

25<sup>th</sup> Conference of COPEAM

Calviá (Mallorca), 10-12 May 2018

## HERITAGE AND MEDIA

Preserving the future through our past:  
an opportunity for growth and democracy?

In 2016, on the occasion of its General Assembly in Ajaccio, COPEAM, which has always been active in promoting audiovisual cooperation and intercultural dialogue, voted a Final Resolution on the adoption of the action plan “The Media for Heritage and Creativity”, underlining its network’s commitment to “promoting the sites, the assets and the cultural traditions that enrich the Mediterranean Region and represent the essential resource for its creative vitality and the basis for the future of the new generations”.

Cultural heritage encompasses resources inherited from the past and offers us a wide variety of opportunities for the future. In addition to monuments, sites and traditions, it includes visual arts, cinema, radio and TV archives. What is produced today can also become a richness and acquire value for future generations and, as a result, its conception must necessarily incorporate a strategic vision and a sustainability perspective.

Within this framework, the media of the Euro-Mediterranean region - traditional and new ones - must play their role, especially given the challenges such matters generate in terms of content production, safeguard of the audiovisual heritage, and impact of the digital transition as a resource for the preservation and enhancement of our common heritage.

Hence, given the importance of such a subject, COPEAM members decided to devote the 25<sup>th</sup> annual Conference in Mallorca, from 10 to 12 May 2018, to “**Heritage and media - Preserving the future through our past: an opportunity for growth and democracy?**”.

OUR HERITAGE:  
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MEETS THE FUTURE

2018   
EUROPEAN YEAR  
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HERITAGE  
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## INTRODUCTION

**Anna Georgina ISOLA** - Coordinator to the European Year of Cultural Heritage 2018 - European Commission

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On 17 May 2017, the European Parliament and the Council of the European Union adopt Decision 2017/864 on a European Year of Cultural Heritage, thus committing to safeguarding, promoting and disseminating the heritage of EU territories.

A number of initiatives and projects have been launched to raise awareness among the general public about the universal value of cultural heritage for individuals, communities and societies of the Union as well as third countries with whom the EU maintains cooperation relations.

Ms. Isola, Assistant to the European Commissioner for Education, Culture, Youth and Sport, Mr. Tibor Navracsics, and Coordinator of EYCH 2018 will illustrate the origins and expected results of the initiative, focusing on the relations with the countries of the southern and the eastern shores of the Mediterranean.

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## Cultural heritage as an opportunity for economic and social development

**Moderator:** **Marc VOINCHET** - Director of France Musique, Radio France

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The Mediterranean, cradle of history. The Mediterranean, cradle of cultures and civilizations.

We are all aware of the common heritage that binds together the countries of the Mediterranean area, where different peoples have crossed paths and confronted each other, parted and gathered together, where trade and cultural exchanges have multiplied over the centuries, leaving behind monuments, archaeological sites, historic towns, artistic and literary works, musical and culinary blends.

This past deserves to be preserved, recovered and exploited. Its value, also in economic terms, is inestimable and represents a unique opportunity for growth, sustainable development and the construction of a united and plural society in the Euromed region.

Indeed, culture is increasingly becoming an economic and productive sector in itself, in which investment, job creation and profit opportunities seem to be huge, especially when combined with tourism.

Although this "business" dimension has the advantage of facilitating the preservation of our heritage thanks to investments made in the recovery and exploitation of our wealth, this is not enough. Culture has an impact on societies that goes beyond the economic notion, also touching on the conditions of democracy and progress, subsequently requiring wider political measures and strategies.

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**Johan OOMEN** - Management Board member, Europeana

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Known to be the largest - if not the only - multilingual digital library on a European scale, Europeana today has more than 50 million documents. Books, videos, photos, artworks sorted by periods, thematic collections, geographical origin etc., are made available to the general public, students, researchers. The project was strongly called for by several European governments and by the European Union, and has benefited from the support of various cultural actors of the region (museums, galleries, libraries and multimedia libraries, foundations), all aware of its potential.

Mr. Oomen will provide an overview of the objectives that led to this initiative, the results achieved so far, the strategy for the future, highlighting how the project has succeeded in bringing together so many cultural institutions around a platform that, by its nature, is available for free, thus allowing all the citizens to access a heritage that belongs to the community.

**Mostafa EL FEKI** - Director, Bibliotheca Alexandrina - Egypt

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Approximately located where the famous Library of Alexandria used to be in ancient times, the Bibliotheca Alexandrina aspires to revive the splendour and spirit of its ancestor. This exceptional place of culture, knowledge and science has close links with the past, while also looking at the future.

Safeguarding our collective memory is one of the founding missions of the BA, which aims, through the digitization of the Arab heritage (literary works, images, works of art etc.), to make known this enormous cultural wealth to the public – both Arab and international - and to transmit it to the future generations.

An example of this strategy - the project "Memory of the Arab World", which has led to the creation of a free web site, thus facilitating the promotion and use of its contents for educational purposes - will be presented by the Director of the BA.

**Naima LAHBIL TAGEMOUATI** - Expert in cultural heritage - Morocco

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Heritage and culture as tools for development will be at the heart of Ms. Lahbil's presentation.

Due to the economic crisis that has affected the region in the last decade, culture has often been the victim of major budget cuts, despite its role in promoting progress.

Safeguarding and recovering cultural heritage, if done in a strategic and thoughtful way, not only generates economic benefits for the whole population, but also contributes to building a more democratic society, open to knowledge and understanding of the other.

The Moroccan city of Fez will be presented as an example of urban rehabilitation, starting from its artistic heritage.

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## Media and culture: a winning mix

**Moderator:** Salvador GÓMEZ VALDÉS - Director, La aventura del saber (TVE) - Spain

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The media, and more particularly the public service media, have an important responsibility in the production and dissemination of cultural contents, thus contributing to the transmission of knowledge and the creation of a common memory.

As holders of the audiovisual heritage of their countries, they have the duty to implement strategies and policies to preserve, digitize, catalogue and disseminate this vast heritage of images, voices and sounds.

In addition, due to their ability to penetrate and popularize, the media are exceptional amplifiers to recount the richness that we receive from the past and the tradition, with a view to making it known to the general public, showing its value and the best ways to exploit it.

However, a challenge arises: in a sector where the master logic is that of the audience, how to respect this mission of public service? How to make culture attractive? What programmes and TV/radio/web formats to adopt to address the general public and, particularly, youth? How to integrate the use of new technologies?

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**Djilali BESKRI** - Film director and producer, Dynamic Art Vision - Algeria

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Intangible heritage holds an exceptional place in safeguarding our collective memory. This is evident when we think of stories passed on from generation to generation, particularly in Africa. For young people, reclaiming these oral traditions can be an opportunity for exchange, training and work.

That is what Mr. Beskri has succeeded in doing with the movie "Tales of Africa". His ambitious project aims to offer to 54 young filmmakers from 54 different African countries the opportunity to learn the professions related to the animated film and to realize episodes telling the oral traditions of their lands of origin.

**Vincent DEFOURNY** - Director of the Division of Public Information - UNESCO

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Launched in 2015, the #Unite4Heritage campaign was aimed at mobilizing Member States of the United Nations against the destruction of cultural heritage by extremist groups. The movement then gained even more notoriety and consensus, becoming a point of reference in public awareness actions, notably targeting young people, on safeguarding our heritage.

In early 2017, the Spanish public broadcaster RTVE joined the campaign by signing a partnership agreement with UNESCO for the production of short programmes devoted to the safeguard of cultural and natural heritage.

Mr. Defourny's presentation will focus on the results and next steps of this campaign, as well as the importance of involving traditional media in this initiative in different ways, in order to reach an even wider audience.

**Dinesh Kumari CHENCHANNA** - New Digital Cultural Partnerships, ZDF - Germany

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ZDF, the second largest German generalist broadcaster, is known for the quality of its programming, consisting mainly of high-level topical news items, reports, cultural and social programmes.

With the advent of new technologies and the opportunities they offer, ZDF has adopted a new strategy. Partnerships with cultural institutions, such as museums or libraries, and the use of digital technology are designed to better adapt to changes in consumption patterns and to the public's needs, especially related to youth, with a view to promoting culture in all its forms and its dissemination through traditional media.

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