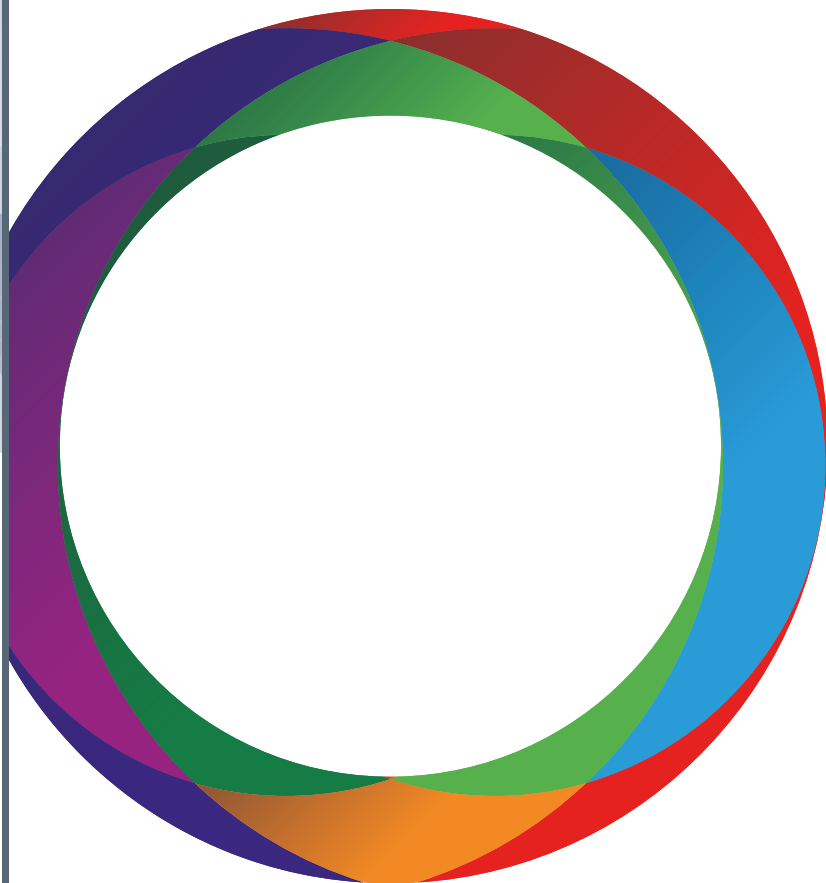


2016-2017
annual
activity
report



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Claudio Cappon



Vice-secretary General
Paola Parri



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Radio Romania - Romania



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Rai - Italy



RTK - Kosovo



RTSH - Albania



RTVE - Spain



SNRT - Morocco



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- COPEAM at the 8th edition of the FIDADOC Festival



After a new year of audiovisual cooperation, we take stock once again of our activities that have been rich in exchanges and partnerships.

The difficulties related to the general crisis affecting the Mediterranean region, particularly during the last five years, are the same, with all the relevant social, political and financial uncertainties which have been concerning the majority of our countries and with the effects they have produced also in the media sector.

Nevertheless, following our last meeting in Ajaccio in 2016 and despite such critical persisting context, COPEAM – thanks to the efficient and continuous commitment of all the parties belonging to it – has joined a number of international projects together with important Organisations of the audiovisual sector, but also from the academic, cultural and research ones, thus confirming its inter-professional and multidisciplinary nature which is its hallmark since its foundation.

While reading the pages of this activity report, you will find the details about the new courses we are going through in the next future, as well as the actions we have just launched in the coproduction, training, news, gender equality fields.

Step by step, we have built together a solid and trustable structure; we have strengthened a varied professional network, by enlarging it to a number of high-level new associates from different areas; we have addressed urgent issues such as youth, occupation, environment, cultural heritage; we have favoured know-how exchanges between journalists, producers, filmmakers from our broadcasting members, consistently trying to match anyone's needs and expectations; we have designed an ambitious strategic setting aiming at spreading out our action and at promoting the Mediterranean beyond the thematic and geographical borders that are ours.

Thus, an active and positive year ending with the 24th Conference of our Association: an occasion for a reflection around the *Mediterranean narration*, meaning the relationship between the complexities of our Region, their representation by the media and their perception by our audiences, in a general context in which major challenges such as massive migrations, conflicts, extremisms, financial crisis are deeply affecting the citizens' lives as well as the processes at both national and regional levels.

An important topic that will be the leitmotiv of COPEAM future action.

Claudio Cappon
Secretary General

COPEAM in tune with the radio members

The COPEAM Radio Commission is renewing itself. Building on the results achieved during the last years - thanks to the growing involvement of its members in the coproduction activities - a reflexion has been carried out over the year around the development perspectives intended to improve its action. The mid-term meeting held at the *Villa Méditerranée* in Marseille on the 23 February 2017 was the occasion to take up the bases for a new strategy, with the view of properly answering the needs and the expectations of COPEAM radio members.



In other words, how to facilitate programmes exchange and co-productions, to widen cooperation to engage all the associates of the Mediterranean basin, trying to find solutions to manage the language diversity which is so important for the radio sector, to encourage the realisation of cross-media products so as to accompany the transition to digital radio.

With this in mind, COPEAM is currently studying the feasibility of an online cooperation tool (COPMED) which would allow to better fit with the real needs expressed within the network.

However, the Commission's historical programmes are not neglected: *Kantara* and *Mediterradio* have joined respectively their 18th and 5th broadcasting season and go on telling the current affairs of the Mediterranean Region and of its major islands, thanks to the work of the involved journalists and producers.

Based on a common sense of sharing the Mediterranean, these magazines contribute to the discovery of similarities, to the promotion of common stories and of close cultural mindsets, thus representing a real exception in the field of decentralized cooperation.

KANTARA - THE FRAMEWORK: Historical weekly magazine created in 1999, it gathers today 6 public radios of the Mediterranean area and covers the main current affairs of the region, allowing the audiences of France, Morocco, Egypt, Algeria, Tunisia and Spain to be informed and to exchange in a constructive context of mutual knowledge

PARTNERS: France Bleu RCFM, Chaîne Inter of Morocco, Alger Chaîne 3, Radio Le Caire, Radio Tunis Chaîne Internationale and Radio Extérieure d'Espagne

MEDITERRADIO - THE FRAMEWORK: Launched in its present version in 2013 and focused on the Italian and French islands' current affairs, *Mediterradio* is an atypical and innovative magazine due to its double dimension, both local and international, which allows to strengthen links and cohesion locally and to consider the global context at the same time

Based on the mutual understanding of the Italian and Corse languages, this programme addresses the audiences of the concerned islands and beyond, thanks to the occasional participation of the Tunisian Radio

PARTNERS: France Bleu RCFM, Rai Sicilia and Rai Sardegna



FOCUS

COPEAM Residency – The Utopia of the Mediterranean

Matera (Italy), 21-25 September 2016

Matera, “La Città dei Sassi”, 2019 European Capital of Culture. In this picturesque site in the south of Italy, COPEAM organised a journalistic residency from 21 to 25 September 2016.

During the sixth edition of the RAI Radio 3 Festival *Materadio*, devoted this year to “Utopias and Dystopias”, the co-producers of COPEAM radio magazines *Kantara* and *Mediterradio* worked in close cooperation with local journalists and international researchers on the migration question, crossing their glances and discussing about the role of the media in the coverage of these issues.

Through interviews to migrants staying in the region, to representatives of the reception structures, as well as to Matera's inhabitants who had left their city and then came back, the participants dealt with the utopia of departure and migration as chances to get better opportunities.

The constant exchange between the participating journalists led to the integration of radio products with video shootings and, finally, to the common writing and production of a 10' documentary – “One thousand and 1 Utopias” – whose screening opened the public debate on migrations that took place on Saturday 24 September, moderated by Anna Maria Giordano, host of the programme *Radio 3 Mondo*, with the participation of Claudio Cappon, COPEAM Secretary General, and Emilio Dalmonte, Vice-Director of the European Commission Representation in Italy.

Following the debate, the recording of special episodes of *Mediterradio* and *Kantara* took place in public, with a focus on the festival *Materadio*, the preparation of Matera as 2019 European Capital of Culture and the utopia.

ORGANISED BY: COPEAM in partnership with the Fondazione Matera-Basilicata 2019 (promoter of Matera 2019 European Capital of Culture), Fondazione Sassi, RAI-Radiotelevisione Italiana

WITH THE SUPPORT OF: European Commission Representation in Italy

The TV co-productions: Inter-Rives formula

"Inter-Rives" (between the shores) is a TV documentary coproduction promoted by COPEAM and ASBU-Arab States Broadcasting Union. Five editions have been accomplished so far involving more than fifteen public TVs from Europe, Balkans, North Africa, Middle East and the Gulf.

General objectives:

- Promoting the Euro-Arab cooperation in the field of the TV coproduction;
- Reinforcing the TV documentaries writing and production skills of the professionals from the broadcasters associated to ASBU and COPEAM;
- Enhancing the intercultural dialogue and the professional exchange between the documentary film directors from the two Mediterranean shores.

Approach:

- Integrating the coproduction component with the training and knowledge-transfer one;
- Promoting mobility, networking, peer-to-peer exchanges and mutual learning so to build a professional community able to work in an international environment and for cross-border and inter-cultural projects;
- Focusing on the production of short documentaries (13 minutes) to maximise their broadcasting and on-line re-use and dissemination;
- Choosing topical cultural and social issues having a regional relevance, but treated according to each partner's sensibility and professional viewpoint;
- Finding out powerful and meaningful human stories that normally can not find place in traditional TV screens.

- Conceiving a coproduction device able to ensure the creative independence and the cultural specificity of each partner, but within an agreed editorial and operational framework assuring coherent final outputs;
- Promoting a "crossed" dissemination of the co-produced documentaries among all the countries involved.

"Basket formula":

Inter-Rives is based on the "basket formula": each involved TV organization appoints a filmmaker and a production team for the realization of 1 short documentary by using its human, technical and financial means, and acquires the broadcasting rights of the whole series/collection.

Editorial policy:

A common general topic is established for every Inter-Rives edition and treated – through telling local stories of regional/global interest – according to the approach and artistic choices of each filmmaker. Thanks to such format, the resulting final series are multi-glance portraits of shared subjects dealt from different viewpoints but pooled through a common regional perspective.

Organisation:

In order to assure a good general quality standard and to manage the technical and agenda issues, a coordination team is set up to supervise the whole operation. It is composed by COPEAM and ASBU representatives, an executive producer and two experts respectively from Europe and the Arab world. The exchanges between the filmmakers from the involved TVs and the collaboration with the coordination team are fostered through two coproduction workshops (Tunis and Rome).



Inter-Rives 5 “Stories of travels and seas”

In the framework of the COPEAM-ASBU TV coproduction “*Inter-Rives: stories of travels and seas*”, 14 short documentaries were produced by 14 partner televisions: EPTV-Algeria, ERTU-Egypt, HRT-Croatia, RAI-Italy, RTSI-Switzerland, RTVE-Spain, RTVSLO-Slovenia, RTV Vojvodina-Serbia, PBC-Palestine, PBS-Malta, San Marino RTV, SNRT-Morocco, Tunisian Television, TRT-Turkey.

The variety of the stories and of the characters makes this coproduction a rich portrayal of the Mediterranean sea, with all its challenges: the lives and memories of the people emigrated in the past from Italy to the Tunisian port of *La Goulette* - the so-called “*Little Sicily*” – and vice versa, to the Sicilian town of Mazara del Vallo; the commitment of the Senegalese Mamadou who, starting from his personal migration experience to Spain, has founded an NGO to inform and raise awareness among his compatriots about the actual difficulties faced by many migrants wishing to reach Europe; the challenge of Gaetano, an Italian skipper who’s preparing the *Solo Round the Globe Record* - the solo sailing around the world - with his ship; the choice of a Croatian cardiologist who has found his happiness after moving to the small island of Mljet, where he is the only doctor in a 900-inhabitant community.

Many of the co-producing channels involved have broadcast a selection or all the episodes of the series, thus offering to their audiences some unique pieces of this Mediterranean jigsaw. As for the *Prize for the best documentary* of the series, the Jury members – Sampiero Sanguinetti, Markus Nikel and Mostapha Mellouk – awarded ex aequo two documentaries: “**Babour**” by Fedia Ben Henda – **Télévision Tunisienne** and “**Mamadou**” by Luis García Marín – **TVE/Spain**. The Jury’s choice was based on the value and the strength of the messages delivered, on the production efforts made and on the effectiveness of the characters chosen. Three other documentaries deserved a *special mention* by the Jury: “*I love you and I hate you*” by Giovanni Speranza (RSI – Switzerland) “*Gaetano’s journey*” by Luca Rosini (RAI – Italy) “*A smile on their faces*” by Aylin Cetinkaya (TRT – Turkey).

In February 2017, COPEAM and ASBU launched the new Inter-Rives series: “*Creative memories: the past meets the future*”. This series will tell the stories of young people who – thanks to their creativity, their technological or managerial skills, their team-working and networking aptitudes – have turned the cultural, historical and archaeological heritage of their countries into social or technological innovation projects; tourist, artistic and educational initiatives; enterprises, cooperatives and associations, thus contributing to the economic and social development and to the promotion of culture and of civic engagement.

The first coproduction workshop will be organised in Tunis by ASBU, in May 2017.

FOCUS

The audiovisual archives: a richness to be preserved

Today, more than ever, in a very complex political, economical and social time, the need for unity and proximity between peoples and cultures becomes urgent.

In this sense, the awareness of the Other, of its history, roots, lifestyle, traditions and habits, is fundamental to counter stereotypes and foster the ties between societies, ties that are particularly strong in the Mediterranean.

The audiovisual archives, thanks to the narrative power of images and sounds, represent an exceptional tool for the construction of a shared memory. Aware of this strength, the Audiovisual Heritage Commission constantly works on the promotion and safeguard of the COPEAM members’ archives collections, an action even more important in view of 2018, the European Year of Cultural Heritage.

In December 2016, upon the kind invitation of the Croatian public broadcaster HRT, the representatives of the archives departments from the Balkans organizations belonging to COPEAM met in Zagreb with the will of setting up concrete activities around the audiovisual heritage. This is how “**Making a story from archives**” was conceived: a contest addressed to young professionals from the Balkans’ broadcasters, invited to realize audiovisual products giving pride of place to the audiovisual and cultural heritage of the region. RTVSLO/Slovenia, HRT/Croatia, TVR/Romania, RTS/Serbia, RTV-Vojvodina/Serbia, RTCG/Montenegro and RTK/Kosovo joined the contest, which was launched in March 2017. At the same time, a **Euro-Mediterranean awareness-raising and promotional campaign on the audiovisual archives** is currently under development. The wish expressed by several countries to organize such activity at a national level proves the pertinence and coherence of the action that COPEAM is setting up. Any event taking place in the framework of this campaign will be the occasion for the hosting broadcaster to present to institutions, stakeholders and general public of the country the value and the richness of the national audiovisual heritage, through debates, case studies and projections. Responding to the interest of its associates in the audiovisual archives as means to enhance the culture and the history of the Euro-Mediterranean region, COPEAM is also exploring other possible actions in this field.

Past has never been so present!



MAKING A STORY FROM ARCHIVES

Place of honour to the Balkans' heritage

COPEAM and MedMedia: a collaboration framework in favour of the public Southern broadcasters

Since 2014, COPEAM has joined MedMedia, a regional project for the development of the Southern-Mediterranean media conducted by an international consortium – led by BBC Media Action – and funded by the European Union, that aims to support the media reform process and their transition towards a public service mission in the MENA region.

In this framework, COPEAM is in charge of setting up some multilateral peer-to-peer exchange activities aiming to reinforce the capacities of the executives and managers of the public radios and televisions of its network.

Adopted methodology: each activity implies nine beneficiary organisations that appoint their delegates according to the treated topic. These ones take part in three workshops – kick-off, mid-term and final – to define a development plan adapted to their respective organisations.

Thanks to the expertise and to the support of three mentors, an assessment of the priorities and of the weaknesses is conducted for each beneficiary, an exchange of good practices between the involved peers is activated and some feasible and pertinent solutions are identified to match the organisations' needs according to a sustainable perspective.

First peer-to-peer exchange (2015-2016)

Development of gender equality policies and strategies

In April 2016, on the occasion of the General Assembly in Ajaccio, the results of the first multilateral peer-to-peer exchange about gender equality in the Southern-Mediterranean public broadcasters were presented. Nine radios and televisions associated to COPEAM were involved in a nine-month activity aimed at defining common challenges, at identifying improvement domains, at sharing good practices and at developing the appropriate measures to reach the established goals.

Three mentors accompanied each group of three beneficiaries along an intense programme that was structured into three work meetings and a distance coaching.

The drafting of internal charters, the training and awareness-raising operations, the setting up of equality monitoring units and networks were at the core of the work that led to very concrete results and to a number of initiatives that are continuing within the organisations, far beyond the project itself.



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

ACTION FRAMEWORK: MedMedia EU-funded project - Leader: BBC Media Action

RADIO AND TV BENEFICIARIES: EPTV and EPRS/Algeria, ERTU/ Egypt, JRTV/Jordan, PBC/Palestine, Radio Tunisienne, SNRT and Soread-2M/Morocco, Télé Liban

MENTORS: Judith Neisse, international expert; Doris Fennes Wagner, ORF/Austria; Mounia Belafia, Monte Carlo Doualiya



Second peer-to-peer exchange (2017)

Managing the digital transition: a training challenge for the media organizations

Following the very encouraging results of the previous peer-to-peer exchange, a new capacity-building process was launched in January 2017 to strengthen the planning and the implementation of in-house training strategies to accompany, in particular, the digital transition challenges that radios and TVs need to face today.

The training and HR executives from ten beneficiary broadcasters are involved in this activity according to the work method established in this framework: three workshops, among which the first one was organised in Amman on February 2017 at the Jordan Media Centre, and the second one in May, aside the annual Conference of COPEAM. The final one will be held during the autumn in Tunis.

The three experts involved will support the peers in developing effective actions and strategies, with the aim of accompanying the target media along the technological, editorial and cultural transformation process they have to face today.

ACTION FRAMEWORK: MedMedia EU-funded project - Leader: BBC Media Action

RADIO AND TV BENEFICIARIES: EPRS/Algeria, ERTU/Egypt, JRTV/ Jordan, PBC/Palestine, Radio Liban, Radio Tunisienne, Soread-2M/ Morocco, Télé Liban, Télévision Tunisienne, Al Mamlaka TV/Jordan

MENTORS: Gilles Trenel, France Télévisions; Rachida Taame, HR and training expert; Hala Zureiqat, Roya TV

Improving journalist reporting about environment and climate change

Ouarzazate/Marrakech, 12-14 November 2016

Building on the important outputs of the international climate conference of Paris (COP21) in 2015, COPEAM and the EIB - European Investment Bank agreed about the organisation of common actions aimed at improving knowledge and skills of journalists in reporting about climate change and environmental issues, in order to raise the audiences' awareness and to boost the public and political debate at a national level.

After the first training seminar held in Tunis in 2015 at the ASBU headquarters, COPEAM organised in November 2016 in Ouarzazate and Marrakech - during the COP22 and with the support of the EIB and of the European Union - a new 3-day workshop open to 10 journalists from the radios and TVs of Albania, Egypt, Morocco, Romania, Tunisia and Turkey associated to COPEAM: *"Informing and raising awareness about climate challenges and sustainable development"*.

The first part of the activity took place in Ouarzazate. The theoretical and teamwork sessions were integrated by a visit to the solar complex NOOR, one of the main existing solar energy production centres, a case study in the renewable energies' domain on a global scale.

The last day, the participants moved to Marrakech where they took part in a press briefing with some delegates from the EIB and visited the Green Zone of the COP22 headquarters. In order to collect and disseminate the material used during the seminar, COPEAM has produced a toolkit including a DVD with the experts' dossiers, presentations, photos and useful links.



PARTNERS INVOLVED: COPEAM, COPEAM, European Union, EIB - European Investment Bank, MASEN

BENEFICIARIES: 10 journalists from RTSH/Albania, ERTU/ Egypt, Soread-2M and SNRT/Morocco, TVR/Romania, Télévision Tunisienne, TRT/Turkey

EXPERTS: Gilles Luneau (France), journalist specialized in reporting environment and agriculture; Yadh Labbene (Tunisia), expert on climate change; Khaled Elnimr representing the EIB; Maxime La Tella, infrastructure and energy programme manager at the EU Delegation in Morocco

The pilot project "Media in favour of female entrepreneurs" launched in Algeria

Algiers/Tipaza, 16 - 19 January 2017

The training-production workshop "Media in favour of female entrepreneurs" took place in Algeria in January 2017 and involved a group of 15 journalists from the Algerian public radio EPRS, the public television EPTV and the Algeria Press Service-APS.

This pilot initiative aimed at highlighting the women's contribution to the Algerian economy through the production of news items about successful stories, able to embody and promote the entrepreneurial spirit and to become a source of inspiration for other women in the country.

Three experts provided the participating journalists with a multidisciplinary theoretical framework about entrepreneurship and economy, integration of the gender-equality approach in the journalism practice, cross-media production and new forms of journalism to be applied in the following production and postproduction steps. The beneficiaries - grouped in 5 cross-media teams (TV, radio and web), each one assigned to a female entrepreneurship local story - moved between Algiers and Tipaza (where the EPRS's training centre is placed) for the preparation, the shooting and the editing of the final products adapting different narrative approaches to address the radio, TV and internet audiences.

See the brochure >>



ORGANIZED BY: COPEAM in collaboration with EPRS (Etablissement Public de Radiodiffusion Sonore)

WITH THE SUPPORT OF: SCAC (Service of Cooperation and Cultural Action) of the French Embassy in Algeria and UNESCO/ Bureau pour le Maghreb

EXPERTS: Moulkheir Boussaidane, economic editor at Chaîne Trois Radio algérienne; Saloua Charfi, professor at the Institut de Presse et des Sciences de l'Information (IPSI), Université de la Manouba Tunis; Gilles Trelat, deputy director of the news organisation and projects at France Télévisions

COPEAM/MedMedia workshop on journalism training in the Mediterranean: towards the coproduction of information

Marseille, 17 June 2016

Aside a series of events devoted to the media in the Mediterranean and organised by the Villa Méditerranée/AViTeM, COPEAM - in collaboration with the EU-funded MedMedia project - held a roundtable on *"Schools of journalism in the Euro-Mediterranean region: exchanges, network and information co-production"*.

15 young journalists and students from the region of Marseille attended this meeting which was animated by two experts, representing respectively a northern (ESJ PRO Montpellier) and a southern (IPSI Tunis) school. It aimed at transferring to the participants the keys to better understand journalism training, professionalization and practice in the Maghreb countries, with the view of encouraging exchanges between the journalism schools of the area and promoting coproduction in the information field.

Subsequently, the experts took part in the closing debate of the event: *"The independent journalism five years after the Arab springs"*, organised by Orient XXI.



ORGANISED BY: COPEAM in collaboration with MedMedia (European Union) and Villa Méditerranée/AViTeM
EXPERTS: Benoit Califano, ESJ PRO Montpellier; Abdelkrim Hizaoui, Institut de Presse et de sciences d'Information - IPSI; Tim Francis, UNESCO (Media Development and Information and Communication Society)

FOCUS

Sharing best practices for a better Mediterranean narration

Algiers, 24-25 February 2017



Under the umbrella and with the support of the MedMedia EU project, a 2-day workshop on *"Sharing best practices for a better Mediterranean narration"*, was organised in Algiers (24-25 February 2017) and addressed to the TV news coordinators. This multilateral capacity building initiative was aimed at gathering, for the first time, the staff assigned to the news exchange platforms of the Mediterranean, Arab and South-East European regions – the ERN-MED (Mediterranean regional news exchange), based at the Algerian public television EPTV, the Exchange Coordination Centre of ASBU (Algiers) and the ERN-O (Sarajevo, Bosnia Herzegovina) – to compare the functioning systems of the three platforms, to identify common problems, possible solutions and good practices to be shared and to harmonise the workflows, with the view of better exploiting the potential of these networks and of favouring synergies between them.

Thanks to the active participation of the 20 attendees, some very concrete editorial and technical recommendations were pointed out. The workshop was enriched by a thematic session moderated by Abeer Hassan, media expert and journalist, and devoted to the methods and practices to be adopted to counter hate speech in the audiovisual media via ethical reporting and the proper use of language and sources.

Such intercultural analysis and shared reflection around such a crucial and sensitive issue has led to the draft of specific guidelines that will be disseminated within the broadcasters participating in the concerned exchange networks: a very clear answer to those who are using the media today to promote prejudices and to call for violence, mistrust and discrimination.

The final part of the meeting was devoted to the launch of the 2017 ERN-MED Prize, an award open to COPEAM, ASBU and EBU members contributors participating in the Mediterranean Regional News Exchange for the best exchanged news related to "Youth & Media", the topic of the 2016 COPEAM annual Conference.



“À première vue”: promoting the Mediterranean young talents

In the framework of the action plan launched by the cinema schools ALBA (Beirut), ESAC (Tunis), ESAV (Marrakech) together with the international telematic university Uninettuno (Rome) and aimed at promoting the schools' films and the students' access to the job market, a TV format - “A première vue” - devoted to the first works, in particular short-films, and to their young filmmakers was conceived, produced and aired during the autumn 2016 on the Uninettuno's educational satellite and web channel covering the whole Euro-Mediterranean region.

To prepare the four episodes of the programme – each one presenting 3 short-films – the graphic art students from the three cinema schools were called to participate in a contest for the conception of its opening animations and graphics' elements and the winning project came from the ESAV Marrakech.

A selection of these films has been subtitled in Italian and hosted on the web catalogue of Rai Cinema.

“A première vue” was also turned into a cinema evening: on the 16 June 2016, in Rome, in the framework of the “Cinema island” event, an outdoor public projection was organised by COPEAM and Uninettuno. Other editions of this screening have been envisaged during 2017, starting from the COPEAM annual Conference in Beirut.

À PREMIÈRE VUE



TROIS FILMS, TROIS RÉALISATEURS, TROIS ÉCOLES, UN THÈME



UNE COOPÉRATION DES ÉCOLES



Watch the episodes on Uninettuno.tv >>





AGEMI

A multidisciplinary European consortium has been awarded a grant by the European Commission's General Directorate for Justice and Consumers to develop an action intended to advance gender equality in the media industries. The project will bring journalism, media and communication students together with media professionals so as to foster a gender equality perspective within both journalism and media education and professional practices, and to bridge the transition between education and employment. The project team will design a web platform which will become the go-to resource for individuals and organisations interested in promoting gender equality and which will include: a database of the existing materials on the topic such as guidelines, toolkits, reports, analysis; examples of good practices from a variety of media organisations; original co-created teaching and learning tools including video clips, interviews and activities; digital devices including a mobile app. An important aspect of the project is the relationship between students and professionals that will be fostered through internships, training sessions and a summer school.

FUNDING PROGRAMME: Rights, Equality and Citizenship/ Justice - DG for Justice and Consumers - European Commission
CONSORTIUM PARTNERS: Universities of Newcastle (UK), Padova (Italy) and Gothenburg (Sweden), EFJ (European Federation of Journalists), COPEAM
DURATION: February 2017 - July 2019



MEDFILM - SMED WiA

To increase female participation in broadcasting and cinema sectors and to improve gender equality in the South-Mediterranean societies are the main objectives of a new project launched in February 2017: *"Towards greater gender equality: promoting the role and image of women in the southern Mediterranean audiovisual sector - Smed WiA"*. This EU-funded initiative will run during a period of 30 months in the following countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine and Tunisia. Through two open calls it will support, on a sub-granting basis, six to eight projects seeking to achieve the above-mentioned goals. The beneficiaries, particularly women, will be offered training opportunities to develop their professional capacities and the possibility to take part in relevant events to foster networking at both national and regional levels, so as to attain one of the ultimate goals of the action: the creation of a stable regional network for women in the film and audiovisual industry.

FUNDING PROGRAMME: MEDFILM – Europeaid/European Commission
CONSORTIUM PARTNERS: Interarts (Project leader, Spain), COPEAM (Italy), CUMEDIAE-Culture & Media Agency Europe aïsbl (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

Generation What? – Arabic

Following the last ASBU-COPEAM-EBU tripartite meeting on 17 December 2017 in Hammamet – held after the 36th General Assembly of ASBU and during which an new assessment was done about the joint training, exchange and coproduction activities – the three Associations are further strengthening their cooperation ties thanks to the EU-funded project *Generation What? – Arabic*, to be developed together with the production companies Upian and Yami 2. It will build on the great success of the European version of this initiative promoted by France Télévisions, involving 14 EU member states as well as the United States, Japan and France's Overseas Territories. The project is based, first, around an online survey conceived with the support of sociologists and available, in its adapted version, in the Arab countries target of the action, with the aim of exploring the expectations, hopes and fears of people aged between 18 and 34. The enquiry will be enriched by video contents produced by the public broadcasters involved, thus offering to the Arab young people the chance to share their views on the topics approached

in the questionnaire - and including, inter alia, the perception of the European Union in the region and key issues such as migration, employment, education - and have an impact on public opinion. By rallying an essential component of the Arab societies – the youngster – the project will help to reinvigorate the public service role of the national broadcasters by leveraging their potential to represent and give voice to the *X generation*.

Generation What? website >>



Promoting dialogue and fostering understanding between audiences in the European Union and the Southern Mediterranean Region.
PARTNERS: EBU (Project leader), ASBU, COPEAM, Yami 2, Upian
TARGET COUNTRIES: Tunisia, Algeria, Morocco, Jordan, Palestine, Egypt, Lebanon
DURATION: January 2017 - June 2018

Plural+ 2016: COPEAM special prize

For the 2016 edition of the PLURAL+ Video Festival, COPEAM assigned its special prize to *"Unfinished Tales: Fool's Paradise"* by Hussam Ismail (Jordan) with the following motivation:

"Imagination replacing reality, beauty overtaking horror, the strength of life winning over war and death: this is the message conveyed by this animation film which, from a miserable hospital room, brings us into a poetic and delicate dimension, thanks to the unique evocative power of the human mind. The director's technical mastery crowns this short feature which is a complete audiovisual work by itself."

The winner is invited to the 24th annual Conference of COPEAM in Beirut to present his work.



FRAMEWORK OF THE INITIATIVE: Since 2009 COPEAM is partner of the PLURAL+ Video Festival, organized by UNAOC and IOM, in cooperation with a wide number of international partners.

The main goal of this competition is to give voice to young video makers expressing their experiences and thoughts on migration, diversity and social inclusion

NUMBERS: Over 300 short videos from 64 countries around the world have been submitted this year in the three categories grouped by age (9-12, 13-17, 18-25)

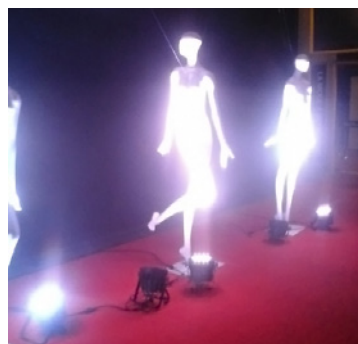
Watch the winning video >>



Fashion in Beirut: a cultural bridge between the young creators from Lebanon and the Middle East

Beirut, 17-22 October 2016

Upon invitation of Télé Liban, COPEAM took part in the 3rd edition of the Beirut Fashion Week, along with the representatives of several media from the Euromed region, among which some members and partners of our network, such as France Télévisions/FR2, TV5 Monde, AnsaMed.



COPEAM delivers the Prize for the Mediterranean translation at the 2016 MedForum of the Anna Lindh Foundation

Malta, 23-25 October 2016

During the 3rd MedForum organised in La Valletta by the Anna Lindh Foundation, COPEAM Secretary General Claudio Cappon was invited to award Professor Francesca Maria Corrao from LUISS University of Rome with the Prize for Mediterranean translation. During the ceremony, he pointed out the importance of the audiovisual works' translation for a better mutual knowledge between the countries and the peoples of the Mediterranean region.



ASBU-COPEAM-EBU tripartite meeting

Hammamet, 17 December 2016

The last ASBU-COPEAM-EBU trilateral meeting was held on the 17 December 2016 in Hammamet, at the end of the 36th General Assembly of ASBU and was the occasion to make a new assessment of the joint activities in the training, exchange and coproduction fields.

In that framework, the EU-funded project *Generation What? – Arabic*, which gathers these Organisations in a consortium, was presented to the attending broadcasters. (See *Brand new projects* pag. 10).

2016 World Press Freedom Day

Casablanca, 3 May 2016

The need to review the relationship between media and citizenship and the risks related to misleading information in the current huge range of platforms and social networks were the focus of COPEAM contribution to the celebration of the *World Press Freedom Day* in Casablanca, organised by the International Federation of Journalists (IFJ) in partnership with UNESCO, in the framework of the EU project MedMedia.



2017 World Radio Day: The Radio is you

13 February 2017

COPEAM – as member of the organisational committee of the *World Radio Day* promoted by UNESCO – took part in the 2017 edition through its network mobilisation. The member radios were invited to set up a number of actions aimed at promoting the peculiarities of the

radio and its impact on its audiences' daily life.

On that occasion, a special number of *Kantara* was produced and aired by the partners.

The concerned broadcasters also planned ad-hoc programmes in line with this edition and realized short reportages focused on their respective newsrooms, with the aim of showing to their publics the internal functioning of their trusted and community media.



COPEAM at the 8th edition of the FIDADOC Festival

Agadir, 2-7 May 2016

The professional meetings of the 8th edition of FIDADOC (International Documentary Festival of Agadir) were organised in partnership with COPEAM, in the framework of the Documentary Beehive – a space devoted to documentary projects of Maghreb young professionals – and were focused on the topic *"Film festivals: lever for structuring and professionalizing the local and regional audiovisual sectors"*. This professional exchange was attended by representatives from the Moroccan broadcaster Soread-2M, the 3 Continents Festival of Nantes, the Doc.ma (Association of the Moroccan documentary cinema) and the Béjaia Lab (Rencontres Cinématographiques de Béjaia – Algeria).



The uniqueness of COPEAM

In 2016, the Permanent Conference of the Mediterranean Audiovisual Operators celebrated its 20 years.

Since its foundation in Cairo in 1996, this not-for-profit organization was able to develop its network to include today about 70 organizations of the audiovisual and cultural field from 26 countries of the Euro-Mediterranean region, among which 36 broadcasters.

One-of-a-kind professional association given its interdisciplinary nature and its geographical variety, COPEAM works to favour a large multilateral cooperation through the improvement and the exchange of know-how, skills and best practices between the northern, southern and eastern countries of the Mediterranean area.

Its action, carried out under the aegis of 7 working Commissions, is translated into training projects, the realization of radio and TV programmes and co-productions, the

promotion and safeguard of the archives, the news exchange, the promotion of new talents and of gender equality in the audiovisual sector.

Through the organization of meetings and events on regional-scale topics - such as diversity and intercultural dialogue, migrations, youth, environment, cultural heritage, equal opportunities, innovation - it intends to raise awareness among the media professionals and, consequently, their audiences, on relevant issues at both regional and global levels, thus contributing - as a final goal - to bring peoples closer and to build a Euro-Mediterranean common consciousness.

This vision has led to a solid shared ground and to human and professional relations within the network over the years, thus assuring mutual trust and sustainability to this multiplier-effect action.

That is the whole value of COPEAM.

ACTIVE MEMBERS

Radios and Televisions

- RTSH, Albania
- EPRS, Algeria
- EPTV, Algeria
- CYBC, Cyprus
- HRT, Croatia
- ERTU, Egypt
- France Médias Monde, France
- France Télévisions, France
- Radio France, France
- TV5Monde, France
- MKRTV, FYROM
- ERT, Greece
- RAI, Italy
- JRTV, Jordan
- RTK, Kosovo
- Radio Liban, Lebanon
- Télé Liban, Lebanon
- Libyan Satellite Educational Channels, Libya
- Libyan National Channel, Libya
- PBS, Malta
- TVM, Mauritania
- RTCG, Montenegro
- Soread-2M, Morocco
- SNRT, Morocco
- PBC, Palestine
- TVR, Romania

- SRR, Romania
- San Marino RTV, RSM
- RTS, Serbia
- RTV-Vojvodina, Serbia
- RTVSLO, Slovenia
- RTVE, Spain
- RSI, Switzerland
- Télévision Tunisienne, Tunisia
- Radio Tunisienne, Tunisia
- TRT, Turkey

Culture

- ESJ PRO, France
- Université de Corse Pasquale Paoli, France
- Osservatorio di Pavia - Cares S.c.r.l., Italy
- Fondazione UNINETTUNO, Italy
- ALBA - Académie Libanaise des Beaux-Arts, Lebanon
- ESAV - Ecole Supérieure des Arts Visuels de Marrakech, Morocco
- Fondation Hirondelle, Switzerland

Professional firms

- AGI - Agenzia Giornalistica Italia S.p.A., Italy
- Business school/Università LUISS "Guido Carli", Italy

Institutions

- Collectivité Territoriale de Corse, France
- Regione Lazio, Italy

ASSOCIATES AND PARTNERS

- ASBU - Arab States Broadcasting Union
- EBU - European Broadcasting Union
- AUB - African Union of Broadcasting
- URTI - International Radio and Television Union
- CIRCOM Regional
- CMCA - Mediterranean Center for Audiovisual Communication
- IFJ - International Federation of Journalists
- EUROVISIONI, Italy
- Université Aix-Marseille, France
- ESAC - École Supérieure de l'Audiovisuel et du Cinéma, Tunisia
- Dipartimento di Comunicazione e Ricerca Sociale - Sapienza Università di Roma, Italy
- Festival International du Cinéma Méditerranéen de Tétouan, Morocco
- Fundación Tres Culturas, Spain
- SIHMED — Société Internationale des Historiens de la Méditerranée
- United Nations NGO IRENE
- SECUM, Italy
- Europe House Dubrovnik, Croatia
- North-South Centre of the Council of Europe
- CICT-UNESCO
- FAO - Food and Agriculture Organization
- IFAD - International Fund for Agricultural Development

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