

Cyprus Charter for Mediterranean co-productions

Final resolution of the 18th Conference and 17th General Assembly of COPEAM

Agia Napa, 15 May 2011

Preamble

COPEAM has always devoted great importance to co-productions and they have become a pillar of the Mediterranean audiovisual cooperation, therefore contributing to the emergence of a regional identity and a common Mediterranean spirit.

According to and in the perspective of developing the 5th Project of the Final Resolution approved by the General Assembly in Cairo, in 2009, we, members of COPEAM, wish to subscribe to the principles stated in this Charter in order to facilitate the multiplication of co-production projects.

As a matter of fact, a structured Mediterranean audiovisual landscape cannot be realized without a common vision, shared values and this in the aim of building a regulated space, rich in ideas, creations and skills.

It is in this framework and in order to reach these objectives that this Charter has been drafted. A new milestone that we reach together – on the occasion of the 15th anniversary of the signature of our Association's Bylaws – in our effort to promote a cohesive Mediterranean region, open to diversity, exchange of know-how and united to face tomorrow challenges.

1-Object: The present Charter is aimed at defining the basic principles upon which the action of the Charter's subscribers will be structured. This, with a view to promoting and developing the audiovisual – TV, radio, multimedia and cinema – co-production projects in the Mediterranean region through all the appropriate means.

2-Adhesion: The adhesion to the present Charter is open to any organization member of COPEAM, independently from its nature or its field of action, expressing the wish to adhere, to share its values and the principles hereby defined and committing to promote and actively implement them by all the means at its disposal.

3-Contents and editorial line: The subscribers of the present Charter commit themselves to work for the realisation of co-production projects based on a shared vision of cooperation, on the respect of the human dignity, on the promotion of peace, tolerance, humanism, dialogue and solidarity between individuals, peoples and cultures.

4-Cultural and linguistic diversity: The subscribers of the present Charter commit to support co-production projects aimed at contributing to promote and safeguard the cultural and identity diversity of the peoples of the Mediterranean region, in the respect of the cultures and the civilisations of the other regions of the world. They also commit to encourage the expression of each of their interlocutors in their own languages and to facilitate the most respectful adaptation modalities, in the perspective of broadcasting in different countries.

5- Gender equality: The subscribers of the present Charter will pay a special attention to the representation of women in co-production projects, promoting a gender equality approach with regard to the choice of contents as well as to the involvement of professional women, thus ensuring equal opportunities for both men and women.

6-South-south co-production: The subscribers of the present Charter will act to develop synergies between partners from both the southern and the oriental Mediterranean shores, with a view to realizing bilateral or multilateral co-productions. With this aim, they will build, when possible, partnerships with operators coming from those regions.

7-Inter-shore co-production: The subscribers of the present Charter will support co-production projects involving partners from the different Mediterranean shores, especially on subjects regarding mutual respect, solidarity and tolerance according to what is stated in articles 3 and 4 of the present Charter.

8-Expertise and know-how: The subscribers of the present Charter will promote, while developing co-production projects, the transfer of know-how and exchange of experiences, notably in the field of digital techniques and their effects.

9-Public-Private Partnerships: The subscribers of the present Charter will look, when possible, for synergies between operators from both public and private sectors, with a view to carrying out mixed co-production projects based on shared values.

10- Intellectual property: The adhering organisations commit themselves to respect intellectual property rights in the framework of the co-production projects they will participate in.

11-Support to broadcast: The broadcasters adhering to the present Charter commit themselves to support, when possible, the Mediterranean co-productions through the pre-purchase of broadcast rights and to ensure an appropriate promotion and circulation of the co-produced works.

12-Promotion and lobbying: The subscribers of the present Charter will actively promote the principles hereby defined within national public authorities, festivals and funding bodies as well as within relevant international institutions in order to obtain funding and resources of any type encouraging the co-production and the circulation of works co-produced in the Mediterranean area.

13-Visibility and media dissemination: The subscribers of the present Charter, notably the broadcasters, will carry out communication actions through any possible means so to promote the Mediterranean co-productions among the general public.

14-Modification of the Charter: The present Charter could be further adapted and enriched upon COPEAM members' proposal and after approval of its General Assembly.
