

Message of the Secretary General



The 2013 Cagliari Conference will focus on the theme related to “*The Mediterranean between economic crisis and socio-political changes: the floor to the media*”.

The ongoing economic crisis and the present moment of transition that Mediterranean countries - both in the north and the south - are experiencing, create a new framework that - rather than leading us to inertia and closure - should be an opportunity to act on logics that are different from the past, and to identify common and innovative solutions. In this

context - as stressed in the Conference title - media, in particular the public ones, must act in the front line, strongly responding to the challenges they have to face: describe and interpret this complex reality by providing the public with the tools to understand and act upon; sync with the issues promoted by citizens with a bottom up approach; enhance and make themselves promoters of innovation; believe and invest in culture as the driver to competition and growth.

In this perspective, a key role is played by women - to whom we will dedicate a session during the Conference - as factor of change in the media themselves, in society and in institutions.

Starting from this Conference and from these shared ideas, we will set off with enthusiasm for the new year of activities. 2013 is and will be the year when important audiovisual cooperation projects, co-funded by the EU, will come to completion: after the successful launch of the ‘Med-Mem’ platform, also pioneering experiences such as ‘Terramed Plus’ and ‘Joussour’ will complete their activities that - I am convinced - represent the starting points on which we continue and invest in promoting audiovisual sector innovatively in the region, by using the new media as allies. Priority will therefore be to work on keeping these initiatives ongoing, not to have them last a season but to consider them as essential tiles in the audiovisual cooperation in the Mediterranean area.

Another priority activity domain will be the cooperation with international organisations on major cultural and social themes of general interest. As a matter of fact, media must reinforce their function of support to dissemination and promotion of fundamental values, be they environmental protection, human rights, gender equality and access to culture. The excellent feedback received from the recent training seminar on communication, organised by COPEAM together with IFAD, the UN Agency, is but a confirmation of the validity of this approach that sees media and international organisations working in synergy, giving more emphasis and strength to international developing and cooperating activities.

The process started with Unesco on promoting gender equality in the media sector, moreover, is another important axis on which we can raise awareness and develop training activities.

So, from the 21st to the 24th of March, let’s meet in Cagliari to discuss these topics and share our objectives, always according to a cooperative spirit, trademark of the COPEAM approach.

Pier Luigi Malesani