

**24<sup>th</sup> COPEAM General Assembly  
Calviá (Mallorca), 12 May 2018**

**FINAL RESOLUTION**

On 12 May 2018, the members of COPEAM gathered in Calvià, Mallorca, on the occasion of the 24<sup>th</sup> edition of the General Assembly of the Association.

*Acknowledging* that the Mediterranean sea is among the richest and most varied cultural regions worldwide, where millennia of history and dozens of civilizations have left their impressive marks, with a wealth of languages, religions and identities that have laid the basis for today's lively and diverse cultural and creative scenes;

*Recognizing* how the diversity of our culture and heritage is an advantage that all of us, each one in its own specific domain, should exploit to uphold the progress of peaceful civic relations, by unlocking the existing creative power and increasing the quality and variety of our productions;

*Recalling* the EU decision to proclaim 2018 the European Year of Cultural Heritage, as a commitment to safeguard, promote and disseminate the heritage of EU territories;

*Recalling* the UNESCO Convention for the Protection and Promotion of the Diversity of Cultural Expressions, based on the conviction that cultural and creative industries have become essential for inclusive economic growth, reducing inequalities and achieving the goals set out in the 2030 *Sustainable* Development Agenda;

*Recognizing* that, in accordance with the Unesco Convention's guiding principles, promoting respect for human rights and the fundamental freedoms of expression, information and communication is a precondition for the creation, distribution and enjoyment of diverse cultural expressions;

*Affirming* that diversity of cultural expressions also requires a full participation of women in all areas of cultural life, the audiovisual sector included.

*Recalling* the action plan "The Media for Heritage and Creativity", adopted by COPEAM members on the occasion of the General Assembly in Ajaccio, in 2016;

*Recognizing* the need to preserve our cultural heritage through the safeguard of our audiovisual archives as an invaluable and sustainable tool for the development of the region;

*Convinced* that developing and improving the quality of media off- and online is essential to contribute to cultural diversity;

*Recognizing* that the media, particularly public service media, have a key responsibility in promoting knowledge and building a collective memory, based on our diverse social backgrounds;

the members of COPEAM commit to:

1. Support collaborative actions bringing together different players, such as audiovisual operators, institutions, schools and universities, civil society, with a view to preserving and promoting our cultural diversity;
2. Strengthen diversity and pluralism in the audiovisual content disseminated by the audiovisual media - particularly the public service ones - also by relying on new media and technologies; promote regional co-productions able to highlight language diversity and minorities; develop common training actions for the media professionals about cultural issues;
3. Plan and implement, among the network, activities encouraging the dissemination of the huge heritage of images, voices and sounds, preserved in the audiovisual archives, unlocking their potential and bringing it closer to the citizens;
4. Increase the participation of women to common projects, so that they may fully acquire the skills and competences needed to access the new digital environment;
5. Widen the scope of co-production activities, also building on the collaboration with other regional audiovisual unions (ASBU, ABU, EBU, UAR, etc.), to further improve exchange and circulation of audiovisual works at a global level;
6. Encourage sub-regional or cross-border collaborations focused on specific cultural and/or territorial components, by involving partners (also bilaterally) according to geographical proximity, historical links, linguistic influences, musical roots, shared traditions.

Done in Mallorca the 12 May, 2018