

CHAPTER 8. RECOMMENDATIONS ON THE DEVELOPMENT OF THE POLICY OF ONLINE ACCESS TO HISTORICAL AND CULTURAL HERITAGE ON THE WEBSITES OF STATE ARCHIVES OF UKRAINE'S OBLASTS AND OBLAST LOCAL MUSEUMS

The research of the state of preserving and providing the online access to digital historical and cultural heritage in the system of the State Archives of Ukraine's oblasts and local museums, based on the comparative analysis of foreign practices, allowed us to formulate present recommendations. To create a regulatory environment for managing the digital historical and cultural heritage on archival institutions' websites and local museums, institutions need to define the principles of policy/mission that will determine the rules of digital activity, which will meet the information needs of the community. In particular, when developing a policy/ mission, we should complete the following tasks: formulate policy objectives, indicating those responsible for its implementation;

1) formulate policy objectives, appointing individuals responsible for its implementation;

2) determine the selection criteria for documents subject to digitizing, posting to the website as well as criteria for their preservation;

3) formulate the policy of posting documents targeting different population groups;

4) formulate rules/norms for posting digitized documents to the website, specify the rules of their placement and work with them in social networks;

5) specify the amount of digitized documents, digital/electronic archive;

6) develop tools for providing access to digital content for people with special needs/vulnerable groups;

7) formulate rules of language policy in the context of the inclusion of Ukraine's national heritage to the global cultural heritage;

8) determine the personal responsibility for posting documents on the website and its distribution areas: ensuring the authenticity, credibility and integrity of the recorded information;

9) mention the rules of copyright protection and specify the compliance legal liability for their violation;

10) specify rules for working with digital documents in online mode and in the reading room;

11) explain the authorization procedure on the website for working with documents and finding aid;

12) determine restrictions on the storage of documents on websites.

The ethical component is extremely important for policy-making, which involves the institutionalization of ethical norms in the field of preservation and provision of online access to digital historical and cultural heritage. We mean by it creation of an ethical infrastructure – the factor system of functioning and effectiveness of ethics in the industry:

1) on the basis of UNESCO's international values and normative documents “Memory of the World: General Guidelines to Safeguard Documentary Heritage” (1992), “Guidelines for the Preservation of Digital Heritage” (2003), “International Code of Ethics for Archivist” (Beijing, 1996), and Ukrainian documents DSTU (National Standards of Ukraine) 4423-1/2: 2005 “Documentation Management” institutions of memory have to develop and implement an ethical code in order to institutionalize the obligations they are prescribed in international and domestic documents.

The ethical code should:

– define ethical principles of digitizing the documentary historical and cultural heritage, its preservation and access;

– contain the plan and strategies for digitizing documentary cultural heritage in adverse circumstances, bearing in mind that waiting for appropriate political or financial conditions can lead to its loss;

– clarify the legal aspects of digitization procedures, long-term preservation and access to digital documentary historical and cultural heritage;

– establish the principles of cooperation with other industry organizations and allied memory institutions and the public concerned;

– define fair, predictable, transparent behavior in the field of digitization, preservation and access to digital historical and cultural heritage;

2) on the basis of international standard ISO 26 000 “Social Responsibility Guide”, memory institutions should introduce the preparation of social (non-financial) reports that represent socially responsible activities of the institution;

3) on the basis of international experience and in accordance with the needs for the development, implementation, monitoring of ethical documents (ethical code, non-financial reports), create transparent ethical units (ethics commissions, ethics officials) with elective positions, who will deal with the settlement of ethical conflicts in the institution among employees and conflicts with visitors/clients, as well as inform the public about the socially responsible activities of the institutions, etc.