



## *Recommendations of the Commissions*

### AUDIOVISUAL HERITAGE

- ✓ Following the results of an impact survey submitted by COPEAM to the beneficiaries of previous trainings, interest has been expressed about the participation in an online update of the training on archives digitization (organised by RAI in Rome, December 2022) particularly on the recent adoption of new methods and tools in digitization process and in digital cataloguing and consultation.

Other areas of interest:

- ✓ New training activity on the editorial use of AV archives
- ✓ Explore the possible uses of AI tools to catch and analyse the sentiment of the viewers/public and create matching AV contents, especially online.
- ✓ Reinforce the networking activities in the field of AV archives, creating further space for international exchange and debate among professionals of the sector.

### CINEMA-FESTIVAL-CULTURE

With the 3<sup>rd</sup> edition of the *A première vue* Prize, the partners' continuous involvement and the institution of a traveling youth prize in the Mediterranean, "*A première vue*" project in favour of the young Mediterranean cinema talents has grown in the last years.

For the Prize 2025 edition, the proposals are:

- ✓ Expand the catalogue to include new film schools from the southern Mediterranean (Egypt, Jordan, etc.).
- ✓ Explore the possibility of opening the Prize to European film schools.
- ✓ Develop event screenings in the MENA region and in countries outside the Mediterranean area (Northern Europe, Canada, etc.).
- ✓ Strengthen the current award funds and find new partners to increase the number of prizes awarded by the International Jury.
- ✓ Develop media partnerships with COPEAM members to raise the visibility of the Prize in all Mediterranean countries.

At the initiative of the TV5Monde Presidency of the Commission, a Mediterranean short film day is currently being studied and will be set up in 2024/2025. It will showcase the young directors of the *A première vue* Prize, as well as current productions in short fiction, documentary and animation.



## GENDER EQUALITY AND DIVERSITY

- ✓ An *ad-hoc* thematic newsletter will be soon launched to inform about ongoing initiatives, share data and news and propose opportunities for collaboration in the field of gender equality.
- ✓ The participation of men in gender-related initiatives is needed so to include their perspective and encourage inter-gender alliances.
- ✓ The interest in involving stakeholders from different areas for a higher impact in promoting gender-sensitive approaches was raised.
- ✓ The topic of women in sports was particularly discussed and the participants expressed their wish to collaborate in this field by designing some joint initiatives.



## NEWS EXCHANGE

Considering recent years' slowdown of the Mediterranean Regional News Exchange, several proposals were made by the members, regarding broadcasters' mobilization and motivation, and the improvement of the exchange volume. In particular:

- ✓ Promoting and advocating the ERNM within the News Committee and the Mediterranean Group of the EBU.
- ✓ Approaching national and Mediterranean institutions for sharing images of activities and events through their communication departments, in order to feed the exchange.
- ✓ Setting up a real collaboration with the Balkans area's exchange ERNO.
- ✓ Establishing regular relationships between the ERN-MED coordination centre in Algiers and political and cultural bodies of the region - Union for the Mediterranean and Anna Lindh Foundation - and their communication officers.
- ✓ Searching for funding to upgrade the ERNM coordinators' skills.
- ✓ EPTV - as central coordination - committed to dedicate additional resources dedicated to the exchange, so to ensure its gradual rehabilitation.
- ✓ A reflection on the ERN-Med Prize preservation was judged necessary, considering members' poor participation in this initiative after the pandemic period.



## RADIO

- ✓ *Kantara* and *Mediterradio* weekly co-productions celebrate respectively their #25 and #12 seasons, while consolidating numerous media partnerships with cultural and institutional actors in the region.
- ✓ Two new series are about to be launched: one about ancient and contemporary Arab philosophers, in partnership with ASBU, and one devoted to Mediterranean monuments between sky and sea.
- ✓ In collaboration with the Training Commission, a podcast strategy needs to be reinforced in order to develop innovative Mediterranean radio formats.
- ✓ The second season of the online radio programme *Mezzé* will open, in addition to relevant institutional representatives (UfM, FAL, UNESCO, etc.), to guests from the cultural and creative domain.



## TELEVISION

- ✓ Inter-Rives #9 "*People & Markets*": the broadcast on the TV partners' channels is growing, particularly in Europe. COPEAM calls for a stronger effort from the participating Arab televisions to seize the dissemination opportunities offered by the project.
- ✓ The winners of the Prize for the best documentary: the film-directors from RTVE/Spain and OMAN TV, special mentions to RAI/Italy and PBC/Palestine.
- ✓ Inter Rives #10 "*The Power of Art: Creativity for Change*" has been launched and the group of the TV partners is about to be defined. The first coproduction workshop will be organised in Rome in July 2024.
- ✓ Dissemination: the number of TV co-producers having aired Inter-Rives #7 and #8 collections has been constantly growing, particularly those from the North shore. The flexibility of the format allows a large range of possible uses and re-uses.
- ✓ Production: the last collection devoted to "People and markets" is now ready to be aired. A positive trend both in terms of editorial quality and of commitment and collaboration of the involved

filmmakers must be underlined. The winners of the prize for the best documentary of this series will be announced in May.

- ✓ Building on Inter-Rives model, other coproduction projects could be designed in collaboration with international organisations, so further exploring the potential of cross-sector partnerships to develop impact audio-visual contents.
- ✓ According to the same vision, a special IFAD/COPEAM prize devoted to sustainability was launched within RAI's Prix Italia in 2022 and it is now at its third edition.



## TRAINING

In the field of journalism, the results of the training activities conducted in the last years will be consolidated by:

- ✓ feeding and enlarging the international community of journalists built so far, particularly in the climate change thematic domain, by organising networking and cross-sector activities to improve the quality of information, to favour professional collaborations and to improve the dialogue between media, science, and institutions.
- ✓ confirming the from-training-to-field approach to select the beneficiary journalists as a way to effectively connect the training component to the production one and to reward the most motivated beneficiaries.
- ✓ reinforcing the current partnerships and opening new ones to create further opportunities for our journalists.

As for the other training actions, synergies with other Commissions will be reinforced:

- ✓ Audiovisual heritage: focus on digitisation and innovation in favour of our broadcaster members' archives departments.
- ✓ Radio: opening a new training strand in the field of podcasting.
- ✓ Cinema-Festival-Culture: supporting initiatives, like the e-masterclass for cinema students and "A première vue" project, aimed at offering opportunities for the cinema students to learn, exchange, and meet the media professionals.



## MEDIA & YOUTH WORKING GROUP

Formally established at the end of 2023, the new "Media & Youth" working group gathered online in April for a first exploratory meeting aiming to:

- ✓ Assess the current offer and needs of the broadcasting members of the Association relating to children's channels/platforms.
- ✓ Explore the possibility of launching new cooperation projects having a Mediterranean dimension, putting together COPEAM European radio and TV members with the members from the MENA Region.
- ✓ Exchange useful info/benchmarks about current editorial strategies.
- ✓ Exchange useful info about media literacy initiatives involving youth.
- ✓ Encourage media collaborations between Europe and the Arab world in this field.

Further investigating common themes such as the Mediterranean Sea, environment, cultural and social challenges (i.e. migration, inclusion) that could serve as topics for joint international media projects.

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