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## **"JOUSSOUR": telling a sustainable Mediterranean**

Joussour, a cross-border cooperation Euro-Mediterranean project cofounded by the European Union, was presented by COPEAM on July 18<sup>th</sup> in Rome, in the occasion of the *Mid-Term Conference*, at the Auditorium della Tecnica.

It deals about the production of 12 *documentaries* for television and Internet, devoted to the Mediterranean environmental challenges.

Among the stories identified for this series in the different countries involved, Rai - which is a partner of the initiative together with COPEAM (project leader), ASBU (Arab States Broadcasting Union), the Maltese public TV PBS and EBU (European Broadcasting Union) as an associate - has just shot the first episode in Talamone, Tuscany, telling the bravery of a local fisherman who realized an innovative project, combining ecological consciousness and sustainable tourism: the immersion of concrete blocks on the seabed of that shore to prevent from trawling, which causes an excessive exploitation of fish resources.

Some artists enriched the initiative by modelling marble sculptures, which will constitute the attraction of an underwater museum: an original example of dissuasive art from illegal practises damaging for the environment.

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