

Press release

Split (Croatia), 06/04/2019

COPEAM: 26th ANNUAL CONFERENCE IN SPLIT "Changing societies: communicating diversities"

The 26th Conference of COPEAM (Permanent Conference of the Mediterranean Audiovisual Operators) focused on **"Changing societies: communicating diversities"** ended today in Split. It was organized in partnership with the Croatian public broadcaster HRT and with the support of Eni, which presented in this framework the communication initiatives on the decarbonization and sustainability that the Company carries out in Italy and in the world.

The works were opened by Nabil Al Sharif, Executive Director of the Anna Lindh Foundation, with a regional overview on the intercultural trends and transformations taking place in the Euro-Mediterranean area with a particular focus on the role of media and their perception in the region. The professional panel was introduced by the presentation of best practices in the region by Latifa Akharbach, President of the Moroccan Audiovisual Media Authority; by Nicola Paravati, with the Uninettuno University project *NOI #senzaconfini, together for a better world*; and by Irena Kregar Segota, with a focus on diversity as thematic component at the heart of the Rijeka Capital of Culture 2020 activities.

Then, the representatives of the main radio and television Unions of Europe and Asia (EBU and ABU) illustrated, respectively, TV and radio programs co-produced and shared by their associated public services as concrete examples promoting diversity as an added social and cultural value, essential today in a general context of growing conflict in this regard, both in EU countries and elsewhere. Among the main speakers, the director of the Media Diversity Institute, who contributed to the interesting debate with cases in the field of education and training, focusing in particular on the need of raising awareness among the younger generations about issues like integration and social cohesion.

During the conference, some international awards were delivered, including the COPEAM Special Prize for the UNAOOC Plural + Festival to Edenamiuki Aiguobasimwin for the video *"Young Minds - Talk Solutions"*, and the ERN-Med Prize for the best news on the Mediterranean cultural heritage, won by the Croatian TV HRT, with *"Submarine habitats"*.

The event closed with the 25th General Assembly of COPEAM members, during which a final Resolution on the importance of enhancing diversity in the media and of sharing cooperation projects aimed at promoting a truthful and plural image of our changing societies was unanimously adopted by the attending delegates.

The Secretary General Claudio Cappon declared that "an effective communication about the diversities characterizing our Region is necessary, today more than ever, to enable greater awareness of our rich common history and of our Mediterranean identity, beyond the specificities of each country bordering this Sea".

For more info:

<http://www.copeam.org/conference/copeam-26th-annual-conference-and-25th-general-assembly/>

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