COPEAM in the third millennium: main steps

2003

NAPLES: 7th EUROMED Conference. COPEAM is mentioned in the meeting conclusions as a best practice in the field of media cooperation.

2005

BARCELONA: 10th Anniversary of the EUROMED Partnership. COPEAM, with the support of its members, successfully promotes, through some national delegations, an amendment to the EU five-year Action Plan: the role of media in inter-cultural dialogue is recognized; the EU commits to support multi-cultural and multi-language satellite channels and portals.

2008

MARSEILLE: Ministerial summit of the Union for the Mediterranean. In the summit conclusions, the EUROMED Ministers of Foreign Affairs welcome COPEAM initiatives, among which Terraméd and Med-Mem.

BRUSSELS: COPEAM representatives are received by EUROMED Ambassadors. The hearing is intended to reinvigorate the EU EUROMED Audiovisual Programme and its extension to TV and radio sectors.

2009

CAIRO: 15th COPEAM General Assembly. COPEAM launches its Strategic Action Plan: 10 projects aimed at restructuring the Mediterranean audiovisual landscape.

2010

PARIS: 17th COPEAM annual Conference. Launch of the Call for the creation of a multilingual and multicultural channel and a Mediterranean Media Observatory.

2011

BRUSSELS: The European Parliament approves, among others, COPEAM invitation to the G7+ (G7 with the potential of creative and cultural industries): one of the priorities of the EUNI+ Regional Action Plan of the EEC. Support for the production and the distribution of audiovisual works in the Euro-Mediterranean region.

2012

STRASBOURG: COPEAM successfully advocates a specific role for public-service media remains among the new terms of reference and the action plan of the Steering Committee on Media and Information Society (CDAC).

2013

STRASBOURG: COPEAM joins the Advisory Committee of the European Audiovisual Observatory of the Council of Europe. Bologna: COPEAM presents its flagship projects to the Cultural Committee of the Union for the Mediterranean Parliament Assembly.

In the third millennium:

Following the Palermo Conference in 1994, COPEAM was formally founded in Cairo in 1996 by 63 organizations, including 28 broadcasters.
The current regional scenario makes it necessary to reshape the idea of cooperation in the Mediterranean area, as well as the concept of "Mediterranean" itself.

The interdependence between Europe, the neighbouring countries of the southern shore and those of the Gulf draws the image of an extended Mediterranean, a vast geographic, economic, social and cultural space.

Within this new landscape, the democratization processes underway in the majority of the Mediterranean countries increasingly facilitates the emergence of peoples' "voice", citizens demanding an active place in such transformations.

Thus, it becomes necessary to set up new modalities of dialogue, new cooperation tools meeting the actual needs of civil society, especially youth.

Against this background, media have a key and essential role to play, adapting their way of producing information to all these emerging needs and to the new multicultural social tissue, while facilitating mutual understanding and ensuring pluralism of expression at all levels of society. They have to take up the challenges set by new technologies, multimedia, Internet, and invest more and more in training the new generations of professionals and women.
The meeting of the Committee on Culture of the UfM Parliamen-
tary Assembly, held at Montecitorio Palace

2

of the UfM Parliamentary Assembly, held at

2

The meeting of the Committee on Culture of the UfM Parliamentary Assembly, held on Friday 15 November 2013 at Montecitorio Palace in Rome, the President of COPEAM presented the mission, the goals and the flagship projects of the Association.

In the presence of, among others, Claudio Cortese, the Vice-Secretary General of the UfM, and Khalid Chaouki, Chairman of the Committee and promoter of this hearing, Mathieu Gallet, spoke during the first session “Exchange of views on the media, cinema, TV and artistic productions: the Mediterranean as the cradle of an inclusive culture” and illustrated the role the Association plays in the promotion of the Mediterranean audiovisual sector, thanks to the strength of its network and the quality of the activities it carries out.

He mentioned, as main examples, concrete cooperation initiatives such as Med-Mem, Terramed Plus and Jousour, all benefitting of the EU funding support and whose success is due to outstanding partnerships, bringing together a great number of organisations from both sides of the Region. Consequently, such actions need a special attention of institutions like the UfM for their future and their sustainability, in terms of political support, financial backing and visibility.

UNESCO
COPEAM keeps working on gender equality in the media

During 2013, while producing the final report on the results of GSIM implementation, COPEAM was invited to share its experience on this issue in two occasions: a dedicated workshop within the Algerian broadcaster EPTV and a conference in Pristina organized by the Women Media Centre.

In December 2013, COPEAM took part in the UNESCO Global Forum on Media and Gender, gathering in Bangkok more than 200 delegates from over 80 countries, among which representatives of Broadcasting Unions from all over the world.

The discussions on gender mainstreaming in the media and, namely, in Public Service Broadcasters, laid the basis for the creation of a Global Alliance on Media and Gender (GAMG). Made of representatives of media organizations, policy-makers, civil society, development agencies, this Alliance aims at achieving, through a specific Action Plan, gender equality in both policies and contents, promoting citizens’ media dialogue as a means to ensure women’s freedom of expression, empowerment and full participation in society.

This is an important follow-up to one of the critical areas of concern of the Beijing Declaration as well as of the Platform for Action “Women and the Media Diagnoses”. Further activities are being planned by COPEAM in relation to the Alliance Action Plan.

UNESCO
EUROMED AUDIOVISUAL III
Capacity Development Support Unit (CDSU)
Data collection covering the markets of 9 South-Mediterranean countries

Striking the balance between markets in 9 Mediterranean countries (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia), and improving their understanding, is one of the actions carried out by the CDSU, within the EU Euromed Audiovisual II Programme.

A project was set up thanks to the cooperation with the European Audiovisual Observatory - that COPEAM joined in November 2013 as a member of its Advisory Committee. The main purposes of this initiative are to pinpoint regular sources of information in the public and private sectors covering various areas (film, TV, video, production capacity, distribution infrastructure, audiovisual piracy and public funding policies); to initiate a process of data collection for the structuring and development of the targeted markets; to provide technical support to government bodies and the professional cinema and audiovisual sector in the Mediterranean area by raising awareness on the importance of collecting statistical data; to detect opportunities to make this data collection a sustainable, on-going process.

On this basis, the first meeting of the experts group was held in Tunis on 23 and 24 September 2013, at ASBU premises, where representatives of the partner networks of the Programme - ASBU, COPEAM and EBU - together with those of ITU, WIPO and the UNESCO Institute of Statistics, adopted shared conclusions for the creation of a South Mediterranean Audiovisual Observatory, which would collect and disseminate data on television and on-demand audiovisual services, stressing the importance of transparency in the audiovisual sector as a component of democracy and social and economic development, including the creation of employment and the promotion of cultural diversity.

CDSU
EUROMED AUDIOVISUAL III
Capacity Development Support Unit (CDSU)
Data collection covering the markets of 9 South-Mediterranean countries

Striking the balance between markets in 9 Mediterranean countries (Algeria, Egypt, Israel, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia), and improving their understanding, is one of the actions carried out by the CDSU, within the EU Euromed Audiovisual II Programme.

Such a project was set up thanks to the cooperation with the European Audiovisual Observatory - that COPEAM joined in November 2013 as a member of its Advisory Committee. The main purposes of this initiative are to pinpoint regular sources of information in the public and private sectors covering various areas (film, TV, video, production capacity, distribution infrastructure, audiovisual piracy and public funding policies); to initiate a process of data collection for the structuring and development of the targeted markets; to provide technical support to government bodies and the professional cinema and audiovisual sector in the Mediterranean area by raising awareness on the importance of collecting statistical data; to detect opportunities to make this data collection a sustainable, on-going process.

On this basis, the first meeting of the experts group was held in Tunis on 23 and 24 September 2013, at ASBU premises, where representatives of the partner networks of the Programme - ASBU, COPEAM and EBU - together with those of ITU, WIPO and the UNESCO Institute of Statistics, adopted shared conclusions for the creation of a South Mediterranean Audiovisual Observatory, which would collect and disseminate data on television and on-demand audiovisual services, stressing the importance of transparency in the audiovisual sector as a component of democracy and social and economic development, including the creation of employment and the promotion of cultural diversity.

CoE
COPEAM joins the Advisory Committee of the European Audiovisual Observatory

On 7 November 2013, in Strasbourg, the Executive Council of the European Audiovisual Observatory approved the adhesion of COPEAM as a member of the Advisory Committee of this Organisation belonging to the Council of Europe and bringing together representatives from 36 different professional bodies from the media sector.

“ This is the first positive development of our involvement in the data collection project launched by the Euromed Audiovisual Programme of the European Union” stated the Executive Director of the Observatory, Susanne Nikoltchev, recognizing the role of COPEAM as facilitator of the collaboration started with ASBU (Arab States Broadcasting Union) and the public broadcasters of the South-Mediterranean area.

A cooperation that, according to the intention of all mentioned actors - the
UNAOC COPEAM for Plural+ Festival 2013

For the 4th year, COPEAM is media partner of the UN Alliance of Civilisations for the 2013 edition of Plural+ Festival. This initiative, organised by UNAOC in collaboration with the International Organization for Migration and other international partners, is dedicated to youth videos exploring issues related to migration and diversity.

This year, PLURAL+ received over 250 videos from 71 countries. 25 videos were selected for awards.

The awarding ceremony was held at the Paley Center for Media on 5 December 2013, in New York.

COPEAM special prize was assigned to the video “Diversity” with the following motivation:

This video has been selected by COPEAM for the creativity shown by the author, Bernhard Wenger, in addressing issues such as diversity and internationality, found in all our actions, in our food, in our clothes, in our daily lives, but neglected when it comes to human beings. The adopted perspective has been considered particular due to its ability to equal the effectiveness of a TV advertising campaign.

The Tripartite Meeting

Cagliari, 24 March 2013

Tunis, 9 December 2013

ASBU, EBU and COPEAM representatives gathered twice in 2013: in Cagliari last March, in the framework of the 20th annual Conference of COPEAM, and then in Tunis, last December, during the 33rd ASBU General Assembly.

This triilateral meeting is a regular opportunity of exchange between these three Unions around various projects and joint initiatives, with a particular focus on training and coproduction activities, thus allowing to periodically assess the ongoing actions and to explore future prospects of cooperation.
COPEAM at la Fiera del Levante
Bari, 18 September 2013

“...the role of international associations in the audiovisual sector as a vehicle for development in the Euro-Mediterranean area”, this was the theme of the conference organized by COPEAM on the occasion of the 77th edition of the Fiera del Levante. This global event is annually held in Italy, gathering countries and cultures from all over the world. COPEAM presented its approach to cooperation through its flagship projects: Terramod Plus, Joussour, Med-Mem and Inter-Rives.

The Binmen of the Mediterranean
On 25 May 2013, upon the initiative of the Algerian Radio (ENRS), COPEAM Radio Commission organised the first edition of “The Binmen of the Mediterranean” a Euro-Mediterranean media and ecological event aimed at mobilizing volunteers from 4 countries of the Region (Croatia, Romania, France and Algeria), to participate in a simultaneous cleaning operation of their coasts. The Croatian public radio (HRT), the Romanian radio (Radio Constanta), the whole France Bleu Sud Mediterrané network and France Bleu RCFM (Corse) along with the ENRS, set up, with the support of environmental associations, a special programming to raise awareness on ecological issues.

The engagement of COPEAM radio members, ensuring the coverage of this initiative, enabled to inform the audiences about environmental stakes in the Mediterranean area, to educate citizens on ecological themes and to spread among the general public of the Region the results of this innovative action, taking place simultaneously on the Algerian coasts, the Croatian beaches, the Black Sea, Corse and all the coasts of the South of France.

The 2nd Mediterranean edition will take place on Saturday 24 May 2014.

Towards a Libyan broadcasting public service
COPEAM is the promoter of a training course for journalists and operators of the Libyan National Channel, organized in collaboration with the University of Rome La Sapienza and RAI-Radiotelevisione Italiana. This initiative took place in Rome from 19 February to 7 March 2014, thanks to a funding from the Italian Ministry of Foreign Affairs.

During three weeks, 13 professionals from different regional stations of the Libyan broadcaster had the opportunity to improve their skills and know-how related to the public service media sector. The training days were composed of theoretical sessions and practical activities. Experts, often journalists and department directors from RAI, provided an overview of the public media system landscape and challenges, with a focus on the Rai example. The covered topics included: journalists training, TV and Radio newsrooms’ operational running, political debates management, TV marketing, digital media, archives strategic importance.

Visits to the studios and newsrooms of the Italian TV enriched the training offer, providing the participants with the opportunity to attend, among others, the recording of a newscast. Moreover, La Sapienza, hosted the Libyan journalists during its radio news journal, broadcasting their interviews. The project website www.libyantv-training.org showcases the training activities, giving visibility to the products realized by the participants all along the course.

TRAINING
This page contains the following content:

- **BALKANS’ MEMORY**
  - **Memory project**, co-funded by the European Commission and aimed at preserving and promoting the audiovisual heritage of the Balkans region.
  - Digitization of archives and management of digital media were at the heart of the workshop organized in collaboration with the Yugoslav Film Archive of Belgrade.

- **2nd COPEAM Forum: Training – Media – Mediterranean**
  - Following the success of the first edition and the recommendations of the members of COPEAM Training Commission, the second Forum Training – Media – Mediterranean took place in Ankara on 17 and 18 March 2014, organized by the Association in collaboration with the Training Department of TRT – Turkish Radio and Television.
  - The theme of this year being “Training: strategic lever of long-lasting performance”, some experts of this sector as well as of the human resources field took the floor during three sessions – both theoretical and practical ones – devoted respectively to the positioning of training as a strategic tool, to its role in accompanying the change and to the evaluation of its impact.
  - At the end of the Forum, a meeting of the Training Commission was organised, to make an assessment of this second edition as well as of the ongoing activities, in view of COPEAM annual Conference.

- **BALKANS’ MEMORY: an enriching 2013**
  - During 2013, two seminars were organized in the framework of Balkans’ Memory project, co-funded by the European Commission and aimed at preserving and promoting the audiovisual heritage of the Balkans region.
  - These theoretical lessons were enriched by visits to local audiovisual archives and projections of restored films.

- **INTER-RIVES 4**
  - Organised by ASIBU COPEAM
  - **Co-producers** RAI – Italy
    - RTVE - Spain
    - RTSI – Switzerland
    - ERTU – Egypt
    - EPTV – Algeria
    - PBC – Palestine
    - PES – Malta
    - RTSH – Albania
    - RTSVLO – Slovenia
    - SNRT – Morocco
    - Télévision Tunisienne – Tunisia
    - Bahraïn Television
    - Albania
    - France
    - Germany
  - **Participants**
    - Italy
    - Spain
    - Egypt
    - Tunisia
    - Morocco
    - Lebanon
    - Croatia
    - Tunisia
    - Slovenia
    - France
    - Lebanon
  - **Partners**
    - IHRA: International Human Rights Audiovisual Agency
    - AEPP: European Audiovisual Promoters Partnership

- **KANTARA**
  - This coproduction puts together 12 Mediterranean Marine Parks.
  - This production was officially launched on 24 and 25 October 2013 in the framework of IMPAC 3 (International Congress of the Marine Protected Areas) in Marseille.
  - A second workshop took place at the beginning of February in Madrid, upon RTVE and Radio Nacional de España invitation.
  - This coordination meeting was the occasion for a joint listening of the first audio elements provided by the co-producers, as well as for the editorial adjustments necessary for the good development of the coproduction.

- **MEDITERRANEAN MARINE PARKS**
  - Mediterranean Marine Parks is the 5th and new radio series developed within COPEAM/Radio Commission.
  - This coproduction puts together 12 Mediterranean parks public radio and aims to give visibility, on a regional scale, to the marine protected areas of their countries, showing the human dimension of these ecosystems and raising the general public awareness about these challenges.

- **AOUDIOVISUAL PRODUCTS**
  - The exceptional natural and cultural heritage, shared on both Mediterranean shores. Supported by the Agence des Aires Marines Protégées, this coproduction was officially launched on 24 and 25 October 2013 in the framework of IMPAC 3 (International Congress of the Marine Protected Areas) in Marseille. A second workshop took place at the beginning of February in Madrid, upon RTVE and Radio Nacional de España invitation.
  - This coordination meeting was the occasion for a joint listening of the first audio elements provided by the co-producers, as well as for the editorial adjustments necessary for the good development of the coproduction.

- **KANTARA Partners**
  - France Bleu RCFM
  - Radio Tunisia Chaîne Internationale
  - Radio Exterior de España
  - ASBU

- **KANTARA Broadcasting**
  - France Bleu RCFM
  - Radio Tunisia Chaîne Internationale
  - Radio Exterior de España
  - ASBU

- **KANTARA: Another idea of the Mediterranean**
  - The weekly radio magazine in French, whose team is constantly and progressively renewing, with the 2013-2014 season has reached its 14th year of activities.
  - Every week, in order to guarantee a radio programme reflecting the Mediterranean diversity, Kantara deals with current and various current issues in 6 reportages – each realized by journalists in their own country – with regular special episodes devoted to specific themes, such as the woman day or the Mediterranean universities.
Mediterradio: The weekly news programme of the 3 Mediterranean islands

Thanks to its editorial solidarity and its linguistic innovation, the new formula of Mediterradio – launched in autumn 2012 - was able to find its public and convince its partners, as demonstrated by the signature of an unprecedented agreement between the Presidents of Radio France and RAI in March 2013. Benefiting of this successful radio alliance, the magazine – which gathers the Corsican, Sardinian and Sicilian editorial offices – is constantly renewing and opens its partnership, starting from 2014, to Malta (PBS) and Tunisia (RTCI), which will intervene alternatively every month, always in Italian and Corsican.

Terramed Plus: looking forward

During 34 months, seven Mediterranean public televisions worked in close cooperation with a view to contributing to a greater circulation of audiovisual works and to the development of a regional audience. Indeed, these objectives were at the centre of the Euromed Audiovisual III Programme, co-founder of this initiative. During two seasons, Terramed Plus proposed - via the digital and satellite channels Raimed and Rainews24 – a weekly promotional teaser of the programmes broadcasted by the television partners, thus portraying the Mediterranean through a shared mosaic-programming schedule. Terramed Plus is now the first video-on-demand web platform offering a free streaming of Mediterranean documentaries, TV series and movies, subtitled in Arabic, English and French. Users visiting www.terramedplus.tv, whose number is growing as the platform is enriched with new contents, have the possibility, with an easy click, to plunge into the stories and cultures of the Mediterranean. Beyond such quantitative results, this initiative features strong innovative aspects, both editorial and technological ones. Thanks to the synergies developed between all the partners, a cooperative work system was established, facilitating networking and know-how exchange among the professionals of the Region. The next challenge for the project partners is to keep this experience going on even after the end of the European funding, exploring any opportunity to ensure the sustainability of the web platform.

Joussour: A sparkling conclusion

ENPI CBC Mediterranean Sea Basin Programme

The Joussour project came officially to an end last December 2013. The 28 months of cooperation in the TV co-production field were crowned by some successful promotional events. The 12 docu-mags series devoted to the environmental challenges in the Mediterranean basin has been aired, since its achievement, on several channels, from Spain to Italy, from Tunisia to Slovenia and thanks to ASBU, even in the Gulf area - Bahrain and Yemen - and as far as nothing less than Australia! Conceived for the TV screens and for the web, the series was realized by young directors from the Mediterranean countries and promoted in numerous international occasions: in Valencia, in the framework of the 2013 European cooperation days; in Rome, on November 28 2013, in the closing press-conference and during which the coproduction results and trailer were shown to the attending journalists and personalities. In January 2014, Joussour was also presented on the occasion of the capitalisation event organised, once again, in Valencia, by the ENPI CBC MED Programme.

Finally, the efforts deployed on this quality series have been rewarded by two awards, obtained by the Jordanian and Palestinian docu-mags: in September 2013, at Prix Italia, the docu-mag Blasted Flies in the Jordan Valley – produced by the Jordanian television JRTV with the executive production of Rai – won the special Prize “Expo 2015 Feeding the Planet, Energy for Life”; in March 2014, Sun Rays: Solar Energy in Palestine - produced by the Palestinian Television PBC with the executive production of Rai - was awarded in the framework of the “Local Government Journalist Competition 2014”, organized by the Ministry of Local Government of Palestine with the support of the German cooperation agency GIZ.
Convened by the Secretary General, the Presidents of COPEAM Commissions met in Rome on 30 September 2013 in order to start a reflection on the role and functioning of these bodies and to address common problems, identifying joint solutions. Among the points approached by the participants, the importance of a stronger engagement and a tighter cooperation within these bodies, the improvement of information exchange and coordination, the development of an action framework for the Presidents and the restructuring of the Commissions according to the needs identified. In this sense, it was decided to integrate the TV Sat Group within the TV Commission, and to rename the “Women” Commission as “Gender Equality”.

The cross-cutting nature of some Commissions – in particular, Training and Gender Equality – was underlined and will bring, in the next future, to the creation of major synergies among the projects of the Association.

Finally, the new strategic approach adopted by the Commissions aims at reinforcing their commitment to raise funds, addressing not only the European Institutions but also other national and international organizations.