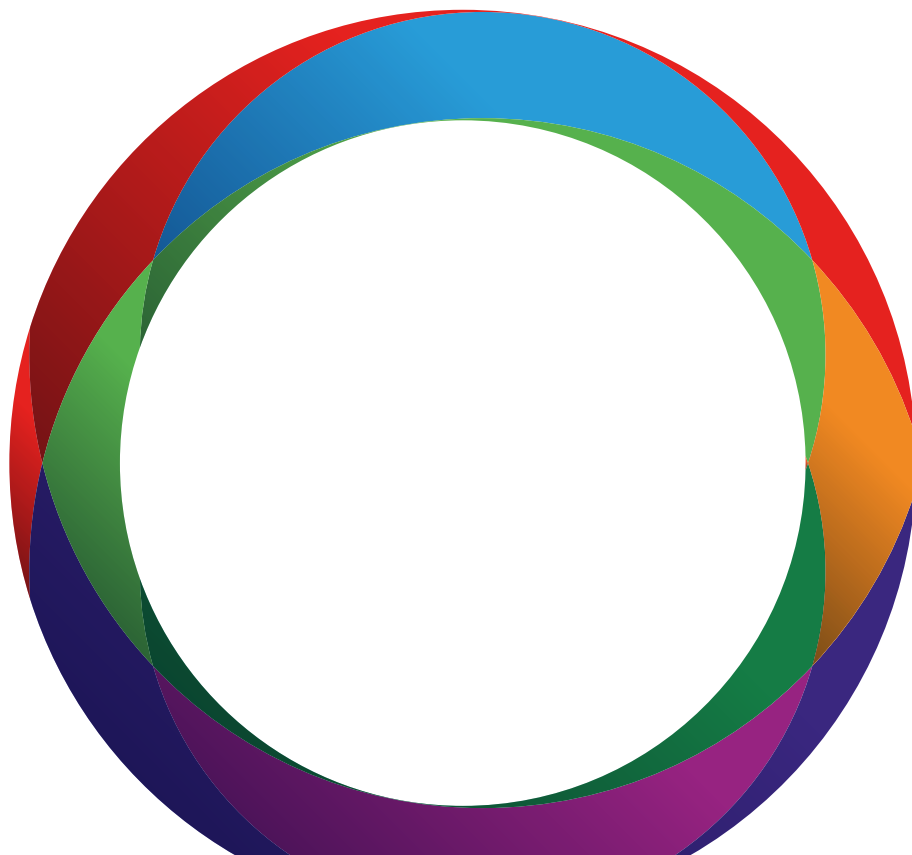


Annual
activity
report
2017-2018



COPEAM is a not-for-profit association devoted to the promotion of intercultural dialogue and international cooperation in the Mediterranean region, through the involvement of private, public and institutional actors of the audiovisual and media sector. Founded in Cairo in 1996, COPEAM includes today about 70 organisations from 28 European, Balkan, North African and Middle East countries, among which 37 public radio and TV broadcasters.

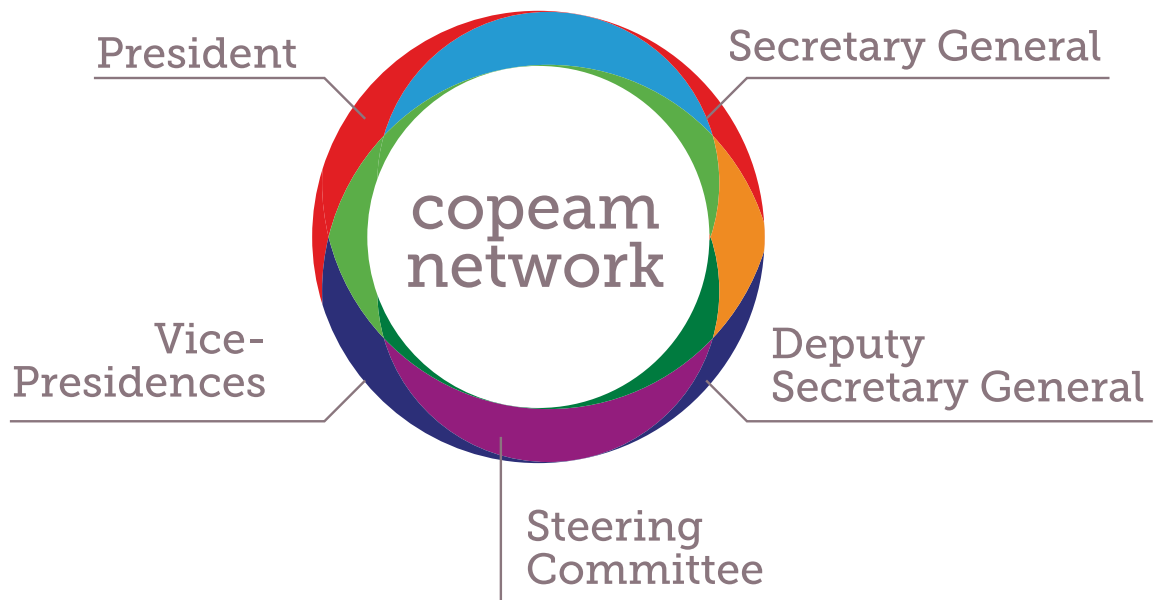
COPEAM, whose operational headquarters are based in Rome – within the premises of RAI-Italian Radio and Television, which ensures the General Secretariat since its foundation – promotes several multilateral projects in the fields of training and capacity building; coordinates international radio and TV co-productions; supports the safeguard of the audiovisual archives; organises actions and events supporting young

creative talents' works; carries out initiatives on gender equality involving the media, the educational sector and the institutions.

COPEAM cooperates with other audiovisual professional networks, such as the ASBU-Arab States Broadcasting Union and the EBU-European Broadcasting Union, and develops awareness-raising media campaigns and activities in collaboration with international organisations and partners (Anna Lindh Foundation, European Investment Bank, Embassies' cultural offices, UN agencies i.e. UNESCO, UNHCR, IFAD, etc.) on relevant global issues such as environment, migration, youth, gender equality. COPEAM is leader and partner of several EU-funded projects.






COPEAM: a collaborative and inclusive exchange network to unlock the potential of the Mediterranean audiovisual sector.

STRUCTURE



COMMISSIONS

COPEAM activities are structured around 7 working Commissions and are based on networking and sharing principles, intended to activate cross-cutting synergies, improve the circulation of ideas and creative products, facilitate the mobility of media professionals in the region.

-  Audiovisual Heritage Commission
-  Cinema, Festival, Culture Commission
-  Gender Equality Commission
-  Radio Commission
-  Training Commission
-  TV Commission
-  TV Magazines and News Exchange Commission

2 Editorial

3 Activities and projects

- The new *Inter-Rives* series devoted to cultural heritage and youth
- “Making a story from archives”: the Balkans’ cultural and audiovisual heritage reported by young TV directors
- COPEAM and MedMedia strengthening internal training to support digital transition in the public media
- Cooperation between COPEAM and EIB moves forward
- “Media in favour of women entrepreneurs”: a sustainable training formula
- COPEAM at *Lectorinfabula* and *Materadio* 2017 with its Radio Commission
- **Focus** COPEAM weekly radio co-productions
- *Kantara*, a new format for a new start
- *À première vue*: a window on the Mediterranean cinema talents
- **Focus** ERN-MED: networking Mediterranean cultures and societies

7 European projects

- Advancing Gender Equality in Media Industries - AGEMI - #year1
- *Generation What?* Arabic online in 8 South-Mediterranean countries
- SMED-WIA “Towards a Greater Gender Equality promoting the Role and Image of Women in the Southern Mediterranean Audiovisual Sector” - #year1
- **Focus** Gender equality: a long-term commitment
- **Focus** FIEST: a new strategic partnership promoting TV series sector development

11 Partnerships and events

- PLURAL+ Video Festival COPEAM special prize 2017
- COPEAM for the 2017 Mediterranean Journalist Award
- Tripartite meeting ASBU-COPEAM-EBU
- The World Radio Day 2018: an edition devoted to sports



The last year of activity has been very rich for COPEAM in both beginnings and confirmations. We have been broadening our scope by establishing new partnerships, enlarging our network with new members and welcome returns, and experimenting new strategies and lines of action.

We are intensifying our commitment to promote gender equality and to multiply our impact in this field, through training and production modules on women representation in the media, targeting TV, radio and press journalists; we are contributing to women film professionals' empowerment and networking and to raise gender awareness among journalism and communication students, in the framework of two EU-funded initiatives: SouthMed WiA and AGEMI.

This year, youth has become a growing priority in our mission: in the field of TV co-production, we agreed with ASBU to devote the latest "Inter-Rives" series to inspiring stories of girls and boys turning cultural heritage into opportunities for the future; we are involved in the *Generation what?* project, whose Arabic version intends to deliver an exhaustive portrait of the X generation in 8 South-Med countries; in the radio domain, we are supporting innovative magazines such as "MusicaMed", promoting the contemporary music scene, and we will soon launch new programmes on today's musical styles in the Mediterranean.

Always looking onto young talents and their promotion, we have been granted an Erasmus + funding to develop a pilot training on TV series writing, and are successfully bringing "A première vue" in several countries, by organising public screenings of the best debut films made by the students of our cinema schools.

Ever more has been done from Beirut to Mallorca with regard to training, radio and TV joint productions, and audiovisual heritage. Prizes have been established for the ERN-Med exchange and Inter-Rives, thus motivating our members to improve participation and quality of news and documentaries.

We can say that we have made some important steps forward in exploring new leads and looking for new challenges, being aware of our network's potential and solidity. COPEAM is a trust-based, flexible and creative Association: these points of strength are particularly valuable today, in a general context where doing things together is more and more difficult, but doing things alone is less and less effective and meaningful.

Claudio Cappon
Secretary General

“Making a story from archives”: the Balkans’ cultural and audiovisual heritage reported by young TV directors

In view of 2018, European Year of Cultural Heritage, COPEAM Audiovisual Heritage Commission launched the pilot edition of the contest “Making a story from archives”, with the aim of promoting the audiovisual archives of the Balkans.

Following a preparatory meeting - hosted by the Croatian HRT in December 2016 and gathering the archives representatives of the Balkan TVs associated to COPEAM to set up the contest’s guidelines and criteria - 11 young directors from 6 broadcasters (HRT/Croatia, RTK/Kosovo, TVR/Romania, RTVSLO/Slovenia, RTS/Serbia, RTV Vojvodina/Serbia) explored their archive collections in search of images and stories on the culture, the traditions, the past and the present of the region. The documentaries focused on different topics, such as gastronomy, traditional music and dances, society and media, history, depicting a rich portrait of the similarities and varieties of these countries.

The prize for the best documentary was awarded to “Still Broadcasting”, by Vojin Ivkov from the radio-television of Vojvodina, recounting the history of the Balkans through the projection - on the walls of what remains of the bombed building of the television - of images from the recent events that have greatly affected this area of the world. Two special mentions were also attributed to “Children of the fatherland”, by Rogojana Raluca-Mirabela from the Romanian Television, on Ceausescu’s policy on family and children, and to “Ne čakaj na tramvaj - Do not wait for the tram”, by Žiga Bonča from the Slovenian broadcaster, which narrates the creation and disappearance of Ljubljana historical tramway.

The awarding ceremony took place in Zagreb, at the Croatian State Archives, on 26 October 2017, in the framework of the Croatian Film Heritage Conference, held to celebrate the 2017 UNESCO World Day for the Audiovisual Heritage.

Given the success of this first edition, COPEAM is working on the possibility to enlarge the initiative to all the Mediterranean countries, thus offering the visibility that our common audiovisual and cultural heritage deserves.

DOCUMENTARIES IN COMPETITION:

- **Calea Dorobantilor 191** by Roxana Catana Tarhon - TVR/Romania
- **Children of the fatherland** by Rogojana Raluca-Mirabela - TVR/Romania
- **The Heart of the City** by Florin Cărăbaș - TVR/Romania
- **Ne čakaj na tramvaj - Do not wait for the tram** by Žiga Bonča - RTVSLO/Slovenia
- **Creating RadioTelevision Zagreb** by Dijana Fišter - HRT/Croatia
- **One of a kind** by Jelena Radović-Jovanović - RTS/Serbia
- **Heritage dance entwined with love** by Maja Stojanović - RTS/Serbia
- **How much we know each other** by Marija Maric - RTV/Vojvodina Serbia
- **Still broadcasting** by Vojin Ivkov - RTV/Vojvodina Serbia
- **Cipovka - The Bread smiling at the Moon** by Jelena Vukmanovic - RTV/Vojvodina Serbia
- **117 Family Members** by Fisnik Durguti - RTK/Kosovo



[Diving into history >>](#)



The new *Inter-Rives* series devoted to cultural heritage and youth

The new *Inter-Rives* TV documentary co-production “Creative memory: the past meets the future”, promoted by COPEAM and ASBU, is ready for broadcast. The filmmakers appointed by the 10 co-producing TVs – EPTV/Algeria, HRT/Croatia, NMA/Egypt, PBC/Palestine, RAI/Italy, RTSH/Albania, RTVE/Spain, SNRT/Morocco, TRT/Turkey, Tunisian Television – have attended the two exchange workshops (Tunis and Rome) and completed their documentaries, according to the series’ format and main topic.

Focusing on young people who have been able to creatively and innovatively exploit the cultural heritage of their countries, to favour job opportunities, to promote sustainable tourism, to recover local sites and support old traditions, the producers chose a great variety of stories: a Turkish stylist who takes inspiration from the Arslantepe archaeological site’s frescos for his new fashion collection; a group of Palestinian photographers organizing trips to rediscover the landscape and the artistic heritage of their country; an association founded by a group of youngsters from the difficult Sanità neighbourhood in

Naples (Italy) that, by restoring and taking care of some historical sites, are opening this troubled popular district to cultural tourism, thus creating employment for the local youth; young African talents working with an Algerian graphic design company for the production of 3D cartoons for kids taken from traditional tales of Africa.

The winners of the Prize for the best documentary of this edition of *Inter-Rives* are: “Listen to the Stone” by HRT/Croatia and “First gallery” by PBC/Palestine

The series will be aired during 2018 by the partner TVs, and some promotional events will be organised also on the occasion of the celebrations for the European Year of Cultural Heritage, with a view to spreading out as much as possible the important and positive message of civic and cultural engagement delivered by this new *Inter-Rives* edition.



COPEAM and MedMedia strengthening internal training to support digital transition in the public media

As part of the collaboration between COPEAM and the EU-funded project *MedMedia*, a process to support public South-Mediterranean broadcasters was developed, between February and November 2017, with a view to planning and implementing internal training strategies related to the technological, editorial and cultural challenges of the digital transition.

The training and human resources executives of the 10 participating broadcasters took part in this activity, which was structured into three workshops: the first one in Amman in February 2017, hosted by the Jordan Media Centre; the second one in Beirut in May, within the framework of COPEAM Annual Conference; and the third in Tunis, last November.

With the support of the three expert mentors involved, an analysis of the priorities and weaknesses was conducted by each beneficiary at the beginning of the activity, an exchange of good practices between the participating peers was activated, and viable and relevant solutions tailored to the needs of the organizations were then identified, with a sustainability perspective. Eventually, a development plan was designed, customized to each company.

Awareness-raising actions targeting top management; strengthened synergies between TV / radio / web newsrooms promoting a cross-media dimension; inclusion of digital skills in job descriptions; integration of the “digital dimension” in the employee evaluation process; delivery of specific face-to-face and distance training programmes, such as those proposed by ASBU through the MENOS system: this is only part of the main results achieved by this peer-to-peer programme.



[Read the report on the project results >>](#)

ACTION FRAMEWORK: EU-funded regional project MedMedia - consortium leader: BBC Media Action – aiming to facilitate the media reform process in the MENA region and their transition to a public service mission.

PARTICIPATING RADIOS AND TELEVISIONS: EPRS/Algeria, JRTV/Jordan, NMA/Egypt, PBC/Palestine, Radio Liban/Lebanon, Radio Tunisienne/Tunisia, Soread-2M/Morocco, Télé Liban/Lebanon, Télévision Tunisienne/Tunisia, Al Mamlaka TV/Jordan.

MENTORS: Gilles Trenel, France Télévisions; Rachida Taame, HR and Training Expert; Hala Zureiqat, Roya TV.



Cooperation between COPEAM and EIB moves forward

Following the success obtained by the two theoretic training workshops organized in 2015 and 2016 in the framework of the COP21 and COP22, COPEAM and the European Investment Bank renewed and further enhanced their partnership, with the ambition to set up a transnational newsroom to ensure the media coverage of the COP23 in Bonn (Germany).

During 4 working days, from 14 to 17 November 2017, 9 journalists - from EPRS/Algeria, HRT/Croatia, National Media Authority/Egypt, PBC/Palestine, Radio Tunisienne/Tunisia, Télévision Tunisienne/Tunisia, RTVSLO/Slovenia, SNRT/Morocco, Soread-2M/Morocco - had the opportunity to access the institutional meetings, the negotiations, the round tables and the collateral events organized during the World Conference on Climate Change.

The first day, during a visit at EIB premises in Luxembourg, the main projects - related to climate change and newable energies - carried out by the Bank in the Mediterranean region were presented. An editor-in-chief specialized in climate issues offered to the journalists a global overview along with the key elements to understand the functioning and main stakes of this edition of the COP. Two video journalists supported the participants in the realization and editing of their news items, reportages, articles and interviews to institutional and civil society representatives attending the summit. Gathering information and impressions on the challenges and problems discussed by the negotiators, the journalists improved their skills in covering such international event devoted to a global issue like climate change that, considering its urgency, has to be part of the media agenda, notably of the public service ones.

To this end, further to the broadcast - on the involved radio and TV channels - of images and interviews shot on the field by their own professionals, the content produced was also made available to the Mediterranean news exchange ERN-Med, so to reach a larger public at a regional scale.

[9 Mediterranean journalists from COPEAM at COP23 >>](#)

PARTNERS INVOLVED: COPEAM and European Investment Bank

BENEFICIARIES: 9 journalists: EPRS/Algeria, HRT/Croatia, National Media Authority/Egypt, PBC/Palestine, Radio Tunisienne/Tunisia, Télévision Tunisienne/Tunisia, RTVSLO/Slovenia, SNRT/Morocco, Soread-2M/Morocco.

TRAINING AND SUPPORTING STAFF: Gilles Luneau, ESJ Pro; Julien Karl and Ceci Leal Yabiku, video journalists; Khaled Elnimr, EIB; COPEAM.

“Media in favour of women entrepreneurs”: a sustainable training formula

Women are one of the segments of society most affected by the global economic crisis. Therefore, it is important to unleash their untapped creative and productive potential and to promote a cultural change in the labour market, thereby encouraging an “entrepreneurial” spirit, motivating the young generations and women to become actively involved and open to new career opportunities.

In this context, the role of media is essential to disseminate content able to promote a multidimensional and active image of women beyond stereotypes, to give visibility to successful stories that can inspire and motivate other women, to provide guidance on entrepreneurship and encourage the public debate at the national level.

Aware of the importance of this role, COPEAM has designed a training / production module addressed to journalists from radio, television and print media, whose pilot edition was held in Algeria in January 2017. A second edition - organized with the support of UNESCO and in collaboration with ASBU (Arab States Broadcasting Union) - took place in Tunis in November 2017 and involved young journalists from the Tunisian public radio and television and from TAP (Agence Tunis Afrique Presse).

Following a theoretical session delivered by the experts involved, focusing on entrepreneurship, innovation, economy, integration of the “gender” approach in the professional practice, trans-media production and new forms of journalism, the participants were grouped into cross-media teams (TV, radio and web) for the production of radio, TV and internet reports devoted to successful Tunisian women entrepreneurs: a young startupper, a financial director, an exhibition planner and organizer, the founder of an organization promoting women entrepreneurship in Tunisia.



[Read the brochure](#)



COPEAM at Lectorinfabula and Materadio 2017 with its Radio Commission

Upon invitation of the *Lectorinfabula* cultural festival, the new season of MusicaMed (weekly radio programme dedicated to music) was launched in Conversano (Italy) on 15 and 16 September 2017.

It was an opportunity to present the new format of this COPEAM magazine and to promote the new Mediterranean music scene during a “musical street aperitif” and a Dj Set, organized in the city centre on Saturday evening, with the participation of radio producers from Italy (Marzia Puleo, Rai Sicily), Morocco (Amine Berrahou, SNRT) and Croatia (Davor Pejić, HRT-Radio Rijeka).

Within the framework of *Materadio* 2017, the annual festival organized by Rai Radio 3, 6 radio journalists associated to our network were invited by Matera-Basilicata 2019 Foundation (in charge of the organization of Matera 2019 European Capital of Culture) to take part in 2 days of meetings devoted to the topic “Roots and Routes”.

Fruitful interviews and exchanges with local stakeholders enriched this international initiative, during which the attending producers presented the contemporary creative scene of their respective countries, showcasing the varied national cultural landscapes, as well as their treatment in the media.



FOCUS

COPEAM weekly radio co-productions

Every week, three radio magazines are co-produced and broadcast internationally under the aegis of COPEAM.

Kantara, bringing together, since 1999, French-speaking radios around the Mediterranean current affairs;

Mediterradio, dedicated to the island information of Sicily, Sardinia and Corsica;

MusicaMed, the weekly programme on the Mediterranean contemporary music.

Available on air and in podcast thanks to the participating radios, these magazines are also accessible on COPEAM social networks and SoundCloud.

www.soundcloud.com/copeam

Kantara, a new format for a new start

Created in 1999 upon the initiative of France Bleu RCFM / Radio France, the magazine, which is celebrating its 19 years of broadcasting, continues to gather weekly French-speaking listeners around the news of the Mediterranean. Since January 2018, the magazine has entered a new cycle, with the implementation of a renovated editorial format based on a cooperation charter shared by all the radio partners. An updated formula aimed at consolidating the magazine by reaffirming its appropriation by the co-producers and responding, with ever-greater conviction, to the historical goal of the programme: contributing to strengthening a common Mediterranean consciousness by mobilizing

the audiences of the region around a magazine that allows to better understand the diversity of points of view, while highlighting areas of convergence on economic, political, social and cultural issues.

To this aim, the structure of the partnership has been modified, too: the executive production is now entrusted to REE / RNE (Spain); the editorial planning is designed in two phases, with the setting up of a monthly coordination conference in addition to the traditional editorial conference; a strategic committee has been established and will meet at least once a year, with the purpose of orienting the programme evolution, as well as discussing any strategic questions raised by the partners.

Finally, Kantara continues to grow in content as Radio Liban joined the co-production team.

“À première vue”: a window on the Mediterranean cinema talents

À PREMIÈRE VUE



À Première vue was created in 2016 as part of COPEAM activities based on a joint action plan launched by the associated film schools (ALBA, ESAC, ESAVM) and Uninettuno university, with the objective of contributing to the promotion of school films, and facilitating the access to the market for the students. Designed as a TV format, *À Première vue* is dedicated to debut works and is currently broadcast on the

Uninettuno satellite and web channel, with 3 issues per year. Each episode gathers 3 short films (one per partner school), selected from the best of the latest promotions and introduced by short self-portraits of the filmmakers.

Moreover, this initiative is an opportunity to establish partnerships with film events, through the organization of special screenings throughout the year: in Beirut, with an opening event at COPEAM annual Conference, at Ascea Velia (Italy), last September, during the Mediterraneo Video Festival, and in Marseille, in the framework of “La Fête du court métrage”, with the screening of a selection of films at the Gyptis cinema, in March 2018.

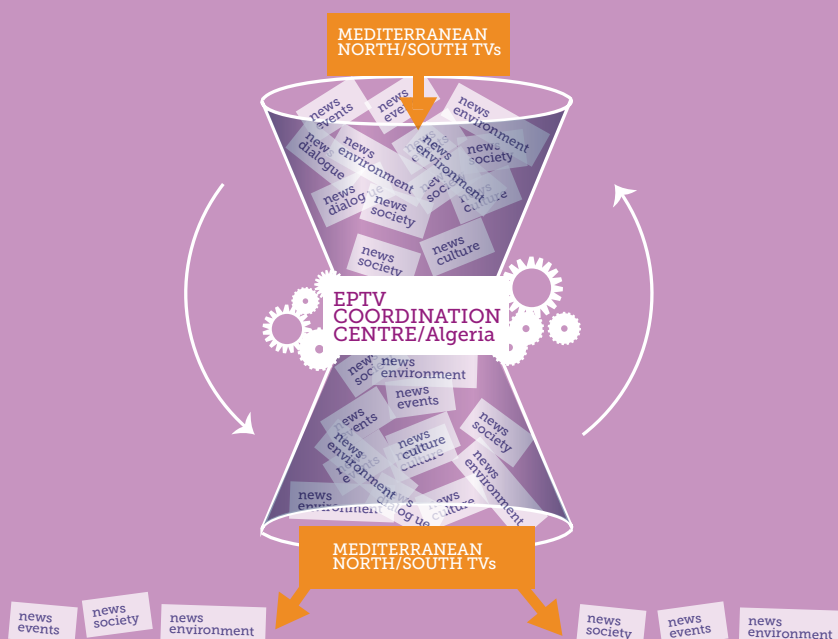


[Watch all the episodes >>](#)

FOCUS

ERN-MED: Regional Mediterranean News Exchange Networking Mediterranean cultures and societies

EBU - EUROVISION



ASBU and ERNM
news coordinators
weekly virtual meeting



COPEAM
TV Mag & News
Exchange Commission



ERNMED annual prize
for the best news exchanged



Advancing Gender Equality in Media Industries (AGEMI) - #year1

The AGEMI project takes an innovative and integrated approach to fighting gender stereotypes and promoting an equal, diverse and inclusive media sector.

One of its core outputs will be an openly accessible resource bank of existing good practices addressed to media industries and other stakeholders willing to implement initiatives in their own organizations to encourage cultural change. With the aim of collecting as many items as possible from around the world, AGEMI invited media professionals to share their good practices through an online form, thus enriching the database.

In addition, the consortium is developing a ten-unit online learning course aimed at building knowledge and awareness and focusing on different aspects of the gender-media relation. Topics include representation, harassment, decision-making, language, employment, intersectionality, digital technologies, media policies, political economy, and transnational advocacy.

Each unit will include a mix of short video presentations on key aspects of the unit subject, together with interviews to a number of experts and signposts to the resource bank.

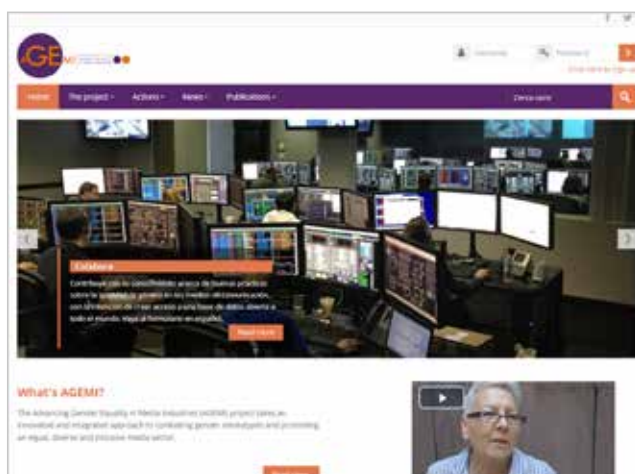
Finally, a summer school for 30 students from Newcastle University, University of Padova and JMG/University of Gothenburg will be organised in Gothenburg at the end of August, to raise awareness on gender inequality issues and share the best practices to counter them.

FUNDING PROGRAMME: Rights, Equality and Citizenship/Justice - DG for Justice and Consumers - European Commission

CONSORTIUM PARTNERS: Universities of Newcastle/UK (Project Leader), Padova/Italy and Gothenburg/Sweden, EFJ (European Federation of Journalists), COPEAM

DURATION: February 2017 - July 2019

www.agemi-eu.org



Generation What? Arabic online in 8 South-Mediterranean countries

The 18-34 generation will build the 21st century, carrying the strengths and hopes of all nations. *Generation What?* is the first cross-media programme putting the millennial generation under the spotlight. Its Arabic version was launched on 14 March in Algeria, Jordan, Lebanon, Morocco and Tunisia and on 11 April in Egypt, Libya and Palestine.

The project websites, one for each country involved, offer to young people between 18 and 34 the opportunity to take a survey of 167 questions written with the support of sociologists and tailored to each country's cultural and political context. This survey covers all relevant fields: millennials' relationship with their family, society, work, adulthood, love, expectations, national and cultural identity, and more.

A six-month cross-media campaign was organised with the purpose of spreading out the survey as much as possible and making the "selfie" of the youngsters; the survey findings will be made public and used to produce news items, either TV or radio programmes, live TV shows and/or documentaries so to generate a wide-ranging debate at a national level and across the region.

Stay tuned!

[Watch the trailer >>](#)

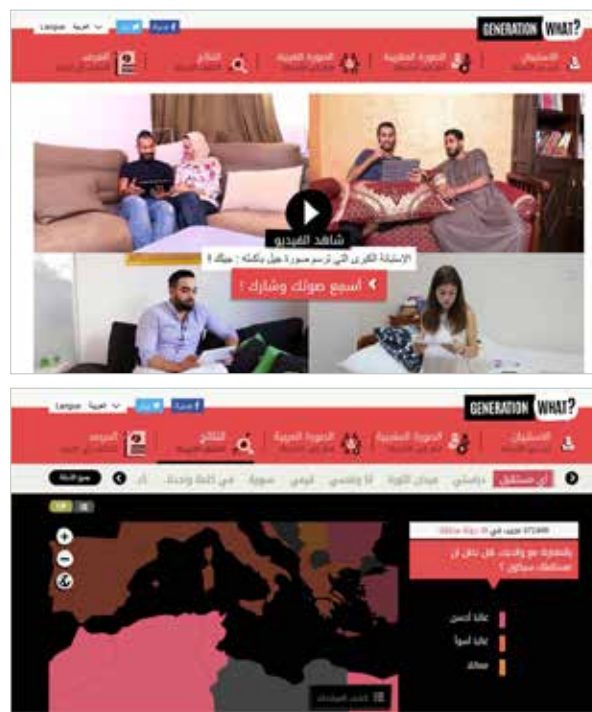


FUNDED BY THE EUROPEAN COMMISSION - Project aimed at promoting dialogue and fostering understanding between audiences in the European Union and the Southern Mediterranean Region

CONSORTIUM PARTNERS: EBU (Project leader), ASBU, COPEAM, Yami 2, Upian

TARGET COUNTRIES: Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine, Tunisia

<https://arab.generation-what.org/en/>

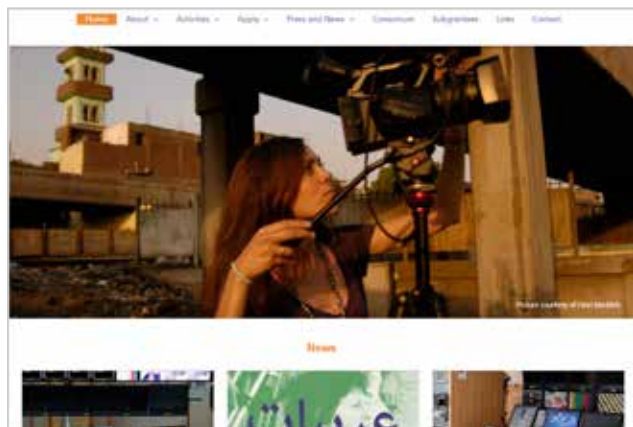


SMED-WIA “Towards a Greater Gender Equality: promoting the Role and Image of Women in the Southern Mediterranean Audiovisual Sector”- #year1

Funded by the European Union under the MedFilm regional programme, SouthMed WiA aims to strengthen the capacities of female professionals and operators of the film and audiovisual sectors in seven South-Mediterranean countries - Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia - by supporting projects on gender equality, implementing capacity-building and coaching actions for local operators, especially women, organising networking and awareness-raising initiatives for relevant stakeholders.

During its first year of activity, the consortium launched two calls for proposals, addressing weaknesses and issues related to gender equality and the under-representation of women in the sector. The 4 projects selected within the first call have been involved in several actions: an activity was organized on the field in November 2017, in Tunis, in the framework of the Carthage Film Festival, including training sessions, networking opportunities, exchange visits showcasing the work of women professionals and existing gender equality initiatives within the Tunisian national TV.

Furthermore, two meetings bringing together different key stakeholders, local professionals and authorities to advocate for more gender equality in the audiovisual and film industry were organised in Egypt and Morocco in January 2018.



FUNDING PROGRAMME: MedFilm – Europeaid/European Commission

CONSORTIUM PARTNERS: Interarts/Spain (Project leader), COPEAM, CUMEDIAE-Culture & Media Agency Europe aisbl/Belgium, ESAC-École Supérieure de l'Audiovisuel et du Cinéma de Gammarth/Tunisia, SIB- Screen Institute Beirut Association/Lebanon and the European Women's Audiovisual Network (associated partner).

DURATION: February 2017 - July 2019

www.smedwia.eu

FOCUS

Gender equality: a long-term commitment

2011

UNESCO case studies

Case studies assessing gender equality in the internal policies and practices of 4 Public Service Media (PSM) thus contributing to the elaboration of UNESCO Gender-Sensitive Indicators for Media (GSIM)

2013

UNESCO GSIM

Setting-up and coordination of 2-day workshops in 3 countries aimed at adapting the GSIM to the national contexts and implementing them so to assess the internal situation and elaborate recommendations

Lack of internal policies on gender equality





FOCUS

FIEST: a new strategic partnership promoting TV series sector development

FIEST – International training on TV series writing project started officially in December 2017. A transnational and inter-sector partnership was set up by COPEAM with some renowned cinema and audiovisual schools - ALBA/Lebanon, ESAC/Tunisia, ESAV Marrakech/Morocco, ENSAV Toulouse/France, INSAS/Belgium - the international university Uninettuno/Italy and France Télévisions. These organisations submitted a proposal in the framework of the EU Erasmus+ programme ("Strategic partnerships for higher education" chapter) aimed at starting a pilot training in the field of TV series writing.

During the last decades, the TV series production has been rapidly expanding. The global success of the American series has shown the potential of this sector in terms of economic worth, employment (both at the intellectual and technical levels), international export, quality and cultural value of the product, promotion of creativity and innovation (of editorial formats and of distribution means). As for the Mediterranean region, it is experiencing a new momentum with the increase in the production and broadcasting of successful series.

In order to exploit this strategic potential, it is necessary to train the creative talents and the professionals able to work with the specific and cross-cutting skills required in the sector on an international scale. However, training programmes explicitly focused on the script-writing and creation of TV series are still very limited in Europe and in the South-Mediterranean countries.

PROJECT DESCRIPTION:

In order to satisfy these needs, a transnational and cross-sector partnership – covering 6 countries (Italy, France, Belgium, Tunisia, Lebanon, Morocco) – has been set up. Based on the consolidated experience gained by the 6 partner educational institutions in the film and audiovisual fields, the definition and implementation of an innovative training programme specifically devoted to the TV series domain was considered as an efficient and appropriate primary response to the professionalization demand.



This pilot training will target, within the partner countries, students and/or young professionals with experience in the audiovisual field.

To achieve these objectives, all the partners together will:

- Carry out a survey on the TV series market needs, in terms of training and skills, in the Euro-Mediterranean region
- Design and develop an innovative, transnational and intercultural training course on TV series script-writing, able to meet the labour market's needs
- Set up a pilot edition of the training programme (face-to-face workshops, distance learning tools - e-learning training modules and MOOC - and individual work), involving 30 students and/or young professionals for one year
- Assess the training and its results, so as to improve the training programme and its relevance to the current market, as well as to work on its sustainability
- Develop and structure a network made of beneficiaries (students) and trainers, which will allow for the creation of future initiatives and synergies at an international level.

This strategic action will also result in the widening of film schools' training programmes in a context of pedagogic innovation, while empowering a pool of talented youngsters to fuel this dynamic sector in terms of employment and know-how. Additionally, the transnational nature of the partnership will allow to: share and maximise the excellences and expertises of the involved institutions; exchange diversified methods and experiences; conduct a shared reflection on the assessment of competences; include the international and intercultural dimension in the whole project – from the design to the implementation and assessment of the pilot training, including the selection of both trainers and students.



COORDINATOR: COPEAM

CONSORTIUM PARTNERS: Università Telematica Internazionale - UNINETTUNO/Italy, France Télévisions/France, ENSAV - École Nationale Supérieure d'Audiovisuel - Université Toulouse II/France, INSAS - Institut National Supérieur des Arts du Spectacle et des Techniques de Diffusion/Belgium, ALBA - Académie Libanaise des Beaux-Arts - Université de Balamand/Lebanon, ESAV - École Supérieure des Arts Visuels de Marrakech/Morocco, ESAC - Ecole Supérieure de l'Audiovisuel et du Cinéma/Tunisia

DURATION: 24 months (from 1 December 2017)

PLURAL+ Video Festival: COPEAM special prize 2017

For the 2017 edition of Plural+ Video Festival, COPEAM awarded its special prize to “Can you see the future?” by Ismet Kale (Turkey), with the following motivation:

“Syrian children refugees unleash their imagination about their future. Their dreams take shape through tiny lines drawing the life they see for themselves. The viewer is taken on a journey across time where he/she moves amid fantasy and reality, miseries and hope, confidence and despair.”

The winner will take part in the 25th annual Conference of COPEAM in Palma de Mallorca to present his video.



[Watch the winning video >>](#)

FRAMEWORK OF THE INITIATIVE: As in the past, COPEAM supports the 2017 edition of PLURAL+ Video Festival, organized by UNAOC and IOM in cooperation with a wide number of international partners. The main goal of this worldwide competition is to give voice to young video-makers wishing to express their experiences and thoughts on migration, diversity and social inclusion.

NUMBERS: Over 320 short videos from 67 countries have competed this year in the three age categories (9-12, 13-17, 18-25).



COPEAM for the 2017 Mediterranean Journalist Award

Brussels, 6 December 2017

As media partner of the Anna Lindh Foundation and Jury member, COPEAM took part in the celebrations of the 10th anniversary of the Mediterranean Journalist Award, held at the European Parliament in Brussels, on 6 December 2017.

During an official ceremony, HRH Princess Rym Ali of Jordan rewarded the winners of the various competition categories:

PRESS CATEGORY

Annalisa Camilli for “Le bateau sans nom”, published in XXI Internazionale Magazine.

ONLINE MEDIA CATEGORY

Umberto Bacchi for “Organic yogurt wins migrants’ freedom from exploitation in Italy”, published by Thomson Reuters Foundation.

RADIO AND TELEVISION CATEGORY

Jaafar Abdul-Karim for “Does the Arab World need a women’s rights revolution?”, broadcast on Deutch Welle.

PHOTOGRAPHY CATEGORY

Darrin Zammit Lupi for “Rescue on the Mediterranean”, published in Reuters Wider Image.

SPECIAL ALUMNI PRIZE

Iason Athanasiadis



Tripartite meeting ASBU-COPEAM-EBU

Tunis, 13 December 2017

The ASBU-COPEAM-EBU tripartite meeting took place before the official closing of the 37th General Assembly of ASBU. The agenda of this year was rich in projects and initiatives carried out during 2017. In particular, the representatives of the three Associations and their members made an assessment of the Arab version of the *Generation What?* project, involving the public broadcasters of 8 South-Mediterranean countries; the 6th edition of Inter-Rives TV

co-production; the actions promoting gender equality in the media, with the “Media and women entrepreneurs”, hosted by the ASBU Academy in November 2017; the 2017-18 edition of the ERN-Med Prize for the best item of the Mediterranean news exchange. The setting up of thematic radio co-productions involving the members of ASBU, COPEAM and EBU was also proposed to the meeting participants and is currently under evaluation.

The World Radio Day 2018: an edition devoted to sports

The World Radio Day has reached its 7th edition! With the same ambition to enhance a media that remains a benchmark thanks to its dynamism, its ability to attract and engage, adapting - like no other - to the changes of the XXI century and offering new ways of interaction and participation.

This year, COPEAM - which is a member of the organizing committee of the WRD, initiated by UNESCO - invited its radio members to join their counterparts around the world to celebrate sports in all its diversity.

Why Sports and Radio? Because 2018 is rich in high-profile sports events, able to unify minds beyond borders, to connect communities, to promote the most popular disciplines as a common heritage.



Thus, this day was the occasion to treat such topics through a special programming, and to record a special issue of Kantara, with reports and interviews on traditional sports in the Mediterranean, a debate on gender equality in sports and portraits of sports commentators from both shores of the basin.

COPEAM NETWORK

ACTIVE MEMBERS

Broadcasters

- RTSH, Albania
- EPRS, Algeria
- EPTV, Algeria
- BNT, Bulgaria
- CyBC, Cyprus
- HRT, Croatia
- NMA, Egypt
- France Médias Monde, France
- France Télévisions, France
- Radio France, France
- TV5Monde, France
- ERT, Greece
- RAI, Italy
- JRTV, Jordan
- RTK, Kosovo
- LBCI, Lebanon
- Radio Liban, Lebanon
- Télé Liban, Lebanon
- Libyan National Channel, Libya
- Libyan Satellite Educational Channels, Libya
- PBS, Malta
- RTCG, Montenegro
- Soread-2M, Morocco
- SNRT, Morocco
- PBC, Palestine
- RTP, Portugal
- Radio Romania, Romania
- TVR, Romania
- San Marino RTV, RSM
- RTS, Serbia
- RTV-Vojvodina, Serbia
- RTVSLO, Slovenia
- RTVE, Spain
- RSI, Switzerland
- Radio Tunisienne, Tunisia
- Télévision Tunisienne, Tunisia
- TRT, Turkey

Cultural and Audiovisual Organisations, Business Enterprises and Institutions

- AGI - Agenzia Giornalistica Italia SpA, Italy
- ALBA - Académie Libanaise des Beaux-Arts, Lebanon
- CDRSEE, Greece
- Collectivité Territoriale de Corse, France
- ESAV - Ecole Supérieure des Arts Visuels de Marrakech, Morocco
- ESJ PRO-Lille, France
- Jordan Media City, Jordan
- LUISS Business School "Guido Carli", Italy
- Osservatorio di Pavia - Cares Scrl, Italy
- Regione Lazio, Italy
- UNINETTUNO Foundation, Italy
- Université de Corse Pasquale Paoli, France

ASSOCIATES AND PARTNERS

- ASBU - Arab States Broadcasting Union
- AUB - African Union of Broadcasting
- CICT-UNESCO
- CIRCOM Regional
- CMCA - Mediterranean Centre for Audiovisual Communication
- Dipartimento di Comunicazione e Ricerca Sociale – La Sapienza Università di Roma, Italia
- EBU - European Broadcasting Union
- ESAC - École Supérieure de l'Audiovisuel et du Cinéma, Tunisia
- Europe House Dubrovnik, Croatia
- EUROVISIONI, Italy
- FAO - Food and Agriculture Organization
- Festival International du Cinéma Méditerranéen de Tétouan, Morocco
- Fundación Tres Culturas, Spain
- IFAD - International Fund for Agricultural Development
- IFJ - International Federation of Journalists
- North-South Centre of the Council of Europe
- URTI - International Radio and Television Union

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