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## **JOUSSOUR: the cross-border coproduction awarded at Prix Italia**

Turin, 26 September 2013

The awarding ceremony of Prix Italia 65<sup>th</sup> edition took place in Turin on 26 September and included this year, further to the traditional categories, the Special Prize "Expo 2015 Feeding the Planet, Energy for Life". This Prize, promoted by "Milan Expo 2015 Spa" and devoted to TV programmes focusing on nutrition, was opened for the first time to COPEAM members not yet associated to Prix Italia.

An international jury attributed this Special Prize to the documentary of *JOUSSOUR* series – cross-border coproduction in the Mediterranean basin, co-funded by the EU through the ENPI CBC MED Programme, managed by the Autonomous Region of Sardinia – "Soil pollution in the Jordan Valley" (*Blasted flies in the Jordan Valley*), realized by Woroud Al-Khazali of JRTV (Jordanian Radio-Television) with the executive production of Rai Educational.

The docu-mag describes, through images with a strong visual impact, the environmental problems related to the use of organic fertilizers in the Jordan valley, highlighting the fight of local institutions to cope with this issue.

The *JOUSSOUR* project allowed the realization of 12 documentaries by mixed teams of 9 public televisions of the Mediterranean area, focusing on the environmental best practices in the coastal regions of the basin. It was implemented by the following consortium: COPEAM (project leader) Rai Educational (Italy), PBS (Public Broadcasting Corporation / Malta), ASBU (Arab States Broadcasting Union / Tunisia), EBU (European Broadcasting Union, associated partner).

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