



COPEAM networking the Mediterranean area

www.copeam.org

COPEAM AND THE INSTITUTIONS A PARTNERSHIP OF IDEAS

COPEAM AND THE MEDITERRANEAN TV CHANNEL PROJECT



The action of COPEAM in favour of the creation of a multilingual and multicultural Mediterranean TV channel has never stopped. Following the hearing

before the Union for the Mediterranean Ambassadors, in January 2010, COPEAM carried out a detailed study on this issue, upon the request of

the Egyptian Co-Presidency to draft the specifications defining the tasks and the first operational steps for the implementation of this TV.

The study was submitted to the Ambassadors by COPEAM President and Secretary General during the preparatory meeting of the UfM Heads of States and Government's Summit, in June 2010 in Barcelona, under the Spanish Presidency of the EU.

This institutional path was preceded by a mobilisation of COPEAM members who - during the annual General Assembly held in Paris in 2010 - launched a Call for the creation of this channel, an endeavour that witnessed the adhesion of hundreds of personalities from the two sides of the Mediterranean region.

www.callforamediterraneanchannel.tv

Soon after this Call, the Heads of the broadcaster members of the Association started a campaign in favour of the project with a view to getting support from the UfM Ambassadors in the period before the Barcelona Summit (June 2010), during which the technical prospection defined in the specifications was highly appreciated.

Call for the creation of the Mediterranean channel

In a world in which communications abound like never before in mankind's history, but in which we are also witnessing a growing sense of antagonism, tension and even new conflicts, promoting closer ties between countries in the Mediterranean Basin is an objective requirement for socio-cultural and economic reasons. Having inherited the same long history and outstanding cultural heritage, our countries and cultures can

only truly move forward as part of a tight-knit Mediterranean area that draws on its unity and wealth of diversity.

This drive to foster closer ties can only succeed if it is underpinned by a global development policy that includes freedom of movement for individuals and mutually beneficial economic cooperation. A sustainable future for the Mediterranean hinges on encouraging dialogue through a spirit of joint development from a multi-faceted, economic, social, cultural and personal standpoint. In

this respect, it is vital that we do not overlook one sector - the media.

The people of the Mediterranean too often coexist without really knowing one another. Despite technological innovations such as satellite broadcast and internet expansion, the audiovisual landscape remains remarkably fenced due to a combination of linguistic, cultural, political and economic reasons. Television can therefore become an extraordinary vehicle for cultural exchange and of sharing, as well as an effective means of thwarting in-

COPEAM AND MNRA PARTNERS FOR THE SETTING UP OF A SHARED LEGAL FRAMEWORK

Paris (France), 11th April 2010

During the 17th annual Conference held in Paris, COPEAM signed a cooperation agreement with **MNRA** (Mediterranean Network of Regulatory Authorities) concerning, in particular, the development of the project n° 3 of the Association's strategic action plan.

The agreement foresees the promotion of a common action aimed at favouring the setting up of a shared legal framework in the field of broadcasting, production and protection of audiovisual programmes; the support to the development of an

harmonized regulation framework based on the Declaration on Audiovisual Contents Regulation adopted by the MNRA in 2008; the sustainable adherence to the construction of the Union for the Mediterranean through the reinforcement of the Mediterranean audiovisual sector.

*The President of COPEAM, Mr. Hoog,
and the President of MNRA,
Mr. Montabés Pereira, Paris*



THE MEDITERRANEAN MEDIA OBSERVATORY PRESENTED TO THE EXECUTIVE COMMITTEE OF THE EUROPEAN AUDIOVISUAL OBSERVATORY OF THE COUNCIL OF EUROPE

Athens (Greece), 17th June 2010

With the intention of developing project n° 4 of its strategic action plan about the creation of a Mediterranean Media Observatory, COPEAM has started an action, following the initiative of its Presidency, in order to establish effective links with the existing instances working in this field. In particular, in October 2009, a COPEAM-INA delegation was received by the Executive Director of the European Audiovisual Observatory to acquaint with the project and its objectives.

This meeting opened a course that led, amongst others, to the presentation, in June 2010, to the Executive Council of Strasbourg Observatory of the basic elements for the development of a Euro-Mediterranean Media Observatory. This opportunity was made possible thanks to initiative of the French Foreign Affairs Ministry in agreement with the Greek Chairmanship of the European Audiovisual Observatory at that time.

Now COPEAM is actively looking for international partners as well as funding sources to launch the preliminary phase of the project with a view to providing the Mediterranean audiovisual landscape with a permanent mechanism of data collection and of market and operators monitoring, for a better understanding of the national audiovisual systems in the region.

tolerance and extremism on every front.

This is why we call for the creation of a multinational, multilingual Mediterranean television channel, broadcasting throughout the Euro-Mediterranean area, with all countries involved, North and South alike. Acting today means matching the expectations of all those who aspire to a plural and harmonic Mediterranean, leaning on the concrete work we - the audiovisual operators - have so far accomplished.

A channel that will therefore reflect the Mediterranean identity and diversity.



*The 3rd session of the 2010
Conference (Paris): "An emblematic
project for the Mediterranean
audiovisual sector: the
Mediterranean channel".*

During the 23rd ordinary session of the Council of the Arab Information Ministers held in Cairo on June 23rd 2010, important issues about a common Arab media action were discussed.

The necessity to open up to the world and to promote peace and intercultural dialogue were underlined by the Arab League Secretary General, Mr. Amr Moussa.

In this framework, COPEAM Secretary General - who attended the summit following the kind invitation that the Arab League addresses annually to our Association - pointed out the close relationships linking COPEAM and ASBU, the results of their successful cooperation as well as the launching of the Euro-Mediterranean channel project.

The speech of Ms. Paradisi at the Information Ministers' Council, Cairo



COPEAM CONTRIBUTES TO THE GREEN PAPER “UNLOCKING THE POTENTIAL OF CREATIVE AND CULTURAL INDUSTRIES”

The changing international context, the emergence of new technologies and the acceleration of globalisation constitute worldwide challenges that the European Union's cultural and creative industries can effectively take up thanks to their creativity and innovation potential.

On that basis, the promoters of the *Green Paper: Unlocking the potential of the creative and cultural industries (CCI)* launched a public consultation in 2010 on the necessity for a creative environment in which the CCI can release their potential and, consequently, contribute more effectively to competitiveness, particularly at the EU scale.

Thanks to the initiative promoted by Ms. Silvia Costa, Italian member of the EU Parliament

and of the Culture and Education Committee, COPEAM has contributed to the reflection, expressly concerning the audiovisual sector: a proposal was made so that the ENPI 2011-2013 Regional Action Plan of the European Commission grants a budget line in favour of cultural and creative industries to particularly support the production and the distribution of audiovisual works in the Euro-Mediterranean region.

COPEAM proposal was submitted, together with all amendments to the Green Paper, to the Culture Committee of the European Parliament which favourably welcomed it in March 2011.

The awarding ceremony, New York



DIALOGUE NETWORKING AND MEETINGS

REINFORCEMENT OF THE RELATIONSHIPS BETWEEN COPEAM AND IPEMED

Hammamet (Tunisia), 25th-26th may 2010

COPEAM and **IPEMED** (Institut de Prospective Economique du monde Méditerranéen) signed a partnership agreement with the aim of developing common actions pertaining mainly to Trans-Mediterranean professional networks.

This collaboration was set up on the eve of the second edition of the *Mediterranean Talks* (*Entretiens de la Méditerranée*) organised by IPEMED in Hammamet (Tunisia), on the 25th and 26th May 2010.

COPEAM was represented in the event by a delegation led by the Tunisian Radio, as Vice-President, and it was also involved as a media partner of this edition, whose theme was: "A common vision of the Mediterranean. Strategy, projects and funding".

A moment of the 2010 edition of the Mediterranean Talks, Hammamet



COPEAM FOR...UNAOC PLURAL+ FESTIVAL 2010



The winners of COPEAM Prize 2009 at the Conference in Paris

For the second year, COPEAM and the **Alliance of Civilisations of the United Nations (UNAOC)** established a partnership agreement related to the 2010 edition of Plural+ Festival. The event - organised by UNAOC in collaboration with the International Organisation for the Immigration and in partnership with 27 international organisations - aims at rewarding short videos about diversity, social integration, identity, realised by young people aged 9 to 25.

On the 12th November 2010, an international jury awarded the selected videos, among the dozens ones arrived from 40 countries, in the framework of the ceremony in New York City, at the Paley Center for Media. COPEAM awarded its special prize to the Belgian video "*Color Café*".

Motivation:

"Color café" has impressed us for its powerful simplicity: by employing black-and-white together with a number of symbols and by sketching some basic social schemes and dynamics, it is able to play on the so called "shock of civilisations". And this, with a pinch of irony and an effective final message.

From the technical point of view, this Belgian young video-maker has carried out a quite complex and original work that evokes the atmo-

sphere of the '60s European TV commercials. This mix of communication and technical capacity makes this short video a very interesting example of what can be done so to convey important contents through a light, no-frills and effective audiovisual language.

As it happened to the young Dutch directors who gained COPEAM prize in the 2009 edition for "*Just another nationality*", the author has been invited to present his video to the annual Conference of Cyprus.



Jordi Torrent (UNAOC) with the winners of the 2010 Festival, New York



COPEAM FOR...THE 2010 MEDITERRANEAN JOURNALIST AWARD

Winners of the 2010 edition

- Life-time Achievement Prize: Jean Daniel
- Professional Recognition Prize: Mona El Tahawy (Egypt)
- Press Category: Sarfraz Manzoor (Pakistan-UK) for “My Month of Being Jewish” (The Guardian, UK)
- Audiovisual Category: Pierre Mari (France) for “Kantara - Female Emigration”, co-produced by EPRS/Algeria, ERTU/Egypt, Radio France/FB Frequenza Mora, Radio Tunisienne, SNRT/Morocco and edited by Radio France/FB Frequenza Mora, and Ali Gohine (Egypt) for “Illegal Migration” on Nile Television Network
- Online Media: Dalia Ziada (Egypt) for “Unveiling the minds of Young Muslim Women” (Bikya Masr)
- Cultural Heritage: Yizhar Beer (Israel) for “The city and the dogs” (Huffington Post)

Members of the International Jury

EDGAR MORIN, Philosopher and sociologist

ANDRÉ AZOULAY, President of the Anna Lindh Foundation

ABDEL-RAHMAN AL-RASHED, Director General of Al Arabiya channel

DAVID GARDNER, Foreign Affairs Editor for the Financial Times

HALA HASHISH, Head of the Nile Television Network

JUAN LUIS CEBRIAN, Founder of El País

ALESSANDRA PARADISI, Secretary General of COPEAM

RANA SABBAGH, Executive Director of the Arab Reporters Investigative Journalism

COPEAM has been associated, like last year, to the **Anna Lindh Mediterranean Journalist Award** as media partner for the promotion of the 2010 edition.

The Award aims at highlighting the positive role played by radio, TV, web and print press journalists in the intercultural dialogue, by creating a shared space for information as well as free and reliable opinions.

COPEAM has spread out, through its network, the call for participation, thus involving a huge number of participants in the four prize's categories: *Print press, Online Media, Audiovisual, Cultural Heritage*.

The journalistic works have been selected by an International Jury, headed by the famous philosopher and sociologist Edgar Morin and composed of intellectuals and media experts among which the Secretary General of COPEAM.

Finally, the winners were gathered in Monaco, in presence of HSH Prince Albert II, on the occasion of the awarding ceremony, on 14th October 2010, during which the Prize promotional video realized by COPEAM was shown.



HSH Prince Albert II with the members of the Award's International Jury and the winners, Monaco

The 62nd edition of Prix Italia, held in Turin, hosted the meeting “Telling the Mediterranean”, on 21st September 2010. Co-organized by RAI and COPEAM, it was devoted to the Mediterranean documentary and gathered various professionals specialised in this field.

On that occasion, RAI presented the book «*Telling and Broadcasting Mediterranean Stories. A Study on Documentary Film*», edited by **RAI** and **Prix Italia** with the collaboration of ASBU, Babbelmed, CMCA, COPEAM, Doc.it and Osservatorio Balcani e Caucaso. COPEAM contribution to this volume was focused on the “Inter-Rives” documentary co-production, through the contribution of Sampiero Sanguinetti and Frej Chouchane, coordinators of the first two series, who illustrated the results of that experience. Among the speakers of the meeting, the Secretary General of COPEAM, Ms. Alessandra Paradisi, and the Head of ASBU General Director Office, Ms. Moufida Limam, underlined the enhanced cooperation between these two

Organisations, with a focus on the shared projects carried out along the last years and, in particular, the realization of the Arabic version of the book “*The Format Box*” by the Italian TV expert Mr. Paolo Taggi.

The event ended with the screening of two “Inter-Rives” documentaries - “*Timimoun's children...between myth and reality*” by Nawel Belaidi (EPTV/Algeria) and “*Sara, 12 years old and the earthquake of L'Aquila*” by Lucrezia Lo Bianco, (Rai Educational/Italy) - which were introduced by Mr. Sanguinetti who briefly explained the genesis and the development of the project.

*The covers
of the two publications*



In December 2010, the three Unions held their annual meeting in the framework of the ASBU General Assembly which took place in Khartoum (Sudan), to debate on the various common activities in the field of training, co-production and on specific projects' results such as Euromed-News.

The common action carried out by these three networks in the field of the Mediterranean audiovisual cooperation has brought to their joint participation in an international Consortium led by the German Agency GlZ, which won the EU tender EUROMED Audiovisual III for the assistance to the Capacity Building (CDSU) in the Southern neighbouring countries. This 36-month programme is aimed at better structuring and harmonising the audiovisual and cinematographic landscape of the whole concerned region.

VINC 2010 – THE ALL-NEWS CHANNELS MEET INSTITUTIONS AND NOBEL PRIZES

Venice (Italy), 27th November 2010

The role of information as a tool to raise citizens' critical awareness about the causes and the effects of the ecological emergencies as well as about the global environmental challenges has been the topic of the 2010 edition of the all-news channels meeting (*VINC – Venice International News Conference*), organized by COPEAM, RaiNews and Rai Venezia at this latter's premises, Palazzo Labia.

This cross-cutting theme involving different actors along with the period in which this event was placed – just between the United Nations Conferences of Tianjin and Cancun about the Kyoto Protocol – offered the opportunity to invite to this edition of the VINC the representatives of European institutions and international organizations, such as the United Nations' agency IFAD and the European Parliament, who contributed to an innovative debate between information professionals and institutions.

In this framework, the representative of the International Academy of Environmental Sciences (IAES), based in Venice, introduced the last steps of the robust campaign promoting the creation of juridical institutions (International Environment Criminal Court and European Environment Criminal Court) as well as research and dissemination tools devoted to environmental topics.

To this regard, Mr. **Jo Leinen**, President of the Environment, Public Health and Food Safety Committee of the European Parliament, sent a video-message expressly addressed to the VINC participants, in which he explained the intention of the E.P. to present in Cancun this key-project.

An interesting exchange on awareness raising about the environmental questions took place between the attendants of the Venice meeting

and Mr. **Adolfo Pérez Esquivel**, Nobel Peace Prize, who was connected in video-conference from Buenos Aires.

A *final declaration* (available on COPEAM website) was drawn and shared by the participants focusing on the role of the all-news media in dealing with these matters, on the setting up of a media contents' exchange device and on the possibility of creating an Environmental Communication Observatory to be based in Venice.



PBI 2010 - PUBLIC BROADCASTERS INTERNATIONAL

Sintra (Portugal), 27th-30th October 2010



COPEAM was a partner in the 2010 edition of PBI Public Broadcasters International, the world Conference of public Broadcasters organised in Sintra (Portugal) last October and hosted by RTP, the Portuguese Radio-Television. The event was placed under the theme *"The future of the public service television in a fragmented environment"*.

As part of the working session dedicated to "Public service in emerging countries", Ms Paradisi made a speech during which she presented the project of the Mediterranean Channel to the representatives of more than 50 organisations coming from all the regions of the world.

COPEAM FOR... WOMEN AND MEDIA

COPEAM Women Commission carries on its commitment in actions promoting gender equality in the media, the fight against gender stereotypes and in the dissemination of these issues throughout the civil society and the institutions of the Region.

AWARENESS RAISING

With a view to encouraging a positive reflection on issues pertaining to Gender Equality, promoting the debate on the evolution of women representation in the media and on the future announced by the new media, the Women Commission has organised round tables and various awareness raising campaigns.

- **Prix Italia** - Torino, 21st September 2010
In the framework of the 62nd edition of Prix Italia, COPEAM Women Commission has presented concrete tools of interpretation and analysis such as the *GMMP, Global Media Monitoring Project*, a world monitoring on the main media information programmes over the last 15 years, and the Italian version of the "Screening gender" toolkit produced by the EBU (the European Broadcasting Union) and made up of a training manual and a pedagogical DVD on gender equality addressed to the audiovisual professionals.



The speakers of the conference organised by the Women Commission at Prix Italia, Turin

- **«Immagini di donne sullo schermo - Gender e Media rivisitati»**, at La Sapienza University of Rome.

- **Annual conference of GEAR "Group of European Audience Researchers"**, Rome.

The results of the activities of COPEAM Women Commission on social media and on the representation of women in the media were portrayed with a special focus in the questionnaire "women and media".

WOMEN AND SOCIAL MEDIA

The Commission carries on its campaign on the

new media through the meeting *"La mimosa e il gelsomino. Le donne e il web nelle piazze del mondo arabo"*, organised in collaboration with the GIO (Gender Inter-university Observatory) for a better understanding of the reasons of women participation in the Arab popular revolutions and the role played by the new media.

The meeting was broadcast in streaming on three web TVs (copeam.tv, uniroma.tv and roma3.it) and animated online on the Facebook page "Mediterranean Women".

SUPPORT TO INTERNATIONAL CAMPAIGNS

• Women make the news

Since 2009, the Women Commission has been actively supporting the UNESCO initiative "Women Make the News" through a media partnership aimed at giving the largest visibility to this campaign via an ad-hoc Communication and on the Internet.

• GMMP

COPEAM has contributed to the dissemination of the results of this worldwide project with a special focus on the studies conducted throughout the Mediterranean countries on women representation in the main channels' TV programmes of the region.



"La mimosa e il gelsomino" conference, Rome

TRAINING A MULTILATERAL APPROACH

A COPEAM-UNESCO IPDC PARTNERSHIP FOR JOURNALISM TRAINING

July - December 2010

COPEAM project on “*South-Mediterranean public TV journalism training needs - survey and workshop*” was selected by the International Programme for the Development of Communication (IPDC) of UNESCO. It was presented with the aim of conceiving an adequate journalism training strategy mainly based on the information sharing between media professionals and training centres’ representatives in the field of journalism and of the audiovisual communication in the Mediterranean region. In or-

der to fulfil these goals, the project was structured into two phases:

Pre-analysis phase: in collaboration with **AFPA** (Association Nationale pour la Formation Professionnelle des Adultes), a questionnaire regarding journalism training practices and needs was conceived and disseminated among the South-Mediterranean radio and TV public broadcasters members of COPEAM. A quantitative and qualitative analysis of the results of the collected questionnaires was produced by AFPA.

Exchange phase: in order to share and complete this study, a 3-day inter-sector consultative and exchange workshop was organized in Casablanca from 20th to 22th December 2010. It gathered training institutes operating in the region as well as the heads of information and of training departments of the broadcasters targeted by the project.

A reflection about e-learning tools and opportunities (distant learning through satellite TV and Internet, online tutoring and virtual classrooms, video lessons, etc.) was carried out with repre-

sentatives of Uninettuno and AFPA.

19 participants attended the workshop, among which Ms. Ito Misako (UNESCO Rabat. Advisor for Communication and Information, Cluster Office to Algeria, Mauritania, Morocco and Tunisia), the representatives of the information and training departments of 7 public broadcasters (**EPTV/Algeria**, **2M/Morocco**, **SNRT/Morocco**, **PCB/Palestinian Authority**, **JRTV/Jordan**, **ORTAS/Syria**, **Radio Tunisienne**) as well as the representatives of 8 training structures (**CAPJC/Tunisia**, **CFI/France**, **INA/France**, **Uninettuno/Italy**, **ESJ Lille/France**, **ESJC/Morocco**, **ISIC/Morocco**, **AFPA/France**).

A final report about the workshop evaluations, proposals and suggestions was drawn by the General Secretariat of COPEAM as a starting basis for the conception and the organization of upcoming training projects and actions.

The workshop was also the occasion for the Training Commission of COPEAM, under the Presidency of CFI (Mr. Eric Soulier) and the Vice-presidency of 2M (Ms. Rachida Taame), to meet and exchange proposals about the next training strategies and projects to be promoted in the future.



Inter-sector workshop,
Casablanca

“MEDITERRANEAN GENERATION”

WWW.ULYSSE2.COM



ULYSSE 2.0 – A VIRTUAL TOUR AROUND THE MEDITERRANEAN YOUTH

Digital revolution, Internet, interactivity, DTT, social media: nowadays the media landscape is experiencing changes that make journalists question their role in this new multimedia environment. The training project “**Ulysse 2.0 - network, network journalism and Internet**”, developed by **Canal France International, COPEAM, Ecole Supérieure de Journalisme de Lille** and the Moroccan channel **Soread - 2M**, intended to address this challenge.

11 young journalists from **2M/Morocco, EPTV and EPRS/Algeria, Nawaat.org/Tunisia, JRTV/Jordan, PBC/Palestinian Territories, TRT/Turkey, SRR/Romania and HRT/Croatia**, participated in “Ulysse 2.0” that was structured into two steps.

The *Montpellier workshop* (28th Feb. - 5th March 2011) was devoted to the presentation, by experts and professionals of the sector, of the current way of integrating new and social media in the information coverage, to the principles and potentialities of the multiplatform journalism and to innovative formats such as the web-documentary.

This theoretical session was followed by a *practical* one, organized in Casablanca (21th-26th March

2011), during which the participating journalists, as a genuine multimedia and intercultural newsroom, have worked at the carrying out of a common project aiming at describing their vision of this “**Mediterranean Generation**” brimming with projects, initiatives and hope.

This on-the-field work led to the publication of a web-based documentary - **www.ulyссе2.com** - composed of multimedia portraits of young people of the region. Heads of associations for environmental and sea protection, volunteers, entrepreneurs, bloggers, newspapers’ founders and initiators of innovative internet tools, artists in the cinema sector and in the music emerging scene, or young people who decided to carry on their families’ traditions and jobs: it’s to this Mediterranean youth that “Ulysse 2.0” journalists sought to give the floor.

By crossing their glances and their skills, they showed the capacity of the new media to tell the history - and the stories - of this changing Mediterranean.



Editing session, Casablanca



*The group
of participants
in Montpellier*



*Ulysse 2.0 team
shooting in
Casablanca*

PRODUCT CO-PRODUCTIONS, NEWS EXCHANGE, ARCHIVES

«THE WAVES FOR THE MEDITERRANEAN» - ALF/CFP/2009/LTP/146 – co-financed by ALF

PARTNERS OF THE PROGRAMME:

Tunisian Radio (Tunisia) - project leader
COPEAM
EPRS (Algeria)
ESAV Marrakech (Morocco)
Radio France / FBFM (France)
SNRT (Morocco)

Associates of the 1st co-production:

ERTU (Egypt)
PBS (Malta)
SRR (Rumania)
TRT (Turkey)

Associates of the 2nd co-production:

HRT (Croatia)
MKRTV (Macedonia)
PBC (Palestinian Territories)
RTSH (Albania)

Associates of Kantara:

ERTU (Egypt)
PBC (Palestinian Territories)
since January 2011
RTVE (Spain) – since January 2011

The Waves for the Mediterranean proposes:

- A transfer of know-how throughout the organization of training workshops for young professionals of the region;
- An enlarged partnership to allow the greatest number of broadcasters to benefit from the activities;
- A radio programming dedicated to Euro-Mediterranean topics and targeting the general public of the region

The focus of this programme is to promote and make intercultural dialogue in the region sustainable thanks to the radio instrument.

«THE MEDITERRANEAN : LIVES OF YESTERDAY, LIVES OF TODAY»

The first co-production realised in the framework of the programme was devoted to the survival of traditions and folklore in different countries of the region. The work was organized around two training workshops on co-production techniques:

16-17 MARCH 2010 -ALGIERS

Algeria (hosted by EPRS)

8-9 JULY 2010 - RABAT

Morocco (hosted by SNRT)

Starting from a pilot episode, the participants jointly defined the technique and the production standards of the following episodes. Afterwards, the journalists gathered with the raw sounds for their episodes (interviews, ambient sounds, music) for a collective listening and a first work on mixing and editing techniques.

Following a post-production phase at Radio France/FBFM studios in Bastia, the 13 episodes where achieved and distributed to the different partners in October 2010.

2ND CO-PRODUCTION : THE MEDITERRANEAN CINEMA

The second co-production planned in the Waves for the Mediterranean programme was launched quickly after the end of the first co-production, dedicated this time on Mediterranean cinema. Gathering several non French-speaking broadcasters, the linguistic diversity naturally appeared as the main challenge for this new series. Once again, the activities were organized around two workshops:

13-14 DECEMBER 2010 - MARRAKECH

Morocco (hosted by ESAV Marrakech)

7-8 APRIL 2011 - BASTIA

France (hosted by Radio France / FBFM)

This 2nd co-production gave to participants the opportunity to tackle editing issues, in particular on linguistic aspects, considering the diversity of the spoken languages (Albanian, Arabic, Croatian, French and Macedonian). Innovative technical solutions were elaborated in order to facilitate the dubbing of the episodes in different languages.

The co-production should be accomplished and provided to the radio partners by July 2011.



THE NEW KANTARA FORMAT

The evolution of the Kantara format as well as the enlargement of the production team were achieved thanks to the organisation of two work sessions gathering the historic producers of the programme:

20-21 JANUARY 2010, TUNIS

Tunisia (hosted by the Tunisian Radio)

23-24 JUNE 2010, ALGIERS

Algeria (hosted by EPRS)

These meetings prepared the ground for the optimisation of the production techniques of the programme and allowed the producers to consider the challenges of the rotating executive production and the new format. The French-speaking

stations of the Spanish and Palestinian public radios were invited to join the programme and participate in the workshops.

Shortly after, a workshop associating the two new broadcasters took place :

8-9 DECEMBER 2010, MARRAKECH

Morocco (hosted by ESAV Marrakech)

This first workshop with the new team was organized outside the 10th edition of the Marrakech International Film Festival. During their works on the new format, the producers recorded, from the SNRT regional studio, the first episode of the new Kantara with a programme dedicated to the olive tree and its different declinations.

In parallel with the Marrakech workshop, an episode was recorded from the SNRT - Chaîne Inter mobile studio at the Palais des Festivals. Ouidad Tebbaa, dean of the Marrakech Literature and Human Sciences Faculty and Secretary General of the Association "*Jamaâ Lafna, oral heritage of Humanity*" shared her knowledge of the marrakchie culture with the listeners of the programme.

Since January 2011, the new Kantara programme has been recorded and broadcast on a weekly basis. From July 2011 onward, the executive production of the programme, until today exclusively ensured by Radio France/FBFM, will rotate on a monthly basis amongst the different partners.



KANTARA WINNER OF THE ANNA LINDH MEDITERRANEAN JOURNALIST AWARD

The Kantara programme won the 2010 edition of the Anna Lindh Mediterranean Journalist Award in the Audiovisual category. The executive production of the programme then decided that the sum awarded would be used for a special recording.

Upon invitation of RTVE, the journalists producers of the programme met in Madrid, on 21-22 March 2011, for a common recording dedicated to that city. On this occasion, the producers made reportages through the city, then interviewed the French-Spanish chef Miguel Angel Castanier before gathering in a studio of Radio Nacional de España with Christine Pépin, Madrid specialist, to finalize the episode.

«TERRAMED PLUS», SATELLITE WINDOW AND WEB PLATFORM OF THE MEDITERRANEAN

The experimental phase of Terramed ended in December 2010 and the project enters a new step: a consortium of TV channels, France Télévisions, **SNRT/Morocco**, **EPTV/Algeria**, **ARTE France**, **RTVE/Spain**; **TéléLiban** as associate, with **RAI/Italy** as project leader, **COPEAM** as coordinator of the partners' network and **Skylogic/Eutelsat** as technical partner, was constituted and submitted a proposal – Terramed Plus – answering the E.C. Call Euromed Audiovisual

III. This proposal has gained a European co-funding and the project started in March 2011.

With the aim of promoting the circulation of audiovisual products between the North and the South and of reinforcing the visibility of the Euro-Mediterranean works, "Terramed Plus" will set up a weekly satellite and web window promoting the Mediterranean TV programmes: documentaries, fictions and other creative audiovisual genres.

The action includes also the creation of a video-on-demand web library, where 115 hours of works produced by the broadcaster partners could be viewed in streaming and with French and Arabic subtitles.

"Terramed Plus" represents an innovative initiative aiming in particular at developing a "Euro-Mediterranean" audience. An audiovisual bridge for concrete dialogue between cultures acting in this new scenario that is shaping the Mediterranean region.



TV CO-PRODUCTIONS: FROM THE "GLANCES OF CHILDREN" OF INTER-RIVES II TO THE YOUTH OF INTER-RIVES III

The 2nd co-production **Inter-Rives II: Glances of children** ended successfully.

The high quality of the products and their broadcast were the major goals of this second edition of the series, which was distributed by ASBU and COPEAM to all the participating televisions.

17 documentaries were co-produced : *"Taste of Festa"* and *"One Home Two Hearts"* (PBS/ Malta), *"Our World"* (San Marino RTV), *"Siwa, source of water and tradition"* (ERTU/Egypt), *"Art Changes the Way We See"* and *"Children and War"* (TVE/Spain), *"Whispers of the Moon"* and *"The Aramaic Language in Their Eyes"* (ORTAS/Syria), *"Our Lebanon is not Yours"* and *"Theater for Life"* (Al Manar/Lebanon), *"Even the Sound has an Image"* (SNRT/Morocco), *"Children of Timimoun...Between Myth and Reality"* and *"Karkouz is dreamland, Karkouz fi Bilad el Ahlam"* (EPTV/Algeria), *"Autism"* and *"News Room"* (Al Jazeera Children), *"Sara, 12 years old and the earthquake of L'Aquila"* and *"Gail's School"* (RAI Educational/Italy).

The TV partners have already aired a great number of documentaries on their channels at the beginning of 2011.

On the occasion of COPEAM TV Commission meeting (1st February, Paris), the partner TVs agreed on the **third series** topic.

A young Mediterranean, in ferment, rich in talents and creativity: this is the image of Mare Nostrum that the new edition of the COPEAM-ASBU Inter-Rives co-production intends to outline throughout the portraits of young people, boys and girls between 20 and 25 years, who are following their dreams. This is a smart, active and ambitious generation who breaks down old schemes and taboos and changes societies.

This series aims at finding out in every country, musicians, poets, slammers, bloggers, students, intellectuals keen on new technologies and many other profiles and at discovering what they are,

what they express and what they call for through words, images, music and arts.

Each television partner will produce, according to the basket formula, two 13-minute documentaries on the chosen topic.

Inter-Rives II workshop, Tunis



A "MED AGORA" FOR THE MEDITERRANEAN AUDIOVISUAL OPERATORS

Med Agora is the new multimedia platform realized by COPEAM at the Euro-Mediterranean audiovisual operators' service.

It is a simple and interactive tool based on 2.0 web technology and aimed at facilitating professional relationships and exchanges, the search for partnerships, the promotion of works and projects proposed by the users, all in compliance with the rules governing the social networks. Med Agora seeks to be a virtual place for information, promotion and networking of the audiovisual actors in the region: producers, directors, buyers, sales agents, festivals, organizations sup-

porting audiovisual production such as Film Commissions, training centres.

COPEAM successfully presented the pilot phase of the project within the Medimed 2010, the International Market of the Euro-Mediterranean Documentary annually organized by the International Association of the Mediterranean Independent Producers (Apimed), which was held in Sitges (Spain), from 8th to 10th October 2010, as well as during the joint meeting of COPEAM TV Commission and Cinema / Festival / Culture Commission held on 31st January 2011, at TV5 Monde Headquarters in Paris.



The homepage of the Med Agora

Following the project start up, during the second year of activity, the Med-Mem partners and associates focused their work on the selection, indexation and digitization of documents from their respective archives departments, in order to feed Med-Mem future site. A video demonstration of this website was made available online in May 2010 (www.medmem.eu).

Moreover, several educational organizations and cultural institutions across the whole Mediterranean region were identified with a view to setting up a network of points of consultation and dissemination of the website.

MED-MEM MEETINGS

• Intermediate meeting

9 April 2010 Paris – France

On the occasion of the 17th annual Conference of COPEAM co-organized with INA, Med-Mem partners and associates met in order to assess the work accomplished by each of them. In particular, this meeting was the occasion to present the latest audiovisual contributions, the new version of the site Back Office and the Front Office, as well as to advance on the conception of the juridical guide and of the safeguard manual of the audiovisual archives.



*The President of INA and COPEAM,
Mr. Mathieu Gallet*

• Coordination meeting

12-13 October 2010, Algiers – Algeria

Hosted by EPTV, this meeting was the occasion to assess the different activities of the project, as well as to point out and share the difficulties encountered, in order to find the best joint solutions. A particular attention was devoted to the necessity to proceed with the indexation of the documentary notes and the digitization of the selected documents, using the new version of the digitizing software realized by RAI and distributed on this occasion.

Moreover, the translators team appointed by EPTV in order to ensure the trilingual version of the website (Arabic, English, French) was presented to the participants. A methodology of joint work between translators and archives holders was subsequently set up.

• Training on audiovisual archives safeguard

30 November - 2 December 2010

Alexandria - Egypt

The exchange of ideas, experiences and competences among all the participants in this training session was the basis to start structuring the safeguard manual for Mediterranean audiovisual archives. This latter will be, once completed, a benchmark in this domain and will be available online on the Med-Mem future website.

The reflection was enriched by the results of a questionnaire prepared and distributed by the Moroccan television (SNRT), in charge of this activity. Such a tool is aimed at listing practices and needs of the project partners and associates' archives in the field of safeguard and digitization.

The works were concluded by a visit at the Egyptian television's archives department, in Cairo, for a concrete professional exchange on the field.



PARTNERS:

INA (France) - Project leader

COPEAM

EPTV (Algeria)

JRTV (Jordan)

SNRT (Morocco)

RAI (Italy)

ASSOCIATES:

Bibliotheca Alexandrina (Egypt)

CMCA (France)

EBU (European Broadcasting Union)

ERT (Greece)

ERTU (Egypt)

HRT (Croatia)

IBA (Israel)

LJBC (Lybia)

MMSH (France)

PBC (Palestinian Authority)

Uninettuno (Italy)

Virtual Library of Palestine (UNESCO)

PARTENAIRES:

France Télévisions (project leader)
ASBU
COPEAM
EBU
EPTV (Algeria)
ERTU (Egypt)
JRTV (Jordan)
ORTAS (Syria)
SNRT (Morocco)
TéléLiban (Lebanon)

GENERAL OBJECTIVE

Improving the visibility of the EU ENP with a particular attention to young people, to women and to the intercultural dialogue, respecting broadcasters' editorial policy and the rules of the journalistic profession.

SPECIFIC OBJECTIVES

PRODUCTION / BROADCAST EXCHANGE

- 300 news
- 40 magazines
- 9 documentaries



*Project closing press conference at the E.C.
Representation in Italy, Rome*

Euromed-News - funded by the European Union in the framework of the ENPI Media Programme 2008 with the aim of informing Southern Mediterranean peoples about the actions supported by the EU in favour of the neighbouring zone – ended successfully in December 2010. It constituted a brand new experience in the field of audiovisual cooperation that led to significant qualitative and quantitative results.

THE MAIN PROJECT'S OUTCOMES:

PARTICIPATION OF:

- 6 Southern national broadcasters
- Dozens of male and female journalists involved

PRODUCTION/COPRODUCTION OF:

- 324 news items • 42 magazines TV • 9 documentaries
- Prime-time broadcast
- Daily exchange of the produced items
- Re-broadcast of Euromed-News programmes by international channels
- Development of a transversal strategy on gender equality