

**COPEAM and ASBU**  
**The new co-production project**



**INTER-RIVES II : Glances of children**

**Already partners :**



**Call for proposal  
Inter-Rives II Glances of children**

**The child pointed the finger towards the hill, looked beyond it, enchanted... then he spoke freely on and on...**

**Preface**

The co-productions represent one of the most important sector which COPEAM and ASBU have always given a crucial relevance to and which has been developed by them thanks to different partnerships and synergies set up during these years.

In fact, it represents a strategic sector for our Associations allowing, on a long-term period, the creation of a euro-arab audiovisual imaginary, that is diversified but unified around a cooperation and intercultural spirit.

Among the recent co-productions, "Inter-Rives" (COPEAM-ASBU partnership) has been successful and widely broadcast.

This first Euro-Arab large-scope co-production achieved 32 documentary episodes (ready to be broadcast) each one 13 minutes long, about "contemporary art", "women" and "emigrant". It has been presented in different occasions, among which the Bakaforum 2008 (Karlsruhe, Germany) and TV Eurovision 2008 (Lucerne, Switzerland), and it has been broadcast by several channels of the television partners starting from 2008 June, among others: RAI (Italy), RTVE (Spain), ERTU (Egypt), ERTsa (Greece), EPTV (Algeria), etc

Afterwards, according to the same cooperation philosophy, COPEAM and ASBU have decided to launch a second co-production project with more ambitious aims in terms of quality, diffusion and promotion.

**That is "Inter-Rives II"**

**Inter-Rives II project :**

**second Euro-Arab magazine involving 10 countries of the two Mediterranean shores, the Mashreq and the Gulf area**

**❖ The topic « Glances of children »**

They are curious, so innocent and naïf and so malicious...

They are spontaneous and intelligent; they ask several questions...

They want to know all things, they want the world reveals them its secrets so to understand better...

They don't like the abstract, the vague, the intangible world; they prefer to touch the things, to attend the events, to understand the concrete examples...

In other words, they are children!

So, if they let their imagination free, if we listen to their suggestions, their questions and we observe their reactions face to events, subjects, images, places, international and national famous people?

That's what we propose with Inter-Rives II: we open a window on the world by the unusual, joking and sensible glances of children...

The children protagonists of the documentaries should be from 10 to 12 years old. They shall be put in touch with a personality or immersed in an "evocative" place so to inspire their thoughts. Some audiovisual archives can be used as well to make them react.

### ❖ **The digital audiovisual archive utilisation:**

The topical events, achievements or personalities, that the protagonist children will talk about, have to be presented and described also by using audiovisual archives.

### ❖ **The subjects proposed**

- Environment
- Television
- New technology
- The stranger
- The future
- Art (music, theatre, cinema, photography,...)
- Traditions (how a child interacts with them in a modern and global social contest)
- Languages (the relationship between the child and her/his mother-tongue and the other foreign languages)
- Education
- Sport

The interested broadcasters are invited to consider these subjects and to propose 4 new ones.

### ❖ **The goals :**

#### the general goals :

- promoting the euro-Arab cooperation in the co-production field
- consolidating the cultural dialogue and the exchange of ideas, of work methods between the north and south shores of the Mediterranean region. Producing together means to build up a dialogue not only between the broadcaster partners but also between their respective audiences, which, thanks to the documentaries, travel among different visions that, in fact, result to be not so far from their own one.
- Contributing to the creation of a common euro-Arab imaginary, preserving the cultural differences
- Creating an audiovisual euro-Arab language

#### The specific goals :

- Presenting, throughout the glances of children coming from different cultures, many aspects of the world around them
- Encouraging a spontaneous confrontation between two generations – childhood and adulthood
- Highlight some features of the social and cultural landscape of each country as perceived by the children

### ❖ **Work device and methods:**

#### *1- The basket formula :*

According to this co-production formula each partner uses their own financial and human resources to produce their documentaries but, in exchange, it obtains the broadcasting free rights relative to all the documentaries produced by the others.

**As for “Inter-Rives II”:** the broadcaster partners have to produce 2 documentaries and, in exchange, they will have the right of broadcasting 18 documentaries.

#### Advantages :

- A quantity benefit: acquisition of 18 products comparing with only 2 documentaries produced for an amount of 20 documentaries, 13 minutes long each one, at disposal of each broadcaster’s programme schedule

- A quality benefit : the quality of a homogeneous series that preserves the particularity and diversity of the documentaries produced

*2- the project training workshops  
production/training, a shared know-how*

The workshops play a fundamental role in the framework of COPEAM and ASBU co-production as they represent a free and open space where the directors of these documentaries can meet each other in order to exchange and compare shooting and editing techniques, script writing methods, aesthetic styles and different cultural models, in order to make a common audiovisual language emerge.

In this way COPEAM and ASBU, in the framework of co-production, bet on the process and not only on the product, because thanks to the first one it is possible to find out new approaches and new methods of work that valorise the multilateral cooperation.

In the "Inter-Rives II" case, the training of the young directors is oriented to the aesthetic of documentary above all in the writing and editing phase.

In fact the "Inter-Rives II" workshop will not be a simple space where to exchange ideas on the documentaries already produced, but it is conceived like a real training on this project based on the writing of the scripts in collaboration with eminent experts.

<b>Production workshop</b>
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<b>First meeting : 1 week in Tunis (2009 May 11<sup>th</sup> – 18<sup>th</sup>)</b>	<p>The directors (from each television) and the COPEAM-ASBU coordination team will be gathered in Tunis for a one-week workshop focused on « Inter-Rives II: glances of children » new format.</p> <p>Each one shall present 4 subjects among which only 2 will be accepted and a rich documentation about his own proposals. In addition to this, each one will have to propose archive images and pieces of music he is going to use.</p> <p>At the end of this week, each young director will have written his/her 2 screenplays (accepted by the coordination team) and, once back to his/her country, he/she will shoot and produce the 2 documentaries always according to the common editorial line certified by the project's executive producer (coordinator of the magazine).</p>
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*3- COPEAM-ASBU coordination team :*

1 executive producer/coordinator in charge of the editorial coordination  
2 experts: one of the South and one of the North  
COPEAM representative  
ASBU representative

*4- Professionals in charge of the production in each television :*

- 1 young director  
- The head of the project (in charge of the whole production in each television)

❖ **The final product : Inter-Rives II, euro-Arab magazine composed by 20 documentaries of 13 minutes long each one (10 from the North and 10 from the South)**

Each television partner will produce 2 documentaries of 13' each one (2x13') obtaining 18 documentaries from the others. It will be in charge of translating the series into its language for the broadcasting on its channels. The 2 documentaries have to be in an international version (IMX) with an English or French script.

❖ **Project timing :**

6 months starting from the end of the training week

❖ **the partners :**

COPEAM and ASBU broadcasters

❖ **participation conditions**

**each broadcaster can participate by proposing a candidacy of a young director skilled as follow:**

- Young directors between 25 and 35 years old
- Experience in the TV production dedicated to children
- Knowledge of French and English or Arabic languages
- Specialization in documentary production

❖ **Deadline to apply :**

The interested broadcasters have to apply by sending the *curriculum vitae* of their young director to [rossetti@copeam.org](mailto:rossetti@copeam.org) and [a.louraoui@asbu.net](mailto:a.louraoui@asbu.net) **at latest on the 11<sup>th</sup> April 2009**

❖ **The selection**

COPEAM-ASBU coordination committee will select step by step the applications.

**Only 10 young directors** (5 from Arab countries and 5 from Europe countries) will be selected.

The candidates selected by the "Inter-Rives II" coordination committee will be informed **on April 20<sup>th</sup>**

❖ **broadcasting and promoting :**

COPEAM and ASBU deeply believe in the close link between production, diffusion and promotion of the audiovisual products. In fact, these two last steps are the most essential factors for the coproduction's success.

*Broadcasting*

The broadcaster partners have to guarantee a good percentage of the Inter-Rives documentary broadcasting and to specify day and time to COPEAM and ASBU

*Promotion*

The broadcaster partners have to assure the promotion of the magazine and of its broadcasting among its audience through all the media at their disposal: web sites, TV trailers, press, etc...