

**TECHNICAL ADVISORY GROUP ON
MACHINE READABLE TRAVEL DOCUMENTS**

Fifteenth Meeting

(Montreal, 17 to 21 May 2004)

Agenda Item 4: Education and promotion of MRTDs

**PROMOTING THE ADOPTION OF ICAO COMPLIANT MRTD
THROUGH MEDIA SUCH AS THE KEESING JOURNAL OF DOCUMENTS**

(Presented by the Chairperson of
the Education and Promotion Working Group (EPWG))

1. INTRODUCTION

1.1 The Education and Promotion Working Group (EPWG) of the TAG/MRTD has, as an objective, the development of an inventory of user-friendly information tools (such as pamphlets, one-page briefs, etc.) to promote ICAO compliant MRTDs.

2. IMPLEMENTATION

2.1 In order to facilitate this objective, the EPWG examined a number of options including the production of an in-house newsletter. There is concern within the group that this could be very time consuming. The matter will be therefore considered again at a future EPWG meeting.

2.2 To find an immediate alternative method of achieving our objective, an examination of industry journals and other media was carried out. The Keesing Journal of Documents was identified as one suitable vehicle to achieve our objective.

2.3 A meeting between Keesing and members of the EPWG took place in London on the 24th February 2004 at which it was agreed that a series of articles promoting the MRTD standard be presented to the TAG for possible inclusion in future editions of the Journal.

2.4 Keesing also requested that ICAO provide it with a list of future events and news releases on a regular basis for inclusion in the Journal.

2.5 Keesing offered to provide a direct link from their website to the ICAO website.

2.6 It was agreed that all articles or news stories would be submitted by Keesing to ICAO for approval or modification.

2.7 Editorial and republishing rights would remain with ICAO.

2.8 In addition to the partnership with Keesing the EPWG intends pursuing similar working relationships with other suitable media organisations. We believe that if articles produced are used multiple times through a variety of channels we will achieve widest exposure to issues associated with universal adoption of MRTDs and biometrics.

2.9 The EPWG will only produce articles on topics that fall within the guidelines of its mandate. The ICAO public information office will be the final point of approval of both quality and content before any material is published.

3. **ACTION BY THE TAG/MRTD**

3.1 The TAG/MRTD is invited to:

- a) agree to the production of articles and information on future ICAO events for dissemination through The Keesing Journal of Documents;
- b) agree to Keesing providing a link from their web site to the ICAO web site; and
- c) note that final approval of both quality and content will be through the ICAO public information office.

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