

2019 2020

ANNUAL ACTIVITY REPORT

ABOUT US

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 players of the audiovisual and media sector. Founded in Cairo in 1996, COPEAM includes today about 70 organisations from 24 European, Balkans, North-Africa and Middle-East countries, among which 33 public radio and TV broadcasters.

OUR ACTION

COPEAM, whose operational headquarters are based in Rome – at RAI-Radiotelevisione Italiana, which has been ensuring 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

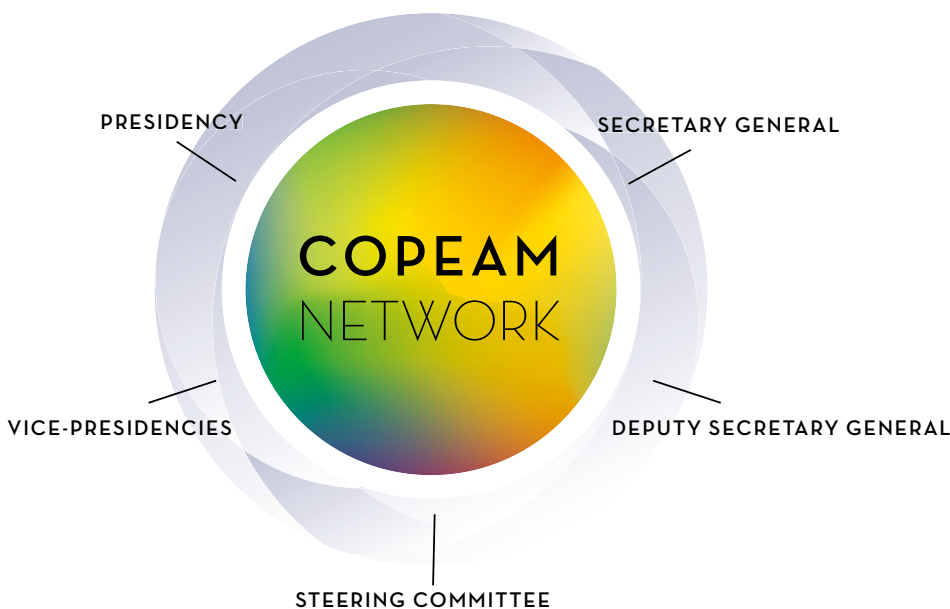
actions and events supporting young creative talents of the area; carries out initiatives on gender equality involving the media, the educational sector and institutions.

OUR NETWORK

COPEAM cooperates regularly 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 (Anna Lindh Foundation, European Investment Bank, UN agencies i.e. UNESCO, UNHCR, IFAD, etc.) on relevant global issues: environment, migration, youth, cultural diversity.








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

STRUCTURE



COMMISSIONS

COPEAM activities are structured around 7 Commissions and are based on networking and sharing principles, intended to promote 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 and Diversity Commission
-  Training Commission
-  News Exchange Commission
-  Radio Commission
-  TV Commission

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In a still problematic context in the Mediterranean, the past year has been marked by an increasing commitment of COPEAM intended to broaden its traditional “borders” and develop new relationships with important organizations and associations far beyond our region and our historical perimeter.

In a fast changing world, this has become a need and, consequently, one of our main strategic priorities that has allowed us to further intensify our ties with the Asia-Pacific Broadcasting Union (ABU), thanks to the crossed participation in respective events, such as that of COPEAM, already in 2018, to the Media2020 conference in Astana (Kazakhstan), or the great contribution ABU gave to our annual conference in Split, last April. An event which also benefited from a special support of ENI, the Italian energy company.

During 2019, in various additional occasions we brought the Mediterranean before operators from other regions of the world, introducing them our cooperation formula: in August in South Korea, at the forum “*The Role of Media in Social Integration and Peace*”, hosted by KBS Global Korean Network channel; in October in Bucharest at the 5th *Asia-Pacific/Europe Media Dialogue*; in September at Prix Italia, where the TV series *Inter-Rives* was presented among the winning models of documentary co-production on an international scale. It was precisely in that context that a cooperation agreement with the Latin American Televisions’ Association (TAL) was signed: a brand-new relationship built on three main pillars, which are programmes’ exchange, co-production and mutual support in the fields of training and audiovisual archives.

Thanks to these efforts, COPEAM has increased its credibility and gained recognition among a rich number of cultural, institutional and civil society operators, interested in building synergies with us.

As a concrete evidence of this vitality, COPEAM has been more and more invited to bring its unique Mediterranean media component as an added value in different projects and initiatives, on the basis of shared principles and in favour of general interest issues.

This is the case of the virtuous partnership established with the EIB, which has led last November - for the fifth year since 2015 – to the organization in Jordan, with prominent local partners such as the Jordan Media Institute and the JRTV, of a new activity related to the COP25 and environmental and climate change topics, with great results in terms of participation quality and extent.

It is also the case of the collaboration with the Council of Europe through, on the one hand, the invitation addressed to the co-producers of the radio programme *Kantara* to take part in the celebrations of its 70th anniversary in Strasbourg, last October; on the other hand, the new links established with the North / South Centre of the Council of Europe, thanks to which a group of journalists from our network could attend and cover the annual Lisbon Forum, devoted to development, human rights and democracy.

While broadening its scope of action and setting up connections “overseas”, COPEAM keeps its capacity of attraction among players from our Region. This year too, we have recorded new entries, including that of Ina, an excellence in the field of audiovisual archives worldwide.

In conclusion, we can definitely say that 2020 has started under promising auspices, wishing us all to collect the numerous fruits of our sowing and feed the fertile soil of our network with new seeds for an even stronger cooperation.

Claudio Cappon
Secretary General

Inter-Rives 7 documentary collection on “Harbour cities” soon on air

The COPEAM-ASBU *Inter-Rives* TV series has reached its 7th edition: “*Harbour cities: places of exchanges and stories*”.

11 documentaries produced by the TV partners – EPTV/Algeria, BNT/Bulgaria, NMA/Egypt, France Télévisions, RAI/Italy, SNRT/Morocco, PBC/Palestine, RTV Vojvodina/Serbia, TVE/Spain, RSI/Switzerland and Télévision Tunisienne – are now available for broadcast.

Bastia, Cadiz, Bizerte, Taranto, Pula, Essaouira: these are some of the cities portrayed in this series. After the second and final coproduction workshop held in Rome in July 2019, the film-makers involved have finalised their works, of which two are the winners of



this edition for their audiovisual quality and topic relevance:

The maze, by Hanan Rady, (NMA/Egypt)

Requiem for Uljanic, by Bojan Dakić (RTV Vojvodina/Serbia)

The Prize to Hanan Rady will be delivered during a ceremony organized by COPEAM in Vinci (Italy) in May 2020. ASBU will award the director of RTV Vojvodina in the framework of its annual Festival in Tunisia.

THE MAZE:

The film features an intense and catching storytelling. The film-director is always close to the protagonist, whose spiritual journey through the desert is very authentic and inspiring. The description of the mother/son relation is very effective and capable to produce an empathetic link with the audience. Finally, the discovery of a harbour that no longer exists adds a profound metaphorical value to the overall work.

REQUIEM FOR ULJANIC:

The documentary stands out for the originality of the chosen character, the time/space diversity and its staging. The work has the merit of bringing the public into an extremely interesting social context, through the odd story of a very committed artist and worker, which embodies the current post-industrial era and criticizes its social and labour changes in an unusual way.

“À première vue” around the Mediterranean

The COPEAM-Uninettuno University joint initiative *À Première vue*, conceived as a promotional showcase of the best works by our associated cinema schools’ students - ALBA/Beirut, ESAC/Gammarth and ESAV/Marrakech - continues its tour across the Mediterranean. After the annual conference in Split, screenings were organized during the *Rencontres d’Azimut* (Seville/Spain), the *RomAfrica Film Festival* and the *Medfilm Festival* (Rome).

In particular, in the framework of the celebrations of the Medfilm Festival 25th anniversary, a roundtable - composed of representatives of COPEAM network (ALBA, ESAC, France Télévisions, Uninettuno) - took place to debate about training and market access opportunities for the new talents of the region.

À PREMIÈRE VUE



[Watch the episodes on Uninettuno.tv >>](https://www.uninettuno.tv)



COPEAM-ASBU-EBU synergies in the news domain

Now a consolidated rendezvous, the joint meeting of the news coordinators was held twice in 2019: in February in Algiers, hosted by ASBU, and in June in Marseille, upon invitation of France 3. The two meetings enabled the participants to make an assessment of the volume of the Mediterranean exchange ERN-Med and of the annual statistics available up to date, to analyse any shortcomings and the relevant solutions, as well as to appreciate the consolidation of the relations between the programmes' exchange centre of ASBU and the ERNM coordination centre. Among the points addressed, the 4th edition of the ERN-Med Prize,

focusing on theme of *diversity*, in connection with the last COPEAM Conference in Split. This year, thanks to a special partnership established with COPEAM, the Prize for the best news has been offered by the Anna Lindh Foundation and awarded ex aequo to France Télévisions FR3-Marseille and Radiotelevisión Española (RTVE).



“Making a story from archives”: promoting the common heritage of the Mediterranean

The safeguard of the audiovisual heritage has always been one of the priorities of COPEAM action, considering the importance of the AV archives in building a collective memory and enhancing dialogue and mutual understanding in the Mediterranean region. This is the reason why in March 2017, in the framework of its Audiovisual Heritage Commission, COPEAM launched the 1st edition of the “*Making a story from archives*”, initially open to young directors from the Balkans area's broadcasters and focusing on the promotion of those countries' history and cultures. Following the success of this first competition, a new edition dedicated to Mediterranean women and girls took place in 2019, extended to the South-Mediterranean TVs. Through the creative

use of archive-based material, broadcasters were called to submit works telling Mediterranean women's contribution to the economic, social and cultural life of their societies.

☐ Prize for the best work of edition #1:
☐ “*Still broadcasting*”, by Vojin Ivkov - RTV/Vojvodina
☐ Serbia

☐ Prize for the best work of edition #2:
☐ “*Female Saltpan Workers*”, by Helena
☐ Pirc - RTVSLO/Slovenia



Sports narration at the heart of an international RAI-COPEAM training workshop

Rome and Perugia, 2-7 December 2019

Last December, a group of twelve journalists from public broadcasters of the Balkans, the southern Mediterranean and the Middle East associated to COPEAM network took part in this international training during five days of study and professional updating dedicated to sports narration. The course, organized by Rai in collaboration with COPEAM and in

partnership with ASBU, was opened in Rome, at the headquarters of the Italian radio & television, with the lecture entitled “Sports without borders - The role of the public service in the dissemination of the ethical values of sport”, followed by a visit to the newsrooms and studios of RaiNews24 and Rai Sport in Saxa Rubra. Styles, languages, and evolution of formats. Sport is not only the mirror of society, but also of journalism. At the Centre of Journalism in Perugia, the different ways of reporting about sport were analysed. Among the experts invited to give their contribution, the sports journalist Massimo De Luca, the screenwriter Andrea Felici, the director Luca Romani and the historic voice of Radio Rai, Riccardo Cucchi.

FOCUS

COPEAM and the EIB once again together on climate change



For the fifth consecutive year, the European Investment Bank (EIB) has supported COPEAM in organizing a specialised training activity aimed at **improving quality journalism in the Mediterranean Region relating to sustainable development and climate change**. These sessions are annually organised before or during the world

conferences on Climate Change (COP). The last edition of the training took place in Amman, Jordan, and was the largest ever: 17 journalists coming from 14 radio and TV broadcasters of the South-Mediterranean, the Middle East and the Balkans were involved.

2019 edition: Amman, Jordan (COP25)

Broadcasters involved:

BNT - Bulgaria
EPTV - Algeria
EPRS - Algeria
JRTV - Jordan
NMA - Egypt
PBC - Palestine
RADIO LIBAN - Lebanon
RTV Vojvodina - Serbia
RTCG - Montenegro
SNRT - Morocco
TELELIBAN - Lebanon
TELEVISION TUNISIENNE – Tunisia
AL MAMLAKA TV - Jordan
ROJA TV - Jordan

Recap of past editions

2015: Tunis, Tunisia (COP21)
2016: Marrakesh, Morocco (COP22)
2017: Bonn, Germany (COP23)*
2018: Katowice, Poland (COP24)*

* The participating journalists worked as a transnational newsroom to cover the world climate conference

The workshop, held in English and Arabic at the *Jordan Media Institute*, was led by two senior experts in the fields - respectively - of climate change scientific domain and environmental journalism: Yadh Labbene (Tunisia) and Kevin Burden (U.K.).



WORKSHOP STRUCTURE

DAY 1 – GENERAL BACKGROUND SESSION

The objective of the session was to provide the beneficiaries with an overall understanding - through a scientific approach - of the current and future global scenarios related to climate change, of the adaptation and CO₂ reduction issues, of the main international bodies operating in this domain. A particular focus was made on the international framework of the UNFCCC Parties (COP) and the challenges of the 2019 world conference held in Madrid (2-13 December).

DAY 2 – THEMATIC FIELD VISITS

The second day was devoted to the field-visit of a selection of environmentally relevant sites in Jordan, in particular: “*Wadi Al Arab water system II*” in northern Jordan, an infrastructure project built with the financial support of the EU and the EIB for the supply, treatment and distribution of water in a poor-water area; the “*EcoPark*”, a local good practice in preserving ecologically important habitats in Jordan and in raising awareness about eco-friendly behaviours; the Dead Sea, a place globally known for its unique environmental features.

DAY 3 – FOCUS ON REPORTING

The third and final training day was devoted to the best practices on **reporting climate change and sustainable development** through an analysis of news and reports’ case studies; to a focus on the major challenges related to the media coverage of scientific topics; to a practical exercise aimed at motivating a more direct involvement of the beneficiaries, who were asked to conceive, in groups, a media campaign addressing climate change in their countries.

ACTIVITY RESULTS

Direct results

Thanks to the participation to this activity, the beneficiary journalists had the chance to:

- Increase their awareness and understanding about climate change and environmental issues, notably in the Mediterranean region, taking also into account the international legal framework and governance, the ongoing agreements, the role of the civil society, the relations between the media and the scientific community;
- Strengthen their professional skills related to the media coverage of climate-related topics;
- Learn about concrete case studies by visiting pertinent sites;
- Be part of a Euro-Mediterranean network of environmental journalists.

Indirect results

Moreover, these enhanced skills can contribute to improve the journalists’ work in:

- Producing more scientifically-accurate information and make it accessible and understandable to a larger public in the region;
- Delivering clear and relevant messages tailored to the local context;
- Raising citizens’ awareness about the current debate, at both national and international levels (ex. national adaptation plans and policies), on sustainable development and environmental and climate challenges;
- Promoting local good practices or virtuous and responsible behaviours among their national public.

Radio projects

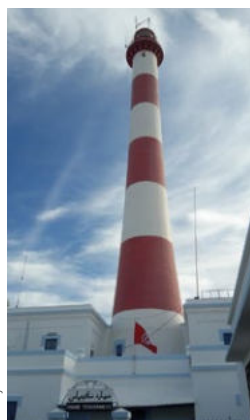
News from Kantara

The 21st season of the magazine started at the end of September 2019 with an unprecedented meeting of the team in Strasbourg, in the framework of the 70th anniversary of the Council of Europe. The participating co-producers realized special recordings and interviews with prominent guests focusing on this European institution's history and policies.

This new season is marked by the integration of a regular partner of the program: Radio Voice of Palestine (PBC), which had previously participated as guest radio, in the framework of ad-hoc participations, renewed in 2020 and hosting RFO (Reunion), RAI (Italy) and Radio-Canada.

In addition, a new "Kantara" photo contest will soon be launched on the theme "The Mediterranean rivers". The best pictures selected by the jury will be published on the 9th issue of the French magazine *Gibraltar*, in November 2020.

PARTNERS: RNE /Spain - France Blue RCFM – SNRT/Morocco – RTCI/Tunisia – Radio Le Caire/Egypt - Radio Liban – PBC/ Palestine (via web radio international).



© Mayada Sihhi RTCI Tunis

New coproduction on "The lighthouses of the Mediterranean"

A new radio series - in French - around the theme of Lighthouses of the Mediterranean was launched in the fall by COPEAM and is currently in its production phase.

PARTNERS: RTCI/Tunisia – RNE/ Spain – EPRS/Algeria – Radio Le Caire/Egypt – Radio Liban – Radio France.

Mediterradio as a best practice

Invited to take part in the 15th edition of *Lector in Fabula* Festival in Conversano (Italy), the Mediterranean islands' magazine *Mediterradio* was presented to a group of local students as a best practice in the occasion of the European Day of Languages, relating to the use of Corsican-Italian bilingualism in this radio programme.

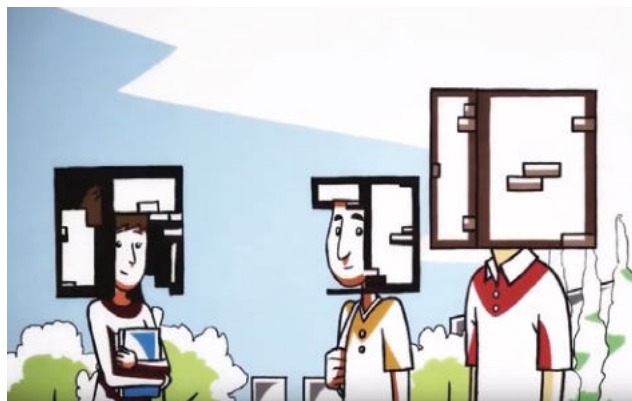
Moreover, in 2019, the historical team welcomed, also thanks to the support of COPEAM, PBS/Malta as a new co-producer on a monthly basis, waiting for the possible participation of RTCI (Radio Tunisienne Chaîne Internationale), which would add a Tunisian voice to this weekly rendezvous on air.

Now in its 8th edition, Mediterradio, aired every Friday at 12:30 p.m. on Radio Uno in Sicily and Sardinia, and on Saturdays at 12 p.m. on RCFM, has a loyal and consolidated audience. This is evidenced, on the one hand, by the volume of shares and messages on social networks that reproduce the magazine podcast and, on the other hand, by our daily experience. Further proof of the growing consideration enjoyed by the program is the number of invitations to festivals and events in the region, which recognize us an important role in the Mediterranean public debate. The Corsican language enriches our communication, because it intrigues and surprises our listeners. To date, we have only received esteem and consensus, due in particular to the simplicity with which a new language can fully integrate the everyday life and the habits of the community, while facilitating understanding and dialogue between the different cultures.

Salvatore Cusimano
Mediterradio / Rai



PLURAL+ Video Festival: 2019 COPEAM special prize



For the 2019 edition of the Plural+ Video Festival, COPEAM has assigned its special prize to the animation film *W.A.L.L.S.* by Anwaar Shawabkeh (Jordan), for its good technical quality and the message conveyed against racism.

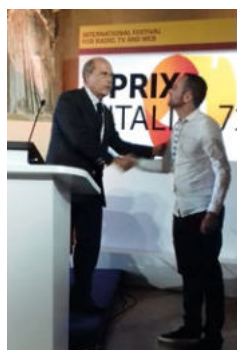
The video witnesses that only when we meet and really get to know the Other, we realise that cultural, social, ethnical and religious barriers always do only exist in our minds. The words we express can strongly affect our perception of the Other and that of our neighbours, thus becoming - each of them - an insuperable brick of a non-existent wall.

As in the past, the winner takes part in the annual Conference of COPEAM to present the winning work.

[Watch the winning video >>](#)



2020 ERN-Med Prize: SPECIAL ANNA LINDH FOUNDATION AWARD



COPEAM-TAL cooperation agreement



World Radio Day

Every year, the 13th of February marks the day in which people around the world pay tribute to the Radio. In 2020, the 9th edition of the World Radio Day was dedicated to *#Radio and diversity*, starting from the great capacity of this powerful medium to celebrate humanity and its pluralism.

Diversity in all its facets was the master of radio stations' newsrooms worldwide, since radio promotes the participation of audiences from different backgrounds, besides providing equal opportunities for all to speak out and be represented. In addition, the variety of ways to enjoy radio - digital, web, podcast – of its organizational structures, of its formats and contents, languages and guests, contribute to portray and reflect the diversity between people, thus fostering respect, inclusion and solidarity.



In this spirit, the radio organizations members of COPEAM – which is part of the organising committee of the WRD - got involved at different levels to celebrate this unique day through special programming, their websites and social networks, or debates open to their audiences. Among others, Radio Exterior de España (REE) devoted an ad-hoc space to radio cooperation and to the Mediterranean projects promoted by COPEAM.



EU-funded projects

Partnership

Objectives

AGEMI

Newcastle University (UK)
University of Padova (Italy)
University of Gothenburg (Sweden)
European Federation of Journalists (Belgium)
COPEAM (Italy)
GiULIA Network (Associated partner)

1. To bring journalism, media and communication students together with media professionals.
2. To promote a gender equal perspective while bridging the transition between education and the labour market.

Generation what? Arabic Version

EBU - European Broadcasting Union
ASBU - Arab States Broadcasting Union
COPEAM (Italy)
Upian (France)
Yami 2 Productions (France)

1. To draw the picture of the young people in the South-Mediterranean region by means of an extensive online survey.
2. To bring young people together all over the Arab countries and talk about the Arab youth in an innovative way.
3. To re-connect media organizations with the youngster.

SouthMed WiA

Interarts (Spain)
CUMEDIAE (Belgium)
COPEAM (Italy)
ESAC (Tunisia)
SIB (Lebanon)
EWA – European Women's Audio-visual Network (associated partner)

1. To enhance the role of women and promote gender equality in the South-Med audiovisual sector, both on the screen and behind the camera.
2. To strengthen women's skills and capacities to advocate and participate in prominent positions in the local and regional audiovisual industry.
3. To raise awareness regarding the potential of female involvement as sector professionals and in society globally.

successfully achieved in 2019

Key-performance indicators & outputs

- A dedicated website
- An online resources bank of good practices
- A GEMap (with 100 organizations and good practices)
- Production of e-learning units
- Creation of an ad-hoc App
- 20+ interviews with media professionals, activists and policy experts
- A summer school
- 27 internships for students

Main achievements

- ✓ Bridges are built between education and employment to prepare the next generation of communicators to be more gender aware;
- ✓ A set of learning tools are available and openly accessible to deepen the relationship media-gender equality.

Initiatives beyond the project

- Collaboration with the UNESCO UniTWIN Network for Gender, Media and ICT for the publication of a booklet titled "Gender, Media and ICTs": new approaches for research, education and training, published in the UNESCO series on Journalism Education (UNESCO 2019);
- Synergies with the Erasmus Virtual Exchange project (EVE), a ground-breaking EU-funded project enabling young people in Europe and the Southern Mediterranean to engage in meaningful intercultural experiences online, as part of their formal or non-formal education.

- A cross-media campaign aiming to make the 'selfie' of the 18-34 generation
- A website for each country built around a survey of 167 questions
- 7 public broadcasters in 8 Arab countries
- 8 national websites
- 8 national reports & 1 regional comparative study made by sociologists
- 21 video modules making up the generation's "portrait" in each country
- An interactive world map to compare respondents' answers at national, regional and global level
- A regional blog for participative debate

- ✓ Around 10,000 Arab young people in the target countries have benefitted from an unprecedented opportunity to express themselves;
- ✓ Media and any relevant organizations can use the survey to reach their own goals;
- ✓ The questionnaire enables to better understand youth on a local, regional and international scale;
- ✓ Widespread stereotypes about Arab youth are deconstructed, particularly concerning religion, relationships and marriage, politics.

- Partnerships established by each public broadcaster involved with youth associations, radio stations, local press and media, influencers, online (websites, blogs) and institutions.
- Wide dissemination of the questionnaire results and of the sociological reports as basis for further analysis.
- Setting-up of a worldwide network of broadcasters, media and youth organisations, thanks to the EU, USA and Arab versions of GW?, waiting for the Asian survey.
- Hours of ready-to-broadcast video material on the Arab young generation available for future use.

- 2 open calls for sub-grants
- 8 supported projects
- 200 (90% women) young professionals trained
- 1,000+ people involved in activities
- 6 stakeholder and advocacy meetings
- 8 publications and guidelines
- 16 audiovisual productions
- 7 social media campaigns
- 1 SouthMed WiA Network
- 500,000+ people reached

- ✓ Synergies and exchanges between CSOs, professionals, stakeholders and NGOs in the South-Med region are strengthened;
- ✓ A collection of evidences on sub-granted projects' results is available online on SouthMed WiA website;
- ✓ Best practices on gender equality in the AV and film sectors in the target countries have been collected and published;
- ✓ A women AV professionals' network has been created.

- Partnership with the UNESCO Maghreb for the launch of a new common action capitalizing on the best results of SouthMed WiA and UNESCO's project funded under MedFilm Programme umbrella.
- Organization of new activities in partnership with SouthMed WiA sub-granted organizations (i.e. ABAAD Mena/Lebanon) building on the lessons learned throughout the project life.

FOCUS

FIEST: an innovative training in TV series writing - assessment and achievements

In November 2019, the *FIEST - International training in TV series writing* project achieved its activities and assessed these two years of work and cooperation.

Throughout the project implementation, the consortium has faced several challenges. First, the transnational nature of the pilote training that was launched simultaneously by the 5 partner schools, in November 2018. These institutes from European and South Mediterranean countries have been able to share a common ground in terms of established training objectives, study plan, criteria for students' selection and evaluation, recruitment of teachers, timetable and key learning steps: a complex exercise of exchanges, mutualisation, definition of solutions capable to combine the respect of the specificities of each one with the need of shared frameworks and processes.

Secondly, with the ultimate aim of preparing students to the professional challenges proper to series writers' job, the theoretical training has been deeply integrated by the practical exercise of creation and writing of original series projects. This process was structured into 3 stages: concept, bible and pilot episode of an original series. Throughout the pilote training (November 2018 - June 2019), the students from each school worked as a team to develop their ideas, being the ability to work together in a *writing room* a crucial aspect of the profession. This collective writing effort resulted in the conception of 8 new series projects, co-authored by the 30 students benefiting from the training. Some of these projects are on the way of further developments that may lead to their concrete production.

"Among the highlights of this journey, I would mention the Skype exchanges between students from different schools, for example Moroccan, Belgian, Lebanese. They had the opportunity to read each other's projects, make comments and take advantage of the suggestions from their peers. If this was possible, it was thanks to the shared theoretical foundation and to the preliminary work carried out by the teaching teams to establish a common progression of learning" (Vincent Melilli, director of the ESAVM).

This process was supported by another essential component of *FIEST*: the will to favour the direct relationship between sector professionals (TV fiction directors, (co)producers, distributors, etc.) and the young series' screenwriters, in order to allow them to get used and closer – already at the training stage – to this



job's constraints and perspectives. Such opportunity was pursued from the beginning thanks to the very fruitful partnership with France Télévisions: the concepts and the bibles of the series developed

during the training were evaluated by Anne Didier, Deputy Director of fiction, who expressed critical advises and highlighted strengths and weaknesses of each project, thus providing students with valuable elements to improve or complete their projects.

"It has been a unique experience closely combining the theoretical aspects and the "real life" practice, which made possible to go beyond the educational aspect towards the concrete relation with the production domain players. The sharing between schools made possible the exchanges between the Mediterranean young talents who addressed subjects from their experiences to generate an original work, specific to their culture and environment" (Alain Brenas, director of the Cinema and Audiovisual Production School of ALBA).

In addition, some meetings were held during the *Journées Cinématographiques de Carthage*, in Tunisia, and the *Série Series Festival* in Fontainebleau, France, where a pitch session was attended by a group of *FIEST* students and many professionals from the concerned sector. *"A great experience that allowed students to learn the demanding exercise of pitching and to speak for five minutes in front of producers and broadcasters. A precious interaction to move forward to the more structured stage of the*





development of the pilot episode with a more relevant analysis of the areas for improvement on the one hand, and a perception more in line with the production constraints, on the other hand" (Anne Didier, deputy director of fiction of France Télévisions).

Finally, the training also included an online module, developed with UNINETTUNO Distance University. Ten theoretical video lessons, 12 TV series case studies from 5 countries (France, Italy, Lebanon, Morocco, Tunisia) and a MOOC were produced. After acquiring the necessary tools for the use of the e-learning platform, the students were able to exploit this didactic space, to follow the video courses, to complete their exercises. *"Thanks to the FIEST project, new video lessons and new didactic contents on TV series have been created with the precious contribution of all project partners. Through the preparation of the trainers and the distance learning activities of the students, a real community of students and teachers worked together in the UNINETTUNO online learning spaces, thus overcoming geographical barriers and bringing together different Mediterranean cultures"* (Nicola Paravati, head of international affairs at UNINETTUNO).

Future perspectives:

Some of the concerned schools will integrate this new training into their offer, relying on the strong links established between the partner organizations to ensure FIEST's international dimension sustainability.

Other opportunities for collaboration are being explored, notably in the direction of a closer cooperation between the training and the audiovisual media sectors, waiting for watching on our screens more and more creative TV series able to portray the complexity of our Euro-Mediterranean societies.

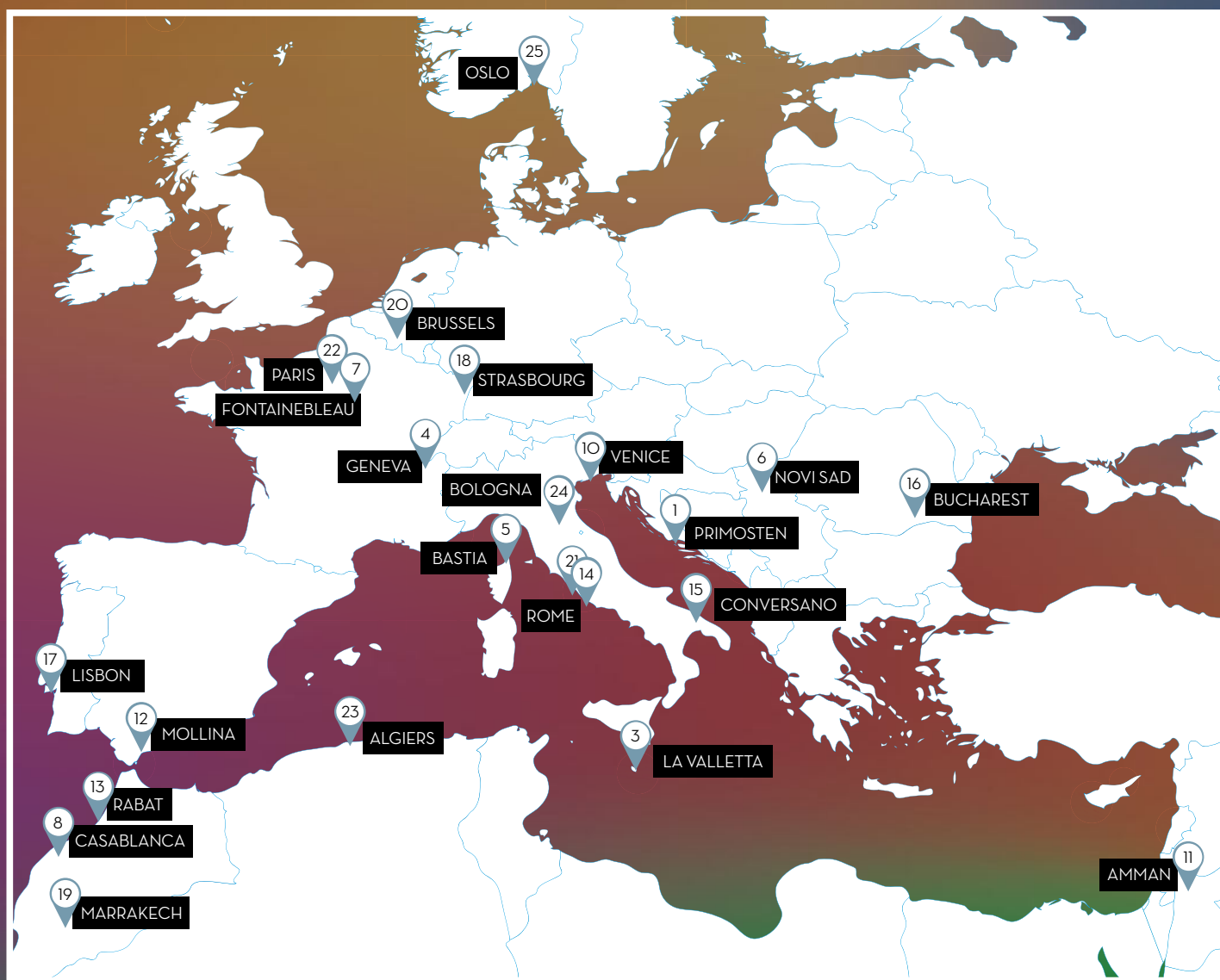
COORDINATOR: COPEAM

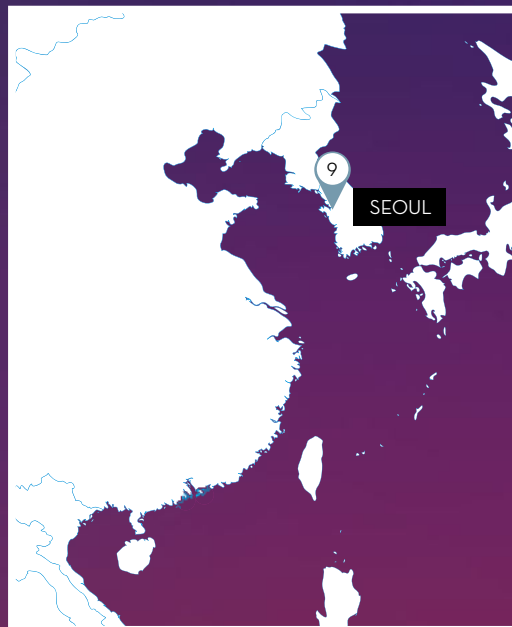
PARTNERS: ALBA (Académie Libanaise des Beaux-Arts – Université de Balamand / Lebanon); ESAC (Ecole Supérieure de l'Audiovisuel et du Cinéma / Tunisia); ESAV (Ecole Supérieure des Arts Visuels de Marrakech / Morocco); ENSAV (Ecole Nationale Supérieure d'Audiovisuel – Université Toulouse II / France); INSAS (Institut National Supérieur des Arts du Spectacle et des Techniques de Diffusion / Belgium); Université Télématique à distance UNINETTUNO (Italy); France Télévisions

FUNDING: EU Erasmus+ Programme (Strategic Partnerships in higher education)

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2019 COPEAM @ ...





- 1 • PRE-EVENT OF THE *MED FORUM 2020* (ANNA LINDH FOUNDATION)
- 2 • JURY MEMBER OF THE 8TH *TAL AWARDS* (TELEVISIÓN AMÉRICA-LATINA)
- 3 • INTERNATIONAL FORUM *INVESTING IN A MEDITERRANEAN GENERATION*
(MALTESE MINISTRY OF FOREIGN AFFAIRS)
- 4 • 83RD GENERAL ASSEMBLY OF EBU
- 5 • *LA FÊTE DE LA MÉDITERRANÉE* (RADIO FRANCE/FRANCE BLEU RCFM)
- 6 • CIRCOM 2019 CONFERENCE
- 7 • *SÉRIE SERIES* INTERNATIONAL FESTIVAL (FIEST ERASMUS + PROJECT)
- 8 • *SOUTHMED-WIA* PROJECT FINAL REGIONAL EVENT
- 9 • *INTERNATIONAL RADIO FORUM* (ABU & KBS)
- 10 • *XXII EURO-MEDITERRANEAN CINEMA CONFERENCE* (OCCAM) + *ABU-RAI DAYS 2019*
- 11 • *INTERCULTURAL TRENDS AND MEDIA FORUM* (ANNA LINDH FOUNDATION)
- 12 • *20TH UNIVERSITY ON YOUTH AND DEVELOPMENT* (NORTH/SOUTH OF THE COUNCIL OF EUROPE)
- 13 • INTERNATIONAL WOMEN FILM FESTIVAL OF SALÉ
(CLOSING EVENT OF THE UNESCO-MAGHREB MEDFILM PROJECT)
- 14 • *71ST PRIX ITALIA* (RAI-RADIOTELEVISIONE ITALIANA)
- 15 • *LECTOR IN FABULA* FESTIVAL (FONDAZIONE G. DI VAGNO)
- 16 • *MEDIA 2020 - 5TH ASIA-PACIFIC-EUROPE MEDIA DIALOGUE* (RADIO ROMANIA & ABU)
- 17 • *25TH LISBON FORUM* (NORTH/SOUTH CENTRE OF THE COUNCIL OF EUROPE)
- 18 • *70TH ANNIVERSARY OF THE COUNCIL OF EUROPE* (KANTARA)
- 19 • FINAL EVENT OF FIEST / ERASMUS + PROJECT
- 20 • FINAL EVENT OF *GENERATION WHAT? - ARABIC PROJECT* (EBU)
- 21 • 25TH EDITION OF THE *MEDFILM FESTIVAL* (WITH UNINETTUNO FOR FIEST & A PREMIÈRE VUE)
- 22 • GENERAL ASSEMBLY OF EUROVISIONI
- 23 • JOINT NEWS EXCHANGE COORDINATORS MEETING (ASBU)
- 24 • *GLOBAL COMPACT: SAFE MIGRATION AND INTERNATIONAL PROTECTION OF REFUGEES* CONFERENCE
(BOLOGNA UNIVERSITY & RIDE-APS)
- 25 • 82ND GENERAL ASSEMBLY OF EBU

COPEAM NETWORK

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- RTSH, Albania
- EPRS, Algeria
- EPTV, Algeria
- BNT, Bulgaria
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- Radio France, France
- TV5Monde, France
- ERT, Greece
- RAI, Italy
- JRTV, Jordan
- RTK, Kosovo
- Radio Liban, Lebanon
- Télé Liban, Lebanon
- Libyan National Channel, Libya
- PBS, Malta
- RTCG, Montenegro
- SNRT, Morocco
- Soread-2M, Morocco
- PBC, Palestine
- RTP, Portugal
- TVR, Romania
- Radio Romania, Romania

- RTS, Serbia
- RTV-Vojvodina, Serbia
- RTVSLO, Slovenia
- RTVE, Spain
- RSI, Switzerland
- Télévision Tunisienne, Tunisia
- Radio Tunisienne, Tunisia
- TRT, Turkey

CULTURE AND AUDIOVISUAL ORGANISATIONS, BUSINESS ENTERPRISES AND INSTITUTIONS

- ALBA - Académie Libanaise des Beaux-Arts, Lebanon
- Collectivité 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
- INA - Institut National de l'Audiovisuel, France
- Mostra de Valencia, Spain
- Mostra de Valencia, Spain

ASSOCIATES AND PARTNERS

- ASBU - Arab States Broadcasting Union
- AUB - African Union of Broadcasting
- CICT-UNESCO
- CIRCUM Regional
- CMCA - Mediterranean Centre for Audiovisual Communication
- CMU - Community of Mediterranean Universities
- Dipartimento di Comunicazione e Ricerca Sociale La Sapienza Università di Roma
- EBU - European Broadcasting Union
- ESAC - École Supérieure de l'Audiovisuel et du Cinéma

- Europe House Dubrovnik
- FAO - Food and Agriculture Organization
- Festival International du Cinéma Méditerranéen de Tétouan
- Fundación Tres Culturas
- 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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