

# WHICH FUTURE FOR THE YOUNG PEOPLE OF THE MEDITERRANEAN?

## THE CONTRIBUTION OF THE MEDIA



7-9  
APRIL  
2016

23<sup>rd</sup>  
**COPEAM  
ANNUAL CONFERENCE**  
AJACCIO - **PALAIS DES CONGRÈS**

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# FINAL REPORT

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## General presentation

The 23rd annual Conference of COPEAM took place from 7 to 9 April 2016 at the Palais des Congrès of Ajaccio, upon kind invitation of the Collectivité Territoriale de Corse.

The representatives of the public broadcasters and of the cultural and audiovisual operators of the Mediterranean basin gathered there to debate together on the topic "Which future for the young people of the Mediterranean? The contribution of the media".



200 participants



24 countries represented



28 broadcasters

# General presentation

On Friday 8 April, the participants met in groups within the different COPEAM Commissions to discuss the different cooperation activities in the following fields: Audiovisual Heritage, Cinema-Festival-Culture, Gender Equality, News and TV Mag Exchange, Radio, Television, Training.

Read the Commissions final resolutions:

[Audiovisual Heritage](#)

[Cinema-Festival-Culture](#)

[Gender Equality](#)

[News and TV Mag Exchange](#)

[Radio](#)

[Television](#)

[Training](#)

In the morning of Saturday 9, following the official opening ceremony of the Conference, the attendants assisted to two plenary sessions, one on "Societies and New Generations", the other on "Media and Youth".

Then, COPEAM members took part in the General Assembly including the renewal of the Steering Committee, of the Board (President, Secretary General, Deputy Secretary General, Vice-Presidencies) and of the Commissions' Presidents. They also adopted the final resolution of Ajaccio, on the safeguard and promotion of the Euro-Mediterranean heritage.

[Link to the Steering Committee members \(2016-2018\)](#)

[Link to COPEAM Commissions' Presidencies \(2016-2018\)](#)

[Link to the Ajaccio final resolution adopted by the General Assembly](#)



The representatives of the Steering Committee elected in Ajaccio

# Plenary conference

## Session 1 - Societies and new generations

### **SOCIETIES AND NEW GENERATIONS**

Coordination : Mr. DRAGAN NIKOLIC  
*Deputy Head of News Media Service, HRT - Croatia*

Ms. REGINA SALANOVA  
*Communication Manager, Anna Lindh Foundation*

Ms. ROSARIO SORAIDE  
*Focal Point for Youth & Media, NET-MED Youth Project, UNESCO*

Mr. Dragan Nikolic, Deputy Head of the News Media Service of HRT, the Croatian Public Radio-television, introduced the session mentioning which are the stakes - social inclusion, civic engagement, political and media representation, high unemployment rates, radicalism - the new generations, both from the North and the South, and particularly the "Generation Y", have to face today.

Presenting the initiatives carried out by the Anna Lindh Foundation on young people, Ms. Regina Salanova, Communication Manager, underlined the gap existing between young generations and traditional media. In fact, there is a lack of trust towards media which often offer a negative portrait of youth, even if young people wish to be part of the public debate and access adequate platforms to exchange with their pairs and the decision-makers. To build a positive storytelling about themselves, they need to enhance their skills, in particular in the field of communication.

This analysis was shared by Ms. Rosario Soraide, UNESCO Net-Med Youth Focal Point for Youth and Media. The political and social changes in the last years influenced the new generations in terms of participation in the political and public debate, of unemployment and difficult access to the labour market, of marginalization, of representation in the media. This can bring sometimes to expressions of violence, loss of hope, frustration and disappointment on one side; but, on the other, there is a variety of positives voices we have to support and amplify.



# Plenary conference

## Session 1 - Societies and new generations

The two speakers pointed out the importance to work for the consolidation of common values, i.e. tolerance, solidarity and mutual knowledge, so to fight the "conflict of values".

The role of the civil society is fundamental in this process. For the international organizations such as the Anna Lindh Foundation and UNESCO, the reinforcement of the competencies of the civil society organizations, which are the representation of the reality, is a priority, enabling to meet the concrete needs of citizens, in particular the young ones.

This is the reason why media should change their storytelling about this reality, both in the North and in the South. Media education is essential in this framework: young people, and the public in general, are really critical about information. In front of the sources' proliferation, the possible manipulation of



information the need for verification, it is important to educate young people on the use of media.

On this issue, Mr. Jamal Eddine Naji, Director General of the Moroccan Haute Autorité de la Communication Audiovisuelle, took the floor to launch a call to UNESCO and to its government members. Today, the mission of schools can be resumed to 3 strategic guidelines: learning to read, write and calculate. It is essential to add a fourth mission, which is to communicate. Nowadays, children are "mediatized" very early, and school should take into account this necessity. Ms. Soraide announced that UNESCO is promoting the integration of a media education path in school curricula, relying on Ministers of Education and on extracurricular activities, which are easier to be set up.

# Plenary conference

## Session 1 - Societies and new generations

Furthermore, the way through which young people can answer, from their point of view, to some urgent matters such as immigration and refugees, was pointed out. On this point, once again, the reinforcement of intercultural dialogue and social cohesion represent fundamental tools.

Mr. Bent Noerby Bonde, Director of Media Progress, took the floor to affirm that, the main challenge for Europe is to support the youth, especially in their wish for social change. The best investment that Europe can make today is in youth. On one side, this means the possibility for young people to express themselves, both through traditional media in their radio and TV programmes and on the social networks and online platforms. On the other side, the Mediterranean countries should exchange their mutual best practices on job creation.

The session ended with a presentation of the flagship projects led by the Anna Lindh Foundation and by UNESCO on the Mediterranean Youth: "Young Arab Voices" and "Net-Med Youth".

On the first, the Anna Lindh Foundation aims at reinforcing communication and critical thinking skills of the new generations from Algeria, Egypt, Jordan, Lebanon, Libya, Morocco, Palestine and Tunisia. The subjects the project participants deal with are, among others, education, gender equality, governance, security issues, human rights.



"Net-Med Youth" is a EU-funded project gathering associations of young people and aiming to facilitate the exchange between citizens and to accompany them in the decision-taking process.

# Plenary conference

## Session 2 - Media and youth

### MEDIA AND YOUTH

Coordination : Mr. JEAN-EMMANUEL CASALTA  
*Director of Strategy and Development, France Médias Monde - France*

Ms. MONICA MAGGIONI  
*President of RAI-Radiotelevisione Italiana - Italy*

Mr. JEAN PHILIP DE TENDER  
*Media Director of the European Broadcasting Union (EBU)*

Mr. MOSTAPHA MELLOUK  
*President of Casablanca Media Partners - Morocco*

Introducing the session, Jean-Emmanuel Casalta, Director of the Strategy and Development at France Médias Monde, anticipated some central issues such as the representation of the new generations in traditional media (TV and radio) and the access of young people to media in terms of training, employment and visibility.

Mostapha Mellouk, President of Casablanca Media Partners, presented a study on the expectations of the Arab youth, underling that these are not so different from those of the Northern youth, provided that they are given a chance. The generation Y (15-34 years old), representing 37% of the population in the Arab countries, is a huge consumer of internet and social networks, more than of television. Today, young people become mature very soon, they are very sensitive about their context and want to be involved in the civic and political debate. Among their concerns religion is not present, but rather economy and employment, insertion in the political and social life, education and health.

As for their consumption habits, they watch TV first of all for the cinema and the series. The information they look for is mainly general (entertainment and international news). Social networks are also used for entertainment and socialization, to feel alive, to participate, to be part of a community. In general, the trend is toward social media, at the cost of television, which nevertheless is present for federating contents. But for the



# Plenary conference

## Session 2 - Media and youth

television to become attractive again, it must propose alternative contents, interactive and dynamic, taking into account social networks and the mobile.

Jean Philip de Tender, Media Director of the European Broadcasting Union (EBU), while reaffirming that traditional media are under pressure in favor of social media, underlined their purely "social" peculiarity, meaning that there must be a dialogue, a connection with the audience. The broadcasters have a challenge to face: reengaging themselves with the audience, reinventing formats and proposing the right platforms for their publics to express and interact.

The project "Generation What", initiated by France Télévisions and developed in the framework of EBU, was presented as a positive example of language adaptation by the traditional media for the new generations. The added value of the programme is double: on one side, this is a platform where young people can express themselves; on the

other side, there is content production. This meets the necessity of listening the youth and learn from them, but also of involving them in the production process.



The existing gap between traditional media and the youth of today was pointed out by Ms. Maggioni, President of RAI.

We have to keep in mind that these young people will grow without having the consciousness of what traditional media and public service are today. It is urgent to have a dialogue with them, to represent, also for them, a system of common values and perspectives. This is possible through the language, the mutual image and the understanding, the subjects to be covered and the integration of the new media. On this



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aspect, it is important to underline that there are traditional products that need to have a continuation on the social media and other products that have to be created directly on the social media. The winning strategy for traditional media is to go where the youth is, which means smartphones, tablets, everything in which the information has not traditional mediation and that enables young people to be involved and to participate. If we want television to be interesting for them, we have to give them the opportunity to interact in real time and RAI is now focusing on this second screen experience that requires, besides, economic and human resources.

Public service journalists, to play a role in this context, must rely on their accountability, on their transparency in the creation and verification of the information.

Summing up the various contributions, Mr. Casalta finally added that the media must go from a vertical communication to a horizontal system which promotes the co-production of contents with their own audiences.

The media have to accept the sharing of responsibility in the production and the permanent listening of the public to propose programmes realized "in common" and that facilitate today to communicate with all the population.



### Radio Commission meetings in Bastia

Previous to the 23rd annual conference of COPEAM, upon the invitation of France Bleu RCFM and with the support of the City of Bastia, the journalists-producers involved in the 3 radio magazines realized under the aegis of COPEAM – Kantara, Mediterradio and MusicaMed – gathered together in Bastia in the framework of a number of coordination meetings, of special recordings and of a public forum around the topic "Mediterranean, similarities and differences".



A press conference aimed at launching the COPEAM Conference in Ajaccio was also organised, with the participation of local authorities representatives as well as of President of COPEAM Talal El Makdessi, and President of Corsica Region, Gilles Simeoni.

The participants in the mentioned activities were: Hervé de Haro, Director of France Bleu RCFM and President of COPEAM Commission Radio; Thomas Brunelli, editor at France Bleu RCFM; Pierre Mari, ex editor at France Bleu RCFM; Dina Abdelmeguid, ERTU (Egyptian radio); Vito Biolchini, RAI Sardinia; Nadira Belkhoutout, SNRT (Moroccan radio); Lynda Bouadma, EPRS (Algerian radio); Iman Ouenzar, RNE (Spanish radio); Mayada Shili, Tunisian Radio; Marzia Puleo, RAI Sicily.



[Listen to the special episode of Kantara recorded in Bastia \(French only\)](#)



## Side events



Welcome cocktail, Cour Anglaise de l'Hôtel de Ville  
[Link to the speech of the Mayor of Ajaccio, Mr. Laurent Marcangeli \(French only\)](#)



Official opening, Palais des Congrès  
[Link to the speech of the President of Corsica's executive Council, Mr. Gilles Simeoni \(French only\)](#)




 [Listen to Kantara special episode recorded in Ajaccio \(French only\)](#)



Dinner, Terrace of the Palais des Congrès  
[Link to the speech of the President of the Corsican Assembly, Mr. Jean-Guy Talamoni \(French only\)](#)




2015 Plural + awarding ceremony  
 COPEAM Special Prize

 [Watch the video "Story of Hakeem"](#)



Promotional spot for the Conference  
 realized by France 3 Corse ViaStella

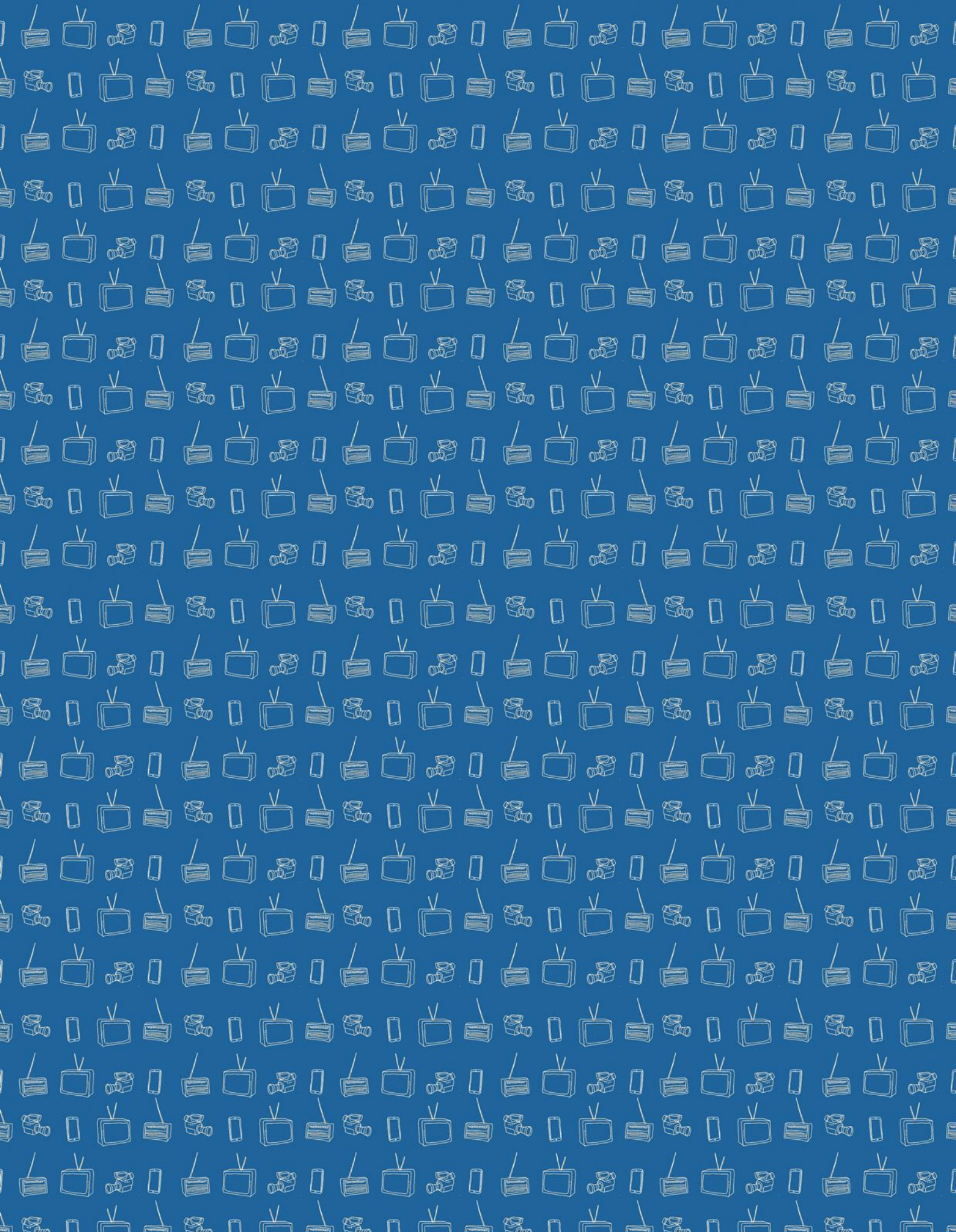
 [Watch the spot](#)



Spot COPEAM 1996-2016: a 20-year successful route

 [Watch the spot](#)





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