Force of Cultural Diversity

Science and modern technologies have sparked profound and irreversible social and cultural changes at incredible speed. For the first time in history, humanity is both an actor and object in a globalization movement affecting all aspects – natural, social, cultural, and intellectual – of human life.

In this context, the human and social sciences have a critical role to play. These sciences are unique in that they can be used to help us better understand the complex world we live in from a comparative and critical standpoint. They can also be used for creating models for intelligent and imaginative long-term development that pull on the vast cultural, artistic, and intellectual richness of human civilization. Indeed, the social and human sciences stand in staunch opposition to the “clash of civilizations” hypothesis reminiscent of the old “man eat man” myth.

Collecting and diffusing the global and living heritage of the human and social sciences throughout the world is the main objective of the Audiovisual Research Archives (ARA) Program at the Fondation Maison des Sciences de l’Homme (FMSH) in Paris.

Enabling permanent access to this exceptionally rich heritage and promoting its good use is the best way of ensuring responsible and quality education in schools and universities, of providing reliable and meaningful information to professional circles, or to any young, adult, or elderly citizen regardless of his/her background. Making this heritage accessible can also help promote and



create policies (social, economic, cultural, and scientific) that see the diversity of traditions and cultures as a special resource man needs for “living in this world” and for using mind and heart to face the key challenges of today and tomorrow.

In the pages that follow, we invite you to learn more about ARA and how its missions, activities, and services are helping to preserve, promote, and make use of the international scientific and cultural heritage produced by the human and social sciences.

Thanks to generous French and European grants over the last eight years, ARA has been able to compile and diffuse a highly rich audiovisual collection online. Its visitors come from all over the world (135 different countries as of early 2008).

However, to give the world continued and permanent access to the global heritage of the human and social sciences and to expand and diversify its collection and diffusion activities, ARA is now counting on your financial support. Join the ARA coalition and take a stand in favor of using the rich diversity of the world’s peoples and cultures to build our future!



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1. ARA Program : Origin and Objective

The Audiovisual Research Archives Program was created in 2001 by the Cognitive Semiotics and New Medias Team (ESCoM) at the Fondation Maison des Sciences de l'Homme (FMSH, literally «House of the Sciences of Man») in Paris.

Its central mission is to be a **comprehensive digital environment** for building, diffusing, and using the cultural and scientific heritage of the human and social sciences to:

- reinforce and stimulate research,
- promote cultural and social education and life-long learning,
- foster dialogue between science, culture, and society,
- take a stance against discrimination and social and economic exclusion due to a lack of access to information and knowledge.

The ARA Program is broken down into four broad digital services:

1. Online digital library – “**ARA Video Library**” – offering open and free access to some 5,000 hours of scientific videos covering all disciplines in the human and social sciences;

2. Video publishing unit – “**ARA Publishing House**” – that edits and maintains several specialized collections of multimedia and bilingual folders geared towards higher learning and/or personal learning, as well as to professional stakeholders in need of the critical knowledge produced by the human and social sciences;

3. Platform of educational resources – “**ARA and Academia**” – for higher learning

1. ESCoM's official site :
<http://www.semionet.com>
2. FMSH's official site :
<http://www.fmsch-paris.fr>



ning (will soon be expanded to include secondary and primary learning) that includes tools, methodologies, courses, and other features that can be used in formal learning;

4. Sub-programs limited to specific topics or geographical areas – “ARA Knowledge Portals”. These currently include: “People and Cultures of the World”; “Linguistic and Cultural Diversity”; “Globalization and Sustainable Development”; “History and Civilizations of Latin America”; “Semiotics, Communication, and Culture”.

The ARA Program is led by Peter Stocinger, one of France’s leading scholars in semiotics and intercultural communication. The “ARA Team” includes researchers and professionals from diverse backgrounds: specialists in applied computing, audiovisual semiotics, information and documentation sciences, audiovisual production and post-production, traditional and digital editing, as well as communications and public relations.

Today, ARA has become a major player in France and Europe in collecting, processing (computer, semiotic and cognitive), preserving, editing, publishing, and concretely using audiovisual heritage of a cultural or scientific nature produced by researchers in the human and social sciences.



2. AAR’s Vision

All activities of the Audiovisual Research Archives Program (ARA) revolve around a four-fold vision:

1/ Assemble our views and discourse from the early 21st century on the complex world in which we live. Areas addressed include: globalization and cultural diversity; local interests versus issues common to all of humanity; socio-economic inequalities and search for a more sustainable and fair balance; dialogue between cultures and civilizations; tradition as a source of inspiration and creativity; quest for new guiding ideas and new values; questioning and searching for more sensible and imaginative ways of living.

2/ Help explain, understand, and teach about our world from a critical and scientific perspective (mainly using the human and social sciences) while remaining open to other approaches to the human spirit: various practical visions, artistic and literary creation, or even spiritual and religious thought.

3/ Work actively to reduce the main inequalities threatening our world and its future by raising awareness and diffusing cultural and scientific knowledge for teaching and learning of all types, for all ages, for all social categories, and at any time and any location with internet access.

4/ Build critical and living heritage for future generations. Today’s World will one day be the past and ARA’s audiovisual corpus (living tradition) can be used by future generations to understand themselves and their social and cultural roots.

3. ARA in 6 points...

1/ ARA is a unique form of cultural and scientific heritage comprised of 5,000 hours of online video with some 60 hours added each month

Highly diverse knowledge areas to help us better understand the complex world around us:

- 900 hours on the world's social and cultural history;
- 550 hours on the sociology and demography of modern societies;
- 520 hours on world languages and literatures;
- 450 hours on political issues and political science;
- 380 hours on the immaterial and material heritage of the world's peoples;
- 360 hours on the history, culture, and civilizations of Latin America;
- 260 hours on philosophy, the history of thought, ethics, and aesthetics;
- 250 hours on globalization and sustainable development;
- 160 hours on arts and music;
- 160 hours on religious studies and the history of religion;
- 150 hours on paleontology, prehistory, and archeology;
- 140 hours on psychology, clinical psychology, psychoanalysis, and social health;
- 120 hours on ecology and human ethology;
- 110 hours on architecture and urbanism;
- 90 hours on physical, human, and territorial geography.



2/ ARA diffuses cultural and scientific heritage produced by an international community including over 1,500 authors from over 72 countries

A unique community of authors from all over the world to diversify and enrich ARA's online audiovisual heritage:

- professors-researchers and teachers working in formal education (universities, high schools) and in professional and informal education (life-long learning, education for youth and adults, etc.);
- personalities from the artistic and literary worlds (directors, writers, musicians, story-tellers, actors, filmmakers, photographers, sculptors, painters, etc.);
- men and women working on the ground level (development policy, NGOs, for example);
- professionals whose knowledge and technical and/or traditional know-hows must be preserved;
- political, intellectual, or moral figures.





3/ ARA is a multilingual network of online videos and interactive audiovisual publications for research, education, life-long learning, professional life, or simply personal growth

Online audiovisual/multimedia editing and publishing activities entirely devoted to transmitting knowledge about our world:

- international and multilingual media library of interviews, special reports, courses and conferences, documentaries, artistic performances, or even scenes from daily life;
- educational network of thematic audiovisual sites devoted to one specific topic or knowledge area;
- library of specialized multimedia folders intended for advanced and professional audiences;
- library of educational resources for formal (university and high school) and informal learning (cultural and scientific awareness, science/culture dialogue, intercultural communication, etc.);
- library of multilingual folders providing translations so that users can understand videos even if they don't speak the language used in the original version;
- online hypermedia encyclopedias that group relevant audiovisual corporuses around specific fields of knowledge;
- multilingual video-glossaries with over 2,000 words and terms used in specific audiovisual corporuses.

4/ ARA is a haven for knowledge with a global community of users from over 135 different countries

Sites in ARA's educational knowledge network have welcomed visitors from many different countries. Here are some examples:

Most of ARA's regular users are from France, the United States of America, Germany, Poland, Italy, United Kingdom, Brazil, Canada, Switzerland, Belgium, Spain, Morocco, Algeria, Australia, Israel, Russia, Japan, Argentina, Chile, Mexico, and South Africa.

A growing number of users are from Croatia, Hungary, Bulgaria, Moldavia, Cambodia, the Philippines, Costa Rica, Guatemala, Peru, New Zealand, as well as China, South Korea, or the Islamic Republic of Iran.

ARA has also begun receiving visits from users from the African continent: Cameroon (main "consumer" of ARA services in Africa), Ivory Coast, Senegal, Mali, Togo, Benin, Burkina Faso, Mauritania, Rwanda, Kenya, and Namibia. Users from these countries have increased by 160% over the last three months.

Each day, ARA's educational network of knowledge hosts visitors from between 60 and 70 different countries.

5/ ARA is a network of partners working towards preserving and diffusing cultural and scientific knowledge

The majority of ARA's cultural and scientific heritage has been co-produced with other individual or institutional actors from all over the world:

- ARA has collaborated with over 750 institutions from many different countries (major universities, research centers, international organizations, and NGOs). This guarantees the exceptional quality of ARA's online scientific and cultural heritage.
- Permanent collaborations have been set up with universities, schools, NGOs, and associations in France, Europe, and Latin America, which enables innovative collection and diffusion projects.
- Cooperation for research and scientific/technological development with a network of European institutions ensure that ARA evolves and grows according to the expectations of its highly diverse user community.

6/ ARA is an actor wholly committed to ensuring that science is used for development and transmitting our knowledge and values to future generations

ARA has a large role to play in diffusing scientific and cultural knowledge throughout the world.

ARA is:

- an actor diffusing knowledge in countries and regions stricken by economic underdevelopment, authoritarian political regimes, or civil wars;
- an actor in social, cultural, and scientific "literacy" and scientific communication in favor of sustainable development, both missions which the European Union, and international organizations like UNESCO, the FAO, or the World Bank see as being crucial today;
- an actor ensuring that knowledge from the human and social sciences is put to concrete use.



1. ARA Needs You

ARA needs your financial support in order to grow and successfully implement its numerous projects throughout the world.

All ARA projects concern collecting, diffusing, and preserving cultural and scientific heritage to shed light on the world's historical and socio-cultural complexity:

- Collect, make audiovisual recordings, and document research on our world (its history, social and economic dynamics, its linguistic and cultural diversity), as well as the various relationships between man and his environment in the present and the future;
- Transmit a practical, concrete, and didactic vision: social and technical practices; artistic and literary expression; artifacts, instruments or constructions; places with social significance; lived and observable traditions; people and social groups in their social world;
- Collect, diffuse, and preserve audiovisual productions, which are overflowing with rich historical material but which are in danger of disappearing out of a lack of conservation resources;
- Digitize and process (description, indexing, annotation, translation) collected audiovisual resources in order to diffuse them on ARA's portal site and to be able to use them for specific purposes: research, education, journalism and media, professional activities;
- Publish audiovisual collections as interactive video-books for specific or general audiences; hypermedia encyclopedias; thematic encyclopedias; and multilingual folders that can be diffused on the Internet, mobile phones, digital television, or on DVDs;
- Organize public relations or events about the ARA Program: conferences, colloquiums, "open houses," exhibitions, awareness workshops;
- Improve and update ARA's technological infrastructure.

In order for ARA to continue and expand these activities, we need your financial support.

2. Becoming an ARA Sponsor

Associating your or your company's name with ARA's missions and projects makes you an example of a social actor aware of the major challenges facing the contemporary world.

Taking a concrete stance to support ARA's mission and projects can have a positive impact on the image of companies, their activities, products and services. It can also be an asset in public relations.

The ARA Program is open to all forms of financial collaboration, but has created the following sponsorship frameworks to facilitate the process:

1/ **Project Sponsor:** donor offers financial support to one specific collection, diffusion, or preservation operation;

2/ **Supporting Sponsor, Friendly Sponsor or Privileged Sponsor:** three ongoing types of sponsorship depending on the donor's financial commitment to ARA;

3/ **Co-Founding Patron:** exclusive sponsorship reserved for individuals or companies interested in supporting the ARA Program in its entirety (minimum duration of 3 years).

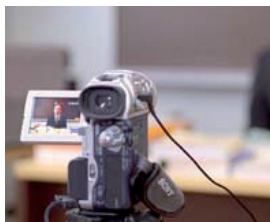


3. Project Sponsors

ARA offers the following benefits to donors who offer financial support to one specific collection, diffusion, or preservation project:

- Publication of name (and logo for companies/institutions) on the site used for diffusing the project you supported;
- Publication of name in the credits of videos made possible by your donation ("produced thanks to the financial support of..."); in ARA's newsletters sent to its global network (includes more than 135 countries) of users and contributors to inform them about the project your contribution made possible; in all publications about the project your financial contribution made possible.

ARA's team would be glad to examine other ways of making the most out of your support to its different collection, diffusion, and preservation projects in the human and social sciences.



4. Supporting Sponsors, Friendly Sponsors, and Privileged Sponsors

For individuals or companies who share's ARA's conviction that cultural and scientific knowledge is crucial in today's world and who are interested in ongoing collaboration, ARA has set up three sponsorship types of a minimal duration of three years.

1. **Supporting Sponsor**, yearly financial commitment of at least 28,000 euros;
2. **Friendly Sponsor**, yearly financial commitment of at least 60,000 euros;
3. **Privileged Sponsor**, yearly financial commitment of at least 130,000 euros.

As a way to say thank you for the financial support from **Supporting, Friendly, or Privileged Sponsors**, ARA offers the following exclusive benefits (per donor category):

Supporting Sponsor

- Name and logo (companies/institutions) appear on the ARA Portal in the page reserved for sponsors;
- Name, logo (companies/institutions), and a description about you or your company appear in ARA's annual publication called "ARA's Friends and Sponsors," (paper brochure available free of charge);
- At the end of every year, ARA offers you 3 videos from ARA's portal on a DVD that includes your name and logo (companies/institutions);
- You can determine and be the exclusive sponsor of one ARA project per year.

Friendly Sponsor

- Name and logo (companies/institutions) appear on the ARA Portal in the page reserved for sponsors;
- Name, logo (companies/institutions), and a description about you or your company appear in ARA's annual publication called "ARA's Friends and Sponsors," (paper brochure available free of charge), on all of ARA's digital or traditional communication documents;
- At the end of every year, ARA offers you 5 videos from ARA's portal on a DVD that includes your name and logo (companies/institutions);
- You can determine and be the exclusive sponsor of one ARA project per year;
- ARA's team offers you occasional support in organizing your public events to which you would like to include a cultural dimension. This could be projecting selected video clips or preparing cultural material to be distributed to attendees.

Privileged Sponsor

- Name and logo (companies/institutions) appear on the ARA Portal in the page reserved for sponsors;
- Name, logo (companies/institutions), and a description about you or your company appear in ARA's annual publication called "ARA's Friends and Sponsors," (paper brochure available free of charge), on all of ARA's scientific programs, invitations, as well as ARA's weekly newsletter (diffused by e-mail);
- Your name and logo (companies/institutions) will be visible at all events organized by ARA: colloquiums, conferences, open house days, etc.;

- At the end of every year, ARA offers you 5 videos from ARA's portal on a DVD that includes your name and logo (companies/institutions);
- You can determine and be the exclusive sponsor of one ARA project per year;
- ARA's team offers you occasional support in organizing your public events to which you would like to include a cultural dimension. This could be projecting selected video clips or preparing cultural material to be distributed to attendees.

As sponsors of the ARA Program, you can be the exclusive sponsors of one or more of ARA's various projects. In this case, your name or your company's name (and logo) will appear on the site where the project is published as well as in the credits of the video produced thanks to your financial support.

5. The Co-Founding Patron

This special sponsorship type of a minimal duration of three years is reserved for individuals and companies who would like to join FMSH and ESCoM in supporting the ARA Program in its entirety.

With an annual donation of 800,000 euros or more, ARA's Co-Founding Patrons are granted special rights and privileges. These include:

- 1/ Name appears next to that of the FMSH as a "co-founder" on ARA's portal site, all ARA sub-sites, as well as on all digital and/or analogical supports;
- 2/ Full right to participate in defining and implementing (while respecting

ARA's ethical charter and overall vision) projects for collecting, diffusing, and preserving audiovisual heritage;

3/ The right to request the creation of new knowledge areas or new audiovisual portals;

4/ The right to request that specific collection, diffusion, and preservation projects be carried out;

5/ The right to participate in defining and implementing ARA's communication and publicity/public relations strategies (while respecting ARA's ethical charter and overall vision).

The ARA team would be glad to discuss other ways you or your institution can make the most out of the "Co-Founding Patron" sponsorship.



6. Making a Personal Donation to the ARA Program

ARA warmly invites any individual to make a financial donation to support ARA's projects and activities. There is no minimum amount for personal donors.

Individuals who make a personal donation to the ARA Program are granted the following benefits:

- 1/ Publication of name on the webpage reserved for ARA's friends and supporters;
- 2/ Publication of name in ARA's annual publication called "ARA's Friends and Sponsors" (paper brochure distributed free of charge);
- 3/ You will be notified of all events and projects organized by the ARA Program;
- 4/ You will be invited to all scientific and/or cultural events organized by ARA.

7. Concrete Modalities for Becoming a Sponsor or Individual Donor

If you would like to support ARA's activities with a financial contribution, please send your donation to ESCoM (Cognitive Semiotics and New Medias Team) at the Fondation Maison des Sciences de l'Homme (FMSH) in Paris.

ESCoM is the FMSH's research and development unit. It created the Audiovisual Research Archives Program (ARA).

The Fondation Maison des Sciences de l'Homme is recognized as being of public interest. For more than 40 years, the FMSH has played a key role in the so-

cial and human sciences in France and abroad. Its initiatives and actions enable scientists from various institutions and geographical horizons to participate in innovative projects covering all disciplines in the human and social sciences. Created by official decree on January 4, 1963, the Foundation is authorized to receive financial contributions.

All donations made to the Foundation are tax deductible:

- 66% of the donation amount can be deducted from income taxes, but may not exceed 20% of taxable income,
- 60% of the donation amount can be deducted from company taxes, but may not exceed 5% of the yearly sales figure.

Donations to the foundation by inheritors of estates are fully exempt from paying inheritance taxes on the amount donated. (*New fiscal provisions applicable to patronage in effect from 1 January 2005; Law 2005-32 from 18 January 2005 on planning for social cohesion replacing Art. 200-1 of the CGI*).





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