



COPEAM networking the Mediterranean area

www.copeam.org

COPEAM AND THE INSTITUTIONS A PARTNERSHIP OF IDEAS

COPEAM AND THE NEW MEDITERRANEAN SCENARIOS



The Exchange Forum organised by the Anna Lindh Foundation - Tunis

With the view of supporting the opening of the audiovisual landscape, in particular through the development of the public service audiovisual media in the South-Mediterranean shore, COPEAM accompanies the state broadcasters' evolution process towards actual public service ones in the countries experiencing deep social and political changes.

Starting from the conclusions of the *Paris conference* (31 May 2011), which was organised by UNESCO in partnership with the EBU and France Télévisions to support the media sector in Tunisia and in Egypt after the Arab revolutions, COPEAM held up other cooperation actions in this perspective with international partners (like EBU and the Anna Lindh Foundation).

COPEAM contributed to the Exchange Forum organised in Tunis by the Anna Lindh Foundation in June 2011, through the participation of the Secretary General and representatives of member organizations directly involved in projects developed within COPEAM network. On the occasion of the ALF Forum, COPEAM arranged, in collaboration with EBU, a round-table aimed at preparing the ground, through a joint reflexion with the concerned parties, for a concrete audiovisual public service at the time of democratic change in Tunisia.



Round-table COPEAM-EBU on the occasion of the ALF Forum - Tunis

The meeting - addressed to the public broadcasters involved in the media transition in this country - gathered journalists, decision makers, jurists and managers from the Tunisian Television, the Tunisian Radio and TAP (Agence Tunis Afrique Presse) for an open debate with international experts of the audiovisual sector.

This represented a timely and shared action intended to support the transition of the Tunisian media facing the challenges of the democratic coverage of the elections on the 23 October 2011 and of the demand for active participation by the civil society in a pluralist and independent information system.

THE IMPLEMENTATION OF THE CAIRO ACTION PLAN: A PIONEER VISION FOR A STRUCTURED MEDITERRANEAN AUDIOVISUAL LANDSCAPE

With the view of giving strong impulse to the Action Plan launched in Cairo in 2009, on the occasion of its 16th annual Conference, COPEAM has undertaken an analysis of the Mediterranean audiovisual landscape, namely through its Study Commissions and working Groups' support.

This process led COPEAM **join** an international consortium composed by GIZ (German agency for the international cooperation) as leading company, EBU, ASBU, Deutsche Welle, IMED and ZDF - in order to answer to the E.C. Euromed Audiovisual III Call for tenders.

The submitted offer won an EU funding for a supporting action in favour of the audiovisual industry in the Southern Mediterranean countries, namely with the aim of contributing to the intercultural dialogue development and encouraging the cultural diversity in the region.

A team of experts, called Capacity Development Support Unit (CDSU), was constituted in order to strengthen particularly the institutional and legal framework in the cinema and audiovisual sectors, to encourage cooperation between the numerous operators at both regional and international levels, to carry out the implementation of tools supporting production and co-production in the region, and to increase the audiovisual works' circulation thus promoting the emergence of a Mediterranean audience.

Among its main objectives, the Programme counts the settlement of a sustainable data collection in 9 Mediterranean countries (Algeria, Egypt, Israel, Jordan, Lebanon, Morocco, Syria, occupied Palestinian Territories and Tunisia), what represents the preliminary step aimed at implementing a *Mediterranean Media Observatory* - which is one of the key projects included in the Cairo Action Plan - whose integration in the offer submitted with GIZ was strongly supported by COPEAM.

The first results of the study were presented during the opening Regional Conference of the Euromed Audiovisual III Programme, held in Tunis on 14 and 15 November 2011.

With the methodological guidance of the European Audiovisual Observatory, the main goals of the project are to:

- improve the comprehension and the reinforcement of the film and audiovisual markets of the target countries;
- understand the information market's needs for statistics on the audiovisual industries in the Mediterranean area;
- pinpoint regular sources of information (both national and international), in the public and private sectors covering various areas: film, television, video, production capacity, distribution infrastructure, audiovisual piracy and public funding policy;
- identify existing data to develop a process of

data collection necessary for the structuring and development of the markets in question;

- provide technical support to government bodies and the professional film and audiovisual sectors in the Mediterranean, thus promoting complementarities and regional integration;
- evaluate any opportunity intended to extend and sustain the acquired data patrimony.

*First regional Conference of the
Euromed Audiovisual III Programme - Tunis*



CONSORTIUM CDSU - EU Programme Euromed Audiovisual III

Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH
Arab States Broadcasting Union (ASBU)
Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM)
Deutsche Welle / DW Akademie
Istituto per il Mediterraneo (IMED)
Union Européenne de Radiotélévision (EBU-UER aisbl)
Zweites Deutsches Fernsehen (ZDF)

TARGET GROUPS

Institutional actors: Ministries' units or State secretariats dealing with audiovisual and cultural issues;

Governmental bodies in charge of taxes and budget;

Public organisations related to the audiovisual sector at national or local level, film commissions, cinema centres, etc...;

Main professional organisations of the film sector.

COPEAM ON THE SIDE OF UNESCO TO SUPPORT GENDER EQUALITY IN THE MEDIA

“Increasing the participation and the access of women to expression and decision-making in and through the media and the new communication technologies” is the main goal of UNESCO’s initiative intended to *elaborate a global framework on Gender-sensitive Indicators for Media*.

In this perspective, UNESCO asked COPEAM to carry out four case studies including the best practices, the experiences, the successes and challenges of broadcasters who have attempted to mainstream gender issues in their organisations’ strategy.

COPEAM involved CyBC (Cyprus), JRTV (Jordan), RAI (Italy) and SNRT (Morocco) in such research.

Starting from a questionnaire conceived by COPEAM, these four broadcasters filled out a detailed self assessment on gender equality and women’s empowerment and integration in policies and practices they apply. The final report elaborated by COPEAM will be part of a global publication realized by UNESCO, collecting the data gathered by other broadcasting Unions such as ABU, CBU and SABA on other regions of the world.



A section of the UNESCO platform devoted to the exchanges between the international focal points on the gender sensitive indicators

Along with this survey, COPEAM was also involved, as focal point, in an international consultation about a preliminary study on the *Gender Sensitive Indicators for Media*, jointly elaborated by UNESCO and IFJ (International Federation of Journalists).

Such indicators should enable the media institu-

tions and the professional associations to precisely evaluate their approach to gender matters, to settle their gender balance objectives and to measure their progress in this domain.

The final goal is to involve the Media in the Beijing Declaration with the view of creating knowledge and multiplying its results.



More than 500 friends of the Mediterranean women Facebook profile



COPEAM SUPPORTS THE ACTION OF COE NORTH-SOUTH CENTRE IN FAVOUR OF WOMEN EMPOWERMENT

ROME, 25 OCTOBER 2011

COPEAM took an active part in the Conference "Women as agents of change in the Southern Mediterranean Region", organized by the North-South Centre of the Council of Europe, the Parliamentary Assembly of the Council of Europe and the Italian Parliament.

The meeting intended to promote the empowerment of women as agents of political, economic and private life changes. A special focus was devoted to the role of the media as instruments for women promotion. In this framework, Ms. Alessandra Paradisi, Secretary General of COPEAM, highlighted the role of women in the Arab spring through the new and social media information system.

The setting up of a women's network for democratic governance, called "North-South process for the empowerment of the role of women" was proposed during the conference. It would connect the governmental and parliamentary dimensions, the local authorities and the civil society



Opening of the roundtable "Women as agents of change in the Southern Mediterranean Region"

and constitute a preliminary step aimed at boosting up cooperation between the Council of Europe member countries and the states of the Southern Mediterranean region, also involving the Parliamentary Assembly of the UfM and the

Women's Foundation for the Mediterranean. COPEAM is part of this network and is actively involved in such process by sharing information, proposals and best practices also through the online platform running from February 2012 to this purpose.

COPEAM OBSERVER OF THE NEW CDMSI

Since January 2010, COPEAM has been regularly participating as an observer in the meetings of the Steering Committee on the Media and New Communication Services (CDMC) of the Council of Europe, in Strasbourg.

With the view of assuring the application of the freedom of expression and freedom of the media principles - according to Art.10 of the European Convention of Human Rights - this intergovernmental Committee is in charge of standard-setting and of common policy assistance in these domains.

During the last year, an important reflection has been carried out about the definition of a new notion of the media, in consideration of the deep



*Council of Europe,
Strasbourg*

changes of the communication environment, about the Internet governance and about that of the public service media. In addition to this, the Committee has adopted, for the next two years (2012-2013), its new terms of reference and its action plan. Starting from its new mission, it has become Steering Committee on Media and Information Society (CDMSI).

In the framework of this reform, COPEAM successfully advocated that co-operation with the COE neighbouring regions, such as the Mediterranean one, is extended and that, in agreement with other delegations, a specific reference to the public service media and to journalism issues remains among the new Committee's priorities.

DIALOGUE NETWORKING AND MEETINGS

Following the events which marked the Mediterranean region in 2011, COPEAM devoted great efforts to contribute, through its know-how and expertise, to the international debate by taking part in several meetings and initiatives and carrying on its concrete action in favour of cultural diversity and pluralism of information.

COPEAM FOR...THE 2011 MEDITERRANEAN JOURNALIST AWARD

MONACO, 7 OCTOBER 2011

For the last four years, COPEAM has been supporting, as media partner, the Anna Lindh Mediterranean Journalist Award.

The 5th edition of the Award introduced a new category: "Democracy and Social change", devoted to the capacity of reporting on the social transformations occurring in our region.

COPEAM spread out, throughout its network, the call for participation, thus involving a huge number of participants, and it took part, as a member of the international Jury, in the selection of the winning works of the 2011 edition.

In this edition, the number of applications increased by 42%. In particular, the candida-

tures from Tunisian journalists grew significantly, as well as the participation of female journalists that reached the 50% of the total applications.

The winners were announced by the Jury, chaired by Edgar Morin, during the awarding ceremony on the 7th October in Monaco.



The awarding Ceremony of the 2011 edition, at the presence of HSH Prince Albert II and of Edgar Morin

MEMBERS OF THE INTERNATIONAL JURY

- **Edgar Morin** (Philosopher and sociologist)
- **André Azoulay** (Anna Lindh Foundation's President)
- **Gisèle Khoury** (Lebanese TV Anchor at Al-Arabiya)
- **Nagla El-Emary** (Egyptian TV Anchor at BBC Arabic)
- **Alessandra Paradisi** (Head of International Relations of RAI and Secretary General of COPEAM)
- **Donatella Della Ratta** (Arab world regional manager at Creative Commons)
- **Maria Barradas** (Euronews' journalist)

WINNERS

- **Honorary Awards** to Mohamed El Dahshan (Egypt) and Asmaa El Ghoul (Palestine)
- **Special Award on Democracy and Social Change:** Iason Athanasiadis (Greece) for his series of articles "Revolution: Game Over?" published in *El Majalla* and Abdel Aziz Hali (Tunisia) for his series of articles "Once upon a time, there was two revolutions" published in *La Presse*
- **Press Category:** Rachel Shabi (UK) for her article "We were looking for a nice, peaceful place near Jerusalem" published in *The Guardian* and Mekioussa Chekir (Algeria) for her article "Tolerance and religious unanimity" published in *La Tribune*
- **Television Category:** Nada Abdel Salam (Lebanon) for her documentary "The Jews of Lebanon" broadcasted on *BBC Arabic*
- **Radio Category:** Andrei Popov, Ileana Taroi and Valentina Dumitrescu (Romania) for their co-production "When Romeo meets Julieta" aired on *Société Roumaine de Radiodiffusion*

COPEAM FOR... PLURAL+ FESTIVAL 2011

NEW YORK, 10 NOVEMBER 2011



The winner of COPEAM special prize 2011, during the ceremony at the Paley Center for Media – New York

The winner of COPEAM special prize 2010 at the Conference in Cyprus

COPEAM confirmed its involvement, as media partner, in the 2011 edition of Plural+ Festival. The initiative, organised by the Alliance of Civilisations of the United Nations, in collaboration with the International Organization for Migration and other international partners, is dedicated to videos realised by young people exploring topics related to migration and diversity. PLURAL+ Award ceremony was held at the

Paley Center for Media on 10th November 2011, in New York. In that occasion, COPEAM awarded with its special prize the video "Faith in London" by Tariq Chowhdury (United Kingdom), with the following motivation:

COPEAM is pleased to award "Faith in London" by Tariq Chowhdury, in the framework of 18-25 category of Plural+ Festival 2011, for the freshness and beauty by which the author treats a so ticklish topic as religion is, using originality but simplicity. An open-to-hope and dialogue-inspi-



ring video, that impresses the viewer thanks to its evocative images.

According to a practice consolidated in the last years, the winner of COPEAM 2011 prize has been invited to present his video during the annual Conference in Marrakesh.

COPEAM FOR... "LANDING. TRIBUTE FOR MIGRANT HUMANITY"

COPEAM is media partner of the project "L'Ap-prodo. Opera all'Umanità Migrante", ("Landing. Tribute for Migrant Humanity"). The initiative, raised from an idea of the Istituto di Culture Mediterranee of the Provincia di Lecce, has turned the Albanian guard ship *Kater I Rades* into an artistic work dedicated to the migrants lost at sea on the 28th March 1997. The project coordination was assigned to the Greek sculptor Costas Varotsos, one of the major and internationally renowned contemporary artists. Many artists from different disciplines have been involved in the project.

Starting from the "Good Friday tragedy", the director Simone Salvemini shot a documentary telling the story of the shipwreck and the Apu-

lian music band, **MARinARIA**, recorded a song inspired by this event.

Additionally, during a workshop organised by Cooperativa Artemisia in cooperation with the *Bien-nial of Young Artists from Europe and the Medi-terranean*, eight young artists from Egypt, Syria, Montenegro, France, Albania and Italy realized eight works using different materials and languages such as stones, wood, mirror, light, sounds, photography.

Finally, the story of this tragic event was re-enacted by the journalist Alessandro Leogrande in its last book "Naufragio. Morte nel Me-diterraneo" ("Shipwreck. Death in the Mediter-ranean Sea").



The Albanian guard ship Kater I Rades turned into a work of art

COPEAM AT...

19 April 2011
Rome/Italy

FESTIVAL CINEMONDO, A GLANCE ON THE MIDDLE EAST

In the framework of the Cinemondo Festival, organised at Villa Medici (Rome) by the **Académie de France**, COPEAM moderated the roundtable "Documentary cinema in the Middle East", on the occasion of the screening of the film "Massaker" by Monika Borgmann.

9 September 2011
Venice/Italy

XVII CONFERENZA EUROMEDITERRANEA SUL CINEMA

In the framework of "La Biennale di Venezia", the **information Office in Italy of the European Parliament**, in collaboration with **OCCAM** and **CICT UNESCO**, organised the XVII edition of the "Euro-Mediterranean Conference on Cinema" devoted to "Cinema, social and new media for a new Mediterranean citizenship". COPEAM was invited to present the "Med Agora", its professional social network, and the "Terramed Plus" project.

20-21 September 2011
Turin/Italy

PRIX ITALIA 2011

Two important initiatives by COPEAM were hosted within the 63th edition of **Prix Italia 2011**:

20 September: COPEAM Women Commission organized a debate involving journalists, academics and associations' representatives, on the developments in women's political life and social role further to the "Arab spring" and on the eve of the 23th October Tunisian elections.

21 September: A press conference was organized for the launch of "Terramed Plus" EU co-funded project, at the presence of the partners' **representatives**.

24 September 2011
Narni/Italy

"IL MEDITERRANEO DELLE DONNE IN LOTTA" SEMINAR

COPEAM Women Commission contributed to the panel organized by **Peripli - Culture e società euromediterranee** by presenting a focus on the development in women social and political life following the events in the Arab world and awaiting the elections in Tunisia.

4 October 2011
Igualada/Spain

UNESCO INTERNATIONAL WORKSHOP FOR INDEPENDENT PRODUCERS

"Inter-Rives" and "Joussour" coproduction projects were illustrated, as good practices in the field of coproduction, at the international workshop for young independent producers organized by **UNESCO-IGUALADA**.

8 October 2011
Procida/Italy

SUMMER SCHOOL "L'IMPRESA CULTURALE NEL MEDITERRANEO"

The "gender equality" cross-cutting strategy of "Euromed-News" project was the core of the lecture gave to young graduated students in the framework of the 6th edition of the Summer School "The cultural industry in the Mediterranean region", organized in Procida by the **Osservatorio Euro-Mediterraneo e del Mar Nero** in partnership with the **Università degli Studi di Napoli L'Orientale**.

10 October 2011
Rome/Italy

FESTIVAL OF DIPLOMACY

COPEAM took part in the roundtable "Diplomacy in the Era of Internet: the influence of the Web and of the Social Networks on the new Mediterranean uprisings", organized by **IPALMO**. In the same framework, COPEAM Women Commission participated in the "Women, Diplomacy and Conflicts" panel.



Cinemondo Festival - Rome



Euro-Mediterranean Conference on Cinema - Venice



*Debate organised by COPEAM Women Commission
Prix Italia, Turin*

EUROVISIONI - “XXV FESTIVAL INTERNAZIONALE DI CINEMA E TELEVISIONE”

In one of the Festival sessions, the Secretary General of COPEAM presented an overview on the role new and traditional media played in the “Arab spring”, hence contributing to the emergence of new communication scenarios in the Mediterranean area.

16-19 October 2011
Rome/Italy

“LABORATORIO INTERMEDITERRANEO”

In the occasion of a workshop at the **Università degli Studi di Napoli L'Orientale**, COPEAM delivered two presentations: one about the role of communication and the other on the role of women and of the new media in the Southern shore's new scenarios.

8-9 November 2011
Naples/Italy

EXCHANGE PROGRAMME ABOUT MEDIA AND PROMOTION OF SOCIAL COHESION

COPEAM was invited to the international exchange programme “Promoting Social Cohesion through Broadcast Media” organised by **Meridian International Centre** in the United States.

Among its objectives, such exchange allowed some European and American audiovisual professionals to deepen their respective approaches to the promotion of cultural diversity within society.

6-12 November 2011
Washington/New York

CONFERENCE ABOUT TELEVISION AND INTEGRATION IN EUROPE

COPEAM contributed to the conference “Welcome in the United Europe? - Television and intra- and extra community integration”, organized by the **Goethe Institute** of Rome, with a presentation of its co-productions as tools for building up mutual knowledge and exchange in the Mediterranean area.

18 November 2011
Rome/Italy

“VIRTUTES AGENDAE” CONFERENCE ON INTERNATIONAL COOPERATION

Organised by **Mo.d.a.v.i. Onlus**, this meeting gathered the Italian operators of the international cooperation and was focused on “Social Mediterranean: new technologies, new media, new generations”. In this framework, the “Med Agora” multimedia platform, realised by COPEAM, was presented as a good practice.

25 November 2011
Rome/Italy

“GLOBAL EXCHANGE WORKSHOP”

Organized within the 14th **UNAOC** Forum, a lab-session (Glomex) on the possible creation of a global media exchange took place in Doha, with the participation of COPEAM and other international audiovisual actors.

On that occasion, a memorandum of understanding on “The power of sharing, towards a global cooperation network in non commercial television and audiovisual media” was signed by the representatives of the different organizations involved in the meeting, among which the Secretary General of COPEAM.

12 December 2011
Doha/Qatar

“COMMUNICATION AND MEDIA IN THE MEDITERRANEAN REGION AT TIME OF CRISIS”

COPEAM presented its journalism training projects in the framework of a seminar organized by the **Università degli Studi di Napoli L'Orientale**, focused on the role of communication and on the evolution of journalism after the “Arab spring”.

15 December 2011
Naples/Italy



*Press conference of Terramed Plus
Prix Italia, Turin*



UNESCO seminar - Igualada, Spain



*“Virtutes Agendae” conference
in Rome*

VINC 2011 – INFORMATION AND SOCIAL MEDIA: #VINCFakeNewsAlert

VENICE, 25 NOVEMBER 2011



The 2011 edition of VINC, the annual all-news channels meeting organized by COPEAM, Rai News and Rai Venezia, in collaboration with Eutelsat, was held in Venice (Palazzo Labia), on the 25th November 2011.

This edition was focused on the topic “The 21st century challenges: Black Gold, Blue Gold...White Gold”: a growing number of news operators, distribution platforms and content providers are shaping the new-century global media landscape. In this complex and changing environment, information is a more and more strategic asset, a new kind of “gold” moving both economic and political interests. In this framework, the production of a responsible, timely and correct information becomes a crucial challenge for the news’ actors. User-generated contents, citizens journalism, web 2.0 and social networks can be an opportunity for the traditional media to reinforce the importance of their brands in ensuring quality, authoritativeness, and professionalism in the news-making to their audiences.

As in the previous editions, the representatives of Al Arabiya, Al Jazeera English, BBC, Canal 24 Horas, Euronews, France24, NTV Turkey, Rai News and Russia Today took part in this panel

and exchanged opinions and relevant experiences about how to deal with this open, bottom-up and multi-platform information environment, how to verify the sources, how to avoid the risk of misinformation and manipulation, with a special focus on the 2011 Arab year.

During the event, the participants launched some collaboration actions about user-generated contents treatment, such as the use of a common hashtag on Twitter to signal, as a result of their complex work on sources’ verification, to colleagues and users the non-trustful video, photo or textual contents circulating on the web.

In addition to this, the participants proposed to carry out a comparative analysis on the news companies’ existing ethical codes about the use of social media as well as a mapping of the present monitoring bodies on the quality of information.



ASBU-COPEAM-EBU TRIPARTITE

TUNIS, 16 DECEMBER 2011

In the framework of the 31st General Assembly, on 16th December 2011, in Tunis, ASBU hosted the tripartite meeting with COPEAM and EBU. Considering the events which marked the Mediterranean region in 2011, the participants debated on the strategic actions carried out or to be developed by the three Unions to support the members from the countries in transition. In addition, a focus was made on the sport rights matter and on its evolution following the debate initiated in Paris at the 17th COPEAM Conference.

The training activities were also discussed during the last trilateral meeting: the possible evolutions of the ASBU-COPEAM workshop on new TV formats writing and, in particular, the proposal of an interactive distance learning pilot module open to the members’ professionals endowed with MENOS device. Among the debated topics, the project of a week devoted to multimedia journalism training in the Gulf region, jointly promoted by COPEAM and ASBU, was proposed.

A state of art was made about the co-productions realised in partnership - namely the ASBU-

COPEAM “Inter-Rives” series which has joined its third edition and will start in the springtime 2012 - together with an assessment of the news’ exchanges (ERN-MED).

Finally, the meeting was the occasion to discuss about the EU co-funded projects in which the tripartite bodies are partners or associated, such as the *Capacity Development Support Unit* (CDSU), “Joussour” (CBC MED Cross-Border Co-operation Programme) and “Med-Mem” (Euromed Heritage IV).

TRAINING A MULTILATERAL APPROACH

“ULYSSE 2.0” TELLS THE TUNISIAN SPRING

TUNIS, 30 MAY - 4 JUNE 2011

After the success of the two-step (Montpellier-Casablanca) training project, a special “Ulysse 2.0” session on the production of web-docs was organized in Tunis thanks to CFI and COPEAM, in collaboration with ARTE and ESJ Lille, for a group of ten Tunisian journalists and bloggers (radio, printed and online press).

The videos realized by the participants reveal

many facets of Tunisia after the events of the 14th January, underlining the hopes and the doubts of the people, the glances of children, the words of the of the young, the past and the current fears. The handled topics were various (economics, politics, language, social changes) and brought to the production of five multi-media products: “A courageous mother”, “Young people and politics”, “How is the state of economy?”, “The words

of the revolution” and “The revolution childhood”. The workshop, led by three experts from ARTE, ESJ and CFI, was the occasion for the participants to learn about the web-documentary, shooting and editing techniques and multimedia writing. The produced videos were uploaded on the project’s web site.

www.ulyссе2.com



*A sequence of the web-doc
“A courageous mother”*

*A moment of the shooting during
the “Ulysse” session in Tunis*



COPEAM AT THE ASBU-TC STRATEGIC TRAINING COMMITTEE

TUNIS, 27-28 SEPTEMBER 2011

The 7th meeting of the ASBU-TC Strategic Training Committee took place in Tunis, in September 2011. Mr. Slaheddine Maaoui, ASBU Director General, opened the meeting and Mr. Qadi Amin, Director of the Training Centre, made an assessment of the 2011 training programme.

Concerning the 2012 agenda, different guidelines were settled, such as the development of extraterritorial and sub-regional training courses; the strengthening of the training activities

through MENOS network for the setting up of Distance Training interactive courses; the co-operation with international organisations like COPEAM, EBU, CFI.

Starting from the results of 2011 MENOS-based training, COPEAM proposed the conception of a pilot training module (topic, format, method, evaluation, etc.) for the members’ professionals, to be developed within ASBU-COPEAM-EBU trilateral framework.

*ASBU Headquarters,
Tunis*



COPEAM-IFAD ACTION FOR CAPACITY BUILDING IN EFFECTIVE COMMUNICATION



Signature of the contract between IFAD and COPEAM

COPEAM and the United Nations agency IFAD (International Fund for Agricultural Development) will launch their first joint project: a “Capacity Building in Effective Communication” training workshop aimed at providing and fostering communication skills in the region and networking relations with key stakeholders, the scientific community and the Arab media, specially those involved in communicating knowledge and innovation.

This activity is addressed to the Information/Communication Officers of IFAD-funded rural and agricultural projects developed in the NENA countries - Algeria, Morocco, Tunisia, Egypt, Syria, Sudan, Lebanon, Palestine, Jordan and Yemen - to strategically communicate to key audiences,

including the media and, consequently, to **increase** awareness about those actions.

The workshop will be carried out in Beirut, in May 2012, at the premises of ALBA (Académie Libanaise des Beaux-Arts), member of COPEAM, and will be attended by around 20 participants from the region. The trainers will be experts belonging to COPEAM network and will improve the participants' skills in developing and implementing communication strategies and tools, in building and maintaining relationships with the media, in providing efficient communication methods intended to reach out and strengthen the impact of rural development projects.

BALKANS' MEMORY: A PROJECT FOR THE AUDIOVISUAL HERITAGE OF THE BALKANS

Co-funded by the EU - Instrument for Pre-Accession Assistance (IPA)



*Mathieu Gallet
President-Director General
of INA, President of COPEAM*

The “Balkans' Memory” project, co-funded by the European Commission under the provisions of the Instrument for Pre-Accession Assistance (IPA), aims at raising awareness amongst decision-makers in the Balkans region about the necessity of investing in preserving, digitizing, promoting and managing their audiovisual cultural heritage.

This initiative is intended to encourage exchanges of expertise and to enhance the skills of professionals from the region's archives centres and

television channels.

The project will be carried out over a period of 30 months starting from January 2012.

An inaugural conference, to be held in May 2012 in Zagreb, will mark the beginning of a series of conferences, seminars and regional training initiatives addressed to professionals (owners and managers of archive collections) from Albania, Bosnia-Herzegovina, Croatia, FYROM/Macedonia, Montenegro, Serbia and Kosovo.

PARTNERS

- **Ina Expert** – project leader
- **AQSHF** (Central State Film Archive in Tirana)
- **COPEAM** (Permanent Conference of the Mediterranean Audiovisual Operators)
- **HAVC** (Croatian Audiovisual Centre)

ASSOCIATED PARTNERS:

- **CNC** (French film archives)
- **Film Archive Centre of FYROM/Macedonia**
- **IFTA** (International Federation of Television Archives)
- **MKRTV** (Radio and Television of FYROM/Macedonia)

- **National Film Archive Centre in Zagreb**
- **National Film Archive of Bosnia-Herzegovina**
- **National Film Archive Centre of Montenegro**
- **RTCG** (Radio and Television of Montenegro)
- **RTS** (Serbian Radio and Television)
- **Yugoslav Film Archives in Serbia**

PRODUCT CO-PRODUCTIONS, NEWS EXCHANGE, ARCHIVES

JOUSSOUR: THE CROSS-BORDER DOCU-MAGS FOR A SUSTAINABLE MEDITERRANEAN

Co-funded by the EU - ENPI CBC MED Programme

The cross-border co-production project "Joussour", co-funded by the European Union in the framework of the ENPI CBC MED Programme managed by the Autonomous Region of Sardinia (Italy), was launched in September 2011 and will have a 24-month length.

It is an innovative project aimed mainly at *co-producing twelve TV and web docu-mags about environment* to be realized by young professionals and at promoting, at the same time, their mobility in the Mediterranean basin thus encouraging the exchange of competences in the Region.

COPEAM has the role of leader of this initiative which is implemented by the following partners:

ASBU-Arab States Broadcasting Union (Tunisia), PBS-Public Broadcasting Services Ltd (Malta), RAI-Radiotelevisione Italiana / RAI Educational (Italy), EBU-European Broadcasting Union (associated partner).

In addition to the organisations composing the consortium, directors belonging to associated televisions from ENPI CBC MED Programme eligible countries take part in the project: CyBC (Cyprus), ERTU (Egypt), France3 Corse ViaStella (France), JRTV (Jordan), PBC (Palestinian Authority), RTVE (Spain), Télévision Tunisienne (Tunisia).

The kick-off meeting of the project was hosted by ASBU in Tunis, on the 14th October 2011. On the 15th December 2011, the *Cross-border Executive*

Production - composed of ASBU, RAI and PBS experts - met in Tunis again. After this meeting, a "Joussour" *launch press conference* was organized at ASBU headquarters, in the framework of its General Assembly, with the participation of the partners, of press journalists and of high representatives of several Arab broadcasters.

In January 2012, the whole "Joussour" team composed of the project leader, the three executive producers and the participating TVs directors gathered in the *first co-production workshop*. The editorial development of the series, the definition of the docu-mags' topics, the style and the technical standards to be adopted, the target audiences and the co-production schedule were settled on that occasion.



First coproduction workshop
Tunis - 25/28 January 2012

TERRAMED PLUS – FIRST YEAR OF ACTIVITY

Co-funded by the EU - Euromed Audiovisual III Programme



Following the preparation phase (March-October 2011) "Terramed Plus" launched on the 11th November 2011 the broadcast of its weekly satellite promotional "window", on air each weekend, from Friday to Sunday, on RaiMed/RaiNews channel.

The partners provide, on a weekly basis, the video trailers and the extracts - complemented with textual information - of the programmes selected internally by each broadcaster involved.

This 20-minute common "mosaic" weekly programming schedule promotes documentaries, fictions, TV series and films by ARTE France, EPTV, France Télévisions, Rai, SNRT, and TVE.

In addition to the satellite promotion, the project proposes the publication, on-line from the spring 2012, of a web platform conceived so to include a *video-on-demand library*, where 115 hours of products (documentaries, short films, feature films, fiction and animated films) by the participating television and the associated [one, TéléLiban](#), will be accessible free in streaming and in sub-titled version.

A crucial role will be played by the Moroccan partner (SNRT) and the Algerian one (EPTV), in charge respectively of the implementation and the management of the web platform, and of the production of the Arabic, French and English sub-titles.

RAI (Project leader) - ARTE France - COPEAM - EPTV - France Télévisions - RTVE - SNRT - Skylogic

MED AGORA: THE SOCIAL NETWORK OF THE MEDITERRANEAN AUDIOVISUAL OPERATORS

Officially launched during the 18th annual Conference of the COPEAM (13 May 2011, Agia Napa, Cyprus), the “Med Agora” is now well established in the Euro-Mediterranean audiovisual and cinema environment. Already joined by more than 100 members, the platform plays its role in networking producers, directors, buyers, festivals, students, organisations supporting the audiovisual production and all experts working in professional and cultural cooperation in the Mediterranean audiovisual sector.

Beyond the activities of daily management, several actions of promotion have been organized, in particular in the framework of festivals (“MediMed”, “Sunny side of the docs”, etc.), by the production of promotional material and of specific newsletter issues. Finally, the accounts on the main social networks, like Twitter and Facebook, have been created to spread out information and promote the unique identity of “Med Agora”.



TV AND RADIO CO-PRODUCTIONS

THE SPRING OF INTER-RIVES III

The “Inter-Rives III” co-production “The spring of the new generations” was launched in 2011, in the framework of the Television Commission.

The choice of this “young” and exciting topic to be treated in the 3rd consecutive edition of “Inter-Rives” came from the recent changes that have been shaking the countries of the region.

The purpose of this series is to make portraits of young people catalyzing the change and representing their countries’ aspirations: boys and girls from 20 to 25 who have started to dream. So, the series’ protagonists will be young musicians, poets, taggers, students, promises of journalism who will speak on camera through words, images, music...

The principles and the working mechanisms this co-production is based on, remain the same: the “basket formula”; a coordination team consisting of an executive producer and two experts, one from the south and one from the north; two production training workshops for the selected filmmakers.

RADIO CO-PRODUCTIONS

“The Waves for the Mediterranean” radio coproduction programme, co-funded by the Anna Lindh Foundation, ended in 2011 following the broadcast of the series on the Mediterranean cinema, by all the consortium members.

The journalists coproducing “Kantara” radio magazine in the framework of the programme gathered in Fez, in June 2011, for the last workshop and for the first evaluation of the new format.

The evolution of “Kantara” was defined during a trip to the Maghreb, at the beginning of February 2012, made by *France Blu Frequenza Mora* as the executive producer of the magazine. The executive production turnover of “Kantara” will start from September 2012 and will be initially ensured by the Algerian radio (EPRS), then by the Moroccan radio SNRT.

A procedure for the harmonization of technical means and practices was launched and an assessment on this issue is ongoing under the aegis of the Algerian radio.

Finally, all partners have expressed their wish to strengthen the programme through the realization of its Arabic version.

“THE WAVES FOR THE MEDITERRANEAN”

The partners of the programme:

Radio Tunisienne (Tunisia) - Project leader
COPEAM • EPRS (Algeria)
ESAV Marrakech (Morocco) • **PBC** (Palestinian Authority)
Radio France / FBFM (France) • **SNRT** (Morocco)

Associated to the 1st coproduction:

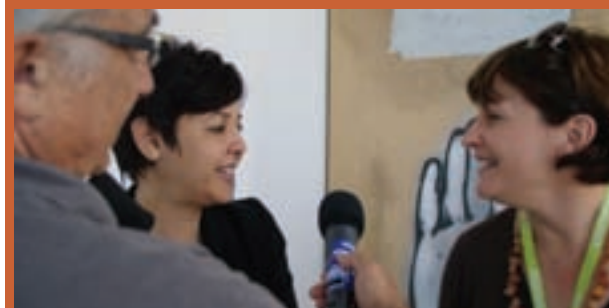
ERTU (Egypt) • **PBS** (Malta) • **SRR** (Roumania)
TRT (Turkey)

Associated to the 2nd coproduction:

HRT (Croatia) • **MKRTV** (Fyrom/Macedoinia) • **RTSH** (Albania)

Partners of the magazine “Kantara”:

Radio France / FBFM (France) • **EPRS** (Algeria)
Radio Tunisienne (Tunisia) • **SNRT** (Morocco)
ERTU (Egypt) • **RTVE** (Spain)



Closing workshop of “The waves for the Mediterranean” programme, Fez – June 2011

MED-MEM: THE AUDIOVISUAL MEDITERRANEAN MEMORIES

Co-funded by the EU - EUROMED Heritage IV Programme

The project third year saw the partners and associates' commitment considerably increasing in order to meet the set objectives, particularly as for the indexation and digitization of the archives' documents devoted to feed the "Med-Mem" website, which will be officially launched during 2012.

Other archive holders have joined the project in 2011 - ASTRAM (France), CyBC (Cyprus), SOREAD 2M (Morocco), Télévision Tunisienne (Tunisia), TV3-Televisió de Catalunya - what will further enhance "Med-Mem" collection thanks to a greater representativeness of the Euro-Mediterranean audiovisual heritage.

The communication and visibility activity was strengthened thanks to the realisation of new tools, as well as a "communication kit", distributed to both partners and associates in order to facilitate the project promotion notably on their respective websites, through dedicated sections.

The selection of a number of authors from the two Mediterranean shores allowed the start up of the project editorial activity, consisting in draw-

ing up in-depth editorial contents on some on-line documents which will enrich "Med-Mem" website and ensure its pedagogical component.

MED-MEM MEETINGS

• Partners and associates' meeting

13 May 2011, Agia Napa - Cyprus

On the occasion of the 18th Annual Conference of COPEAM, "Med-Mem" partners and associates met to make an assessment on the project at the beginning of its third year. In particular, this meeting was the occasion to present the communication kit and to welcome the new contributors.

• Meeting of the Authors

14 September 2011, Marseille - France

More than forty authors (researchers in social studies, historians, geographers, sociologists, architects etc.) met in Marseille to jointly work at the development of "Med-Mem" project editorial activity. A number of archive documents will be replaced in their context, and 50 research dossiers will provide historical approaches, thus facilitating the users in discovering the collective memory these documents represent.

• Coordination Meeting

20 October 2011, Rome - Italy

Hosted by RAI and COPEAM, this meeting allowed assessing the project development, presenting the new communication tools (totem, trilingual poster and book mark) relaunching the setting-up of the network of the network which will ensure a really large dissemination of "Med-Mem" website, thanks to the engagement of many cultural institutions (universities, museums, libraries etc.) in the whole Mediterranean region. Finally, the "Med-Mem" Charter for the preservation of the audiovisual heritage was duly signed and delivered to the project leader by the attending organizations, and the business plan for the website sustainability was discussed.

PARTNERS:

INA (France) - Project leader

COPEAM

EPTV (Algeria)

JRTV (Jordan)

RAI (Italy)

SNRT (Morocco)

ASSOCIATES:

ASTRAM (France)

Bibliotheca Alexandrina (Egypt)

CyBC (Cyprus)

CMCA (France)

EBU (European Broadcasting Union)

ERT (Greece)

ERTU (Egypt)

HRT (Croatia)

IBA (Israel)

LJBC (Lybia)

MMSH (France)

PBC (Palestinian Authority)

SOREAD 2M (Morocco)

TV3-Televisió de Catalunya (Spain)

Télévision Tunisienne (Tunisia)

Uninettuno (Italy)

Virtual Library of Palestine (UNESCO)



*Coordination meeting
20 October 2011, Rome*

