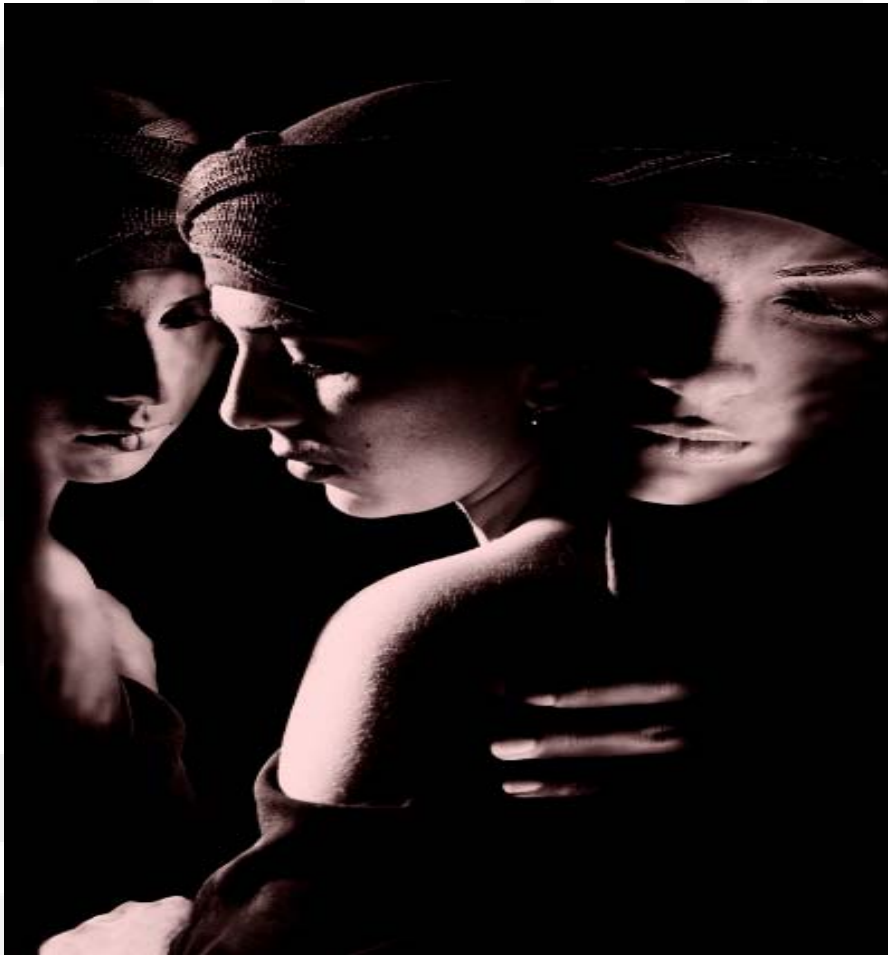




EUROMED PARTNERSHIP: THE CULTURAL AGENDA



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EUROMED PARTNERSHIP: THE CULTURAL AGENDA

**Information on cultural cooperation in the EuroMed
partnership co-financed by the European Commission**



Photo by Miguel Ramos.

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FOREWORD

The Euro-Mediterranean Partnership is almost 13 years old and has grown from an initial membership of 25 countries to 39 with a population of about 688 million. With a mosaic of different cultures, ethnicities, religions and civilisations, mutual understanding and dialogue are an essential base for peaceful coexistence and joint development in the region. The Barcelona Declaration of 1995 recognises this. Among its objectives, special attention was devoted to the social, cultural and human dimension elements:

“The participants recognise that the traditions of culture and civilization throughout the Mediterranean region, dialogue between these cultures and exchanges at human, scientific and technological level are an essential factor in bringing their peoples closer, promoting understanding between them and improving their perception of each other”.

The Mediterranean has long been the symbol of coexistence of cultures and traditions, despite the many conflicts that have afflicted the region.

Throughout, the people have continued to promote exchanges, share knowledge and enjoy a common cultural heritage.

Today, more than ever, such efforts are crucial at a time when mutual understanding is being challenged. The political and economic objectives of our Partnership remain as relevant today as in 1995. However, it is the cultural and human dimension that underpins our joint efforts towards the achievement of peace and stability.

During recent years, the EuroMed partnership has been very active in cultural cooperation, fostering dialogue between cultures and bringing people together. This document presents an overview of what has been achieved.

Joint programmes such as EuroMed Audiovisual, EuroMed Heritage and EuroMed Youth as well as the Anna Lindh Foundation offer clear indications of our joint aspirations and efforts in this area. They offer support to our youth to overcome stereotypes and misunderstandings in efforts to build a better, more just and safer world.

I am particularly pleased to present this information to you in this third meeting of Euro-Mediterranean Ministers of culture in 2008 - "Euro-Mediterranean year on dialogue between cultures". I think the time is ripe now to build upon our efforts and experience, and open the way for a fully fledged EuroMed strategy on culture.

*Benita Ferrero-Waldner
Commissioner for External Relations
and European Neighbourhood Policy*



Euromed Heritage

Regional intercultural dialogue has featured at the heart of the Euro-Mediterranean partnership since the start of the Barcelona Process almost thirteen years ago. The Mediterranean, being the cradle of many civilisations, is part of our common heritage. Its historic settlements and archaeological sites, as well as its customs and traditional craft skills, form a legacy that is shared by every country around the Mediterranean basin. Sometimes it needs an outsider's view to highlight the beauty and potential of what is not, but should be, immediately obvious.

EuroMed Heritage was both a catalyst and driving force in this respect. Launched in 1998, it was the first initiative under the umbrella of the Partnership's social, cultural and human component. It started a process in which historical sites and cultural phenomena in partner countries were identified and mapped and conservation and preservation techniques were shared and exchanged. Also, financial management and marketing skills were developed to assist in this process.

Another activity concerned networking, which allowed museums and other cultural institutions, students and university teachers, the possibility to meet, connect and team up in their efforts to preserve those past heritage treasures for present and future generations. EuroMed Heritage II and III were launched successively and focused on tangible and non-tangible expressions of culture that make the Mediterranean unique, resulting in projects on cultural tourism, maritime and musical heritage, as well as its regional traditions of food and craft.

The European Commission will continue its support in this area under the ENPI Framework with projects starting in 2008 for a four-year period. During this time the focus will be on accessibility to - and knowledge of - cultural heritage so that a maximum number of people can benefit.

Many of the networks that evolved through this programme still exist today and the ongoing cooperation and political dialogue has now, ten years later, resulted in a strategy for the development of Euro-Mediterranean heritage until 2013, securing the commitment for the mid-term.

An Example: Discovering Islamic Art

The project 'Discovering Islamic Art' is an innovative showcase of how to bring art to the public. It gave birth to the virtual 'Museum With No Frontiers', allowing people from everywhere in the world to take note of the historical and cultural Islamic heritage around the Mediterranean, from their remote locations. Crafts and architecture, as well as information about specific customs, themes and minority groups, like the Mamelouks in Egypt, or the Umayyades in Jordan, are displayed and documented. The project was initiated after a cycle of thematic exhibitions on Islamic Art in nine countries around the Mediterranean had taken place. The underlying idea was to link the different collections and themes so as to show Islamic art in all its varieties and, at the same time, allow access to a wider audience. Since then the museum gradually opened its virtual doors to other collections and sites as well. The

programme is based on cooperation between Egypt, Morocco, Jordan, Turkey, Tunisia, Algeria, Syria, Spain, Portugal, and Italy and is the collective result of 250 experts from all over the region working together.

For those that prefer the actual over the virtual and like to experience, smell and touch the beauties of Islamic craft and art in the 'real world', the 'Museum With No Frontiers' organises thematic cultural travels to the exhibiting countries. By doing so the project generates income while also attracting new commercial partners. This is a reassuring development that will ensure that heritage has a sustainable future.

EuroMed Heritage in figures:

Over the years Heritage programmes:

- ❖ Financed 36 projects;
- ❖ Created a network of 156 museums, cultural institutions, universities and NGOs;
- ❖ Promoted cultural dialogue through 49 exhibitions and festivals, 17 workshops, Info Days, and 18 short films;
- ❖ Carried out 69 research programmes on preserving the Mediterranean's tangible and intangible heritage, leading to 146 publications;
- ❖ Promoted 131 training courses and 21 conferences on Architecture, Archaeology, Prehistory, Maritime Heritage, Cultural Tourism, Low and High Technology, Labels, Norms, Arts & Crafts, Music, Oral History;
- ❖ Involved journalists through an annual EuroMed Heritage Journalism Award;
- ❖ Conceived and published a "Strategy for the Development of Euro-Mediterranean Cultural Heritage: Priorities from Mediterranean countries".

More info:

<http://www.discoverislamicart.org>

<http://euromedheritage.net>

Euromed audio-visual

Cooperation between the EU countries and their Mediterranean neighbours in the audiovisual field has progressively evolved over the last ten years. The foundation was laid at the Thessaloniki Conference in 1997, where foreign ministers stressed the importance of audiovisual material for the promotion of mutual understanding. The first programme was launched in 2000, with the objective of working together to preserve and distribute documentaries and feature films that capture the essence of people's lives and culture.

Cooperation activities included: practical exchange of knowledge about working methods and technology; workshops in script writing; and co-productions between independent film production companies. Some 5000 old documentaries have been saved for future generations by archiving them in easily accessible 'future-proof' digital systems, while more than 60.000 people visited the travelling festival in seven European cities and Amman (Jordan) to view some of the best films of the Arab Mediterranean film industry. Another notable achievement saw the development of 86 feature and documentary films following the professional training of young films makers in scriptwriting, project development, financing, marketing and distribution. The personal contacts led to regular networking events and the creation of different links, both between the EU and southern Mediterranean countries, and also between southern countries themselves.

The programme gave a real boost to the Mediterranean film industry and the evolving networks provided fertile ground for further cooperation under the successor programme Euromed Audiovisual II.

The new programme put the emphasis on training, development, promotion, distribution and exhibition of Mediterranean cinema. Special attention was paid to the pre-production and post-production stages of film making. It offered vital opportunities for training, networking, mentoring by established industry figures, skills and knowledge transfer as well as exchanging ideas and best practices. The programme owes much of its success to its training and development-oriented projects which have assisted 478 young Mediterranean professionals in the development of their projects, while also helping them deal with issues relating to financing and the mastering of vital negotiation and marketing skills.

The programme also provides support to the region's public authorities to ensure the development of the audiovisual sector, by reinforcing legislation with a view to protecting films and the rights of authors against piracy. The programme included distribution and exhibition activities that led to an increasing presence of Mediterranean films in European cinemas and European films in Mediterranean cinemas. The combined screenings held in the Mediterranean region and in Europe attracted an audience of nearly 400,000 people.

An example: Caravan of Euro-Arab cinema

Launched in March 2006, the “*Caravan of the Euro-Arab Cinema*” is now in its third year of activity. After two successful years it has reached an audience of over 100.000. The project offers the visitors a wide range of films - short and feature films, fiction and documentaries from Europe and the Southern Mediterranean countries.

The project brings new visions of European and Arab filmmakers to viewers in cities on both shores of the Mediterranean with the aim of creating a new generation of cinema-goers more open to European and Arab cinema culture. Festivals in Rotterdam and Paris for example, offered possibilities for introducing new, larger audiences to cinematography from the other side of the Mediterranean. Other cities the Caravan visited include: San Sebastian, Marrakech, Venice, Cairo, Alexandria, Amman and Beirut.

The project helped raise awareness among young students, intellectuals and professionals by exhibiting recent works in cultural centres, university campuses and in suburban cinemas of big cities. Sometimes a specific theme or activity was chosen, as in Paris last March, where the Caravan featured films made by female Arab directors expressing their views on society.

The Caravan also made efforts to attract wider audiences. The Caravan staff organised open-air summer nights with mainstream films for big crowds and actively encouraged commercial cinemas to open up their premises for European and Arab productions that commercially might not appear that interesting. By doing so, the Caravan managed to prove, that with well targeted publicity, these productions can generate interested audiences.

EuroMed Audiovisual in figures:

- Over the years the EuroMed Audiovisual programmes
- ❖ Financed 18 major projects;
 - ❖ Generated an audience of almost a million people
 - ❖ Allowed 478 professionals to participate in training and development workshops;
 - ❖ Facilitated the screenings of 500 recent Arab and European films in 21 cities, seen by 100,000 people;
 - ❖ Created a database of copyright and related rights information in the Mediterranean partner countries;
 - ❖ Preserved 5000 old documentaries and films by transferring them from obsolete format to 'future proof' digital formats
 - ❖ Supported the setting up of, active and informative websites

More info: www.euromedaudiovisual.net
<http://www.cinemacaravan.com/>

Euromed Youth

Youth exchanges and visits have proven to be an important mechanism for European and cultural integration for many years. Mobility programmes such as Youth, Erasmus or Leonardo da Vinci have seen the enthusiastic participation of young children, academic and vocational students within the EU, including the new member states. The positive effects these programmes had -and continue to have- on mutual understanding and intercultural learning are easily discernible. Many participants learned a new language and their stay in another country often led to long lasting contacts and connections with the host country.

The EuroMed Youth Programme was established following the commitments made in the Barcelona Declaration in 1995. It promotes mobility of young people and understanding between peoples through three types of action: *EuroMed Youth Exchanges* bring together groups of young people from at least four different countries for two or three weeks; *EuroMed Voluntary Service* supports unpaid, full-time transnational voluntary activity for the benefit of a particular community for a period of two to twelve months; *EuroMed Support Measures* further the development of youth organisations and civil society actors involved in youth work through cooperation, partnerships, training measures and exchanges of good practices.

Today, more than ten years after the launch of the programme, the focus is on actions "as close as possible to the beneficiaries", promoting active citizenship and fostering a sense of solidarity among the participants. In every call for proposals specific themes are included, such as 'fighting racism and xenophobia', 'encouraging active citizenship', 'gender equality' and 'minority rights' as well as the 'protection of the environment and heritage'. The programme also encourages the inclusion of young people that, given their social backgrounds, would normally have fewer opportunities to participate in exchange activities.

An example: Qualitative Rural Reality

At the tenth anniversary of the Barcelona Declaration the project 'Qualitative Rural Reality' was honoured as the best exchange project involving youngsters from both sides of the Mediterranean. The project brought together young people from Sweden, Italy, Jordan and the Palestinian territories in the small Swedish town of Eksjö to discuss about life in rural communities in a changing world. "It was interesting to see how views on rural areas can differ", one of the organisers said. "Some feel they really have to leave their community if they want to make something out of their life, others think of raising their children in a small town, rather than in a big city..."

Discussions about the values of country life were a starting point for further, wider discussions about general orientations in life. "... The idea was to discuss about the concept of 'rural youth' in a changing world, but also to provide a safe environment in order to share differences and similarities, to break stereotypes and talk about how

youth from the different countries picture their future. It helped young people to identify their goals and assets in order to control their own future. It was a lesson in life, a motivation to work harder and dream at a higher level", summarises project director Liene Ledaine about the learning experiences. The discussions were followed by a multicultural evening with a focus on music, dance and typical food. Ziad Jihan from Palestine was delighted with the project: "When I arrived in Sweden I was full of energy and enthusiasm, knowing that I would exchange my thoughts and experiences with foreigners from many countries. This project really helped me grow as a person."

EuroMed Youth in figures:

- ❖ out of 61 proposals submitted, 15 were selected (7 youth exchanges, 2 voluntary service, 6 support measures);
- ❖ promotes young people's active citizenship in fighting racism, achieving gender equality, minority rights, heritage and environment protection;
- ❖ Euro-Med Youth Exchange brings together youth from five different countries for two or three weeks;
- ❖ Euro-Med Voluntary Service constitutes unpaid transnational voluntary activity for the benefit of the community for a period between 2 and 12 months;
- ❖ creation of Euro-Med Youth Units in the Mediterranean Partner Countries;
- ❖ Annual meetings and trainings with Euro-Med Youth Units of the EuroMed Youth Programme and the National Agencies of the "Youth in Action" Programme (DG EAC) to promote interaction and insure coherence of these two programmes.

More info:

www.euromedyouth.net

Regional information and communication

When considering intercultural dialogue the important influence of media cannot be overlooked. Satellite and terrestrial television, radio, newspapers, internet sites all play a significant role in shaping the image and perception one has of other cultures. Public opinion is for a large part based on the words and images portrayed by different media. Not surprisingly therefore, media has formed an integral element of relations between the EU and the Mediterranean partner countries since the start of the Barcelona process.

Under the Euro-Mediterranean Regional Information and Communication programme numerous activities have been launched to improve the awareness and knowledge of the functioning of the EU, its institutions, its policies and programmes and its relations with the Mediterranean countries.

Journalists training programmes have helped develop their professional skills; offered journalists the possibility to travel and meet up with colleagues from different countries; share opinions on the role of the media; see how their peers work, and how to get access to the broad spectrum of information available within the European services.

Another strand to these activities has been the formation of a network of senior media practitioners from the EuroMed region known as the EuroMed media task force. This platform meets at regular intervals with Commission staff to discuss topical subjects such as press freedom, xenophobic media, gender equality, information and communication, training, etc. and provides useful feedback on how the EU is - or might be- perceived

The European Commission has also financed a series of television productions about the EU and its relations with Mediterranean partners that have been broadcast by different television channels across the entire region.

The establishment of the EuroMed Info centre, which collects and disseminates information, writes material and maintains a website in English, French and Arabic, has proven to be an important communication tool for the Commission in its efforts to transmit information that is of interest to people and organisations on both sides of the Mediterranean.

An example: Crossing Glance

'Crossing Glances' is an exhibition of the works of young photographers from countries bordering the Mediterranean that was financed in the framework of the EuroMed Regional and Information Programme. The exhibition is the result of an international competition for young photographers on the theme of the EuroMed partnership. The participants came from seven member state countries and ten Mediterranean neighbour countries and sent in a total of 5800 photos. During the final ceremony in Rome, 17 winners - one from each country- were selected by an

international jury comprising personalities from the world of communication, journalism and art. The photos highlighted a common view on the future of the Mediterranean area or featured an original and innovative outlook on the relationship between the European and Mediterranean partner countries, displaying the thoughts and preoccupations of the young generation.

Casablanca based photographer Fouad Maaouz is 29. His photo displaying a poor, young student collecting dirt on the beach to pay for clothes and books as well as support for his family, was chosen from the Moroccan entries. "I wanted to show a generation that sometimes tends to be forgotten", he explains. "This is about youngsters that work on the shores of the Mediterranean and dream, one day, to be successful on the other side. I feel part of this generation." Maaouz succeeded in realising this dream; thanks to the Crossing Glances initiative that enabled him to present his work in 40 countries and meet his peers from the other participating countries: "We have had extensive discussions about our experiences, our sources of inspiration and techniques we used. This competition truly contributed to better understanding among us. We realised we share the same dreams of peace and prosperity and we are still in contact."

Regional information and Communication in figures:

- ❖ setting-up of the EuroMed Info Centre (www.EuroMedinfo.eu), the first dedicated information portal on EU relations and cooperation with Mediterranean Partner Countries;
- ❖ information to a large public through 170 hours of TV programmes, 80 radio programmes on international radio stations, press supplements in
- ❖ Mediterranean country newspapers;
- ❖ creation of a network and task force of about 500 influential media practitioners within the "EuroMed and the Media" project;
- ❖ training programme "Europe For Mediterranean Journalists" www.eu4medjournalists.eu
- ❖ "Crossing Glances" photo contest and exhibition in 10 countries;
- ❖ opinion research in all Mediterranean countries on perceptions about Euro-Med cooperation;
- ❖ A Middle East Music Award aiming to promote new talents in the Maghreb and Near East countries of the Mediterranean.

More info:

<http://www.eu4medjournalists.eu>

<http://www.euromedinfo.eu>

Anna Lindh Foundation

Since its launch in 2005 the Anna Lindh Foundation has initiated and supported a range of programmes and projects for the promotion of dialogue in the Euro-Mediterranean region. Having successfully launched in 2008 its most ambitious programme to date, '1001 Actions for Dialogue', the Foundation is now preparing to embark on its next phase, a phase which will build on its unique position to bring civil society and decision-makers together for the enhancement of peaceful coexistence in the region.



Background

'It is a historic and hence politically crucial task, and it is urgent'

Group de Sages High-Level Advisory Group, 2003

Intercultural coexistence is one of the major challenges at the start of the twenty-first century. It is an issue which is of highest importance to the governments of the Euro-Mediterranean Partnership, the far-reaching political agreement established in 1995 between the European Union and its ten Southern Mediterranean partners in *Algeria, Morocco, Tunisia, Egypt, Jordan, Lebanon, Palestine, Israel, Syria and Turkey*.

The Euro-Mediterranean Foreign Ministers, meeting in Naples in December 2003, decided on the setting up of a Foundation to promote dialogue between cultures and civilisations.

The Anna Lindh Foundation's mandate builds on the report of the High-Level Advisory Group ('Groupe de Sages') established in 2003 by the then President of the European Commission Romano Prodi, and focuses on bringing people from both shores the Mediterranean together in a 'real and effective dialogue with cooperation between equal players'.

During the conception of the Foundation each government nominated an institution within their country to build a network of organisations from across the civil society dedicated to the promotion of dialogue: the Anna Lindh National Networks.

Today this network forms the basis of the Foundation's work which is coordinated from its headquarters in Alexandria Egypt under the leadership of the Executive Director. The elected President of the Foundation is responsible for external affairs as well as presiding over the Advisory Committee which advises the Board of Governors, Director and Networks on the strategic policy orientations of the Foundation.

Achievements

Since its inauguration in April 2005 the Anna Lindh Foundation has worked across the Euro-Mediterranean region, through its National Networks and in collaboration with regional and international institutions, to develop and support a wide range of programmes and projects for dialogue.

First and foremost the Foundation has invested in the development of its network of national networks through information and training work with member organisations and through granting financial support of three million euros for intercultural projects through its call for proposals, an open competition to select and support the most effective projects for dialogue. During this period the network grew from three hundred organizations at the inauguration to over one thousand five hundred organisations and institutions across thirty-seven countries.

With the networks as the basis of activity the Foundation set about developing new areas of cooperation across a range of sectors from academic to cultural, media to youth.

During this period activities included co-organising and hosting events such as the Euro-Med University Forum in Alexandria which brought together hundreds of academics and intellectuals from across the region to develop new proposals on mobility; establishing a training programme in collaboration with ALECSO and the Council of Europe which provided teachers with the pedagogical skills on cultural and religious diversity and education for human rights; launching the first Euro-Mediterranean Award for Dialogue between Cultures and the Euro-Med Journalist Award for Cultural Diversity.

Beyond these fields of activity the Anna Lindh Foundation was also called upon to respond to crises in the region. In 2006, 'Build a Bridge' was launched by the Foundation and its Networks as a response to conflict effecting communities in Lebanon, Gaza and Israel, while at the peak of the cartoon crisis the Foundation launched the 'Dialogue 21' campaign, an initiative which allowed young people to discuss issues with young peers on the other side of the Mediterranean.

It was in the context of such crises that the Foundation came face to face with the complexity and magnitude of the mission for intercultural dialogue, challenging the organisation and its networks to work towards a more penetrating strategy for revitalising the dialogue. What became most apparent was the need to focus and unite efforts across networks and partners in collective action, a line of reflection which led to the Foundation's most far-reaching programme to date: '1001 Actions for Dialogue'.



Collective Action: “1001 Action for Dialogue”

‘1001 Actions is a real chance to apply our belief into action, to reach people, to reinforce our civil society, it is a great step to get involved on the ground and show what we are able to do.’

Tanios Michel Kareh, Lebanon, Comment posted on 1001 website

The year 2008, designated by the Ministers of Foreign Affairs of the Euro-Med Partnership as the ‘Euro-Mediterranean Year of Dialogue between Cultures’, presented the Anna Lindh Foundation with an important opportunity to launch for the first time a unifying programme across its national networks and to raise the importance of dialogue work both at the local and regional level.

Following an extensive information campaign with its members in the second half of 2007, the Foundation officially launched at the start of January 2008 its programme ‘1001 Actions for Dialogue’, a regional campaign set to run throughout the year which aimed to mobilise action and debate on issues related to coexistence in the region with a concentration of events across the Euro-Mediterranean region in the month of May.

Within the opening months of the campaign the Foundation registered over one thousand proposed actions and events scheduled to take place in all the countries of the Euro-Mediterranean Partnership. To support organisations in developing their actions the Foundation provided micro-grant development financing to actions through an open call for proposals and launched the online portal www.1001actions.org which allowed users to create project communities and debate issues through discussion forums.

In addition to mobilising organisations working at the grass-roots the Foundation engaged a range of national and regional institutional partners from Ministries of Culture to the COPPEM Euro-Med Network of local and regional authorities. Through these partnerships the Foundation was able to increase its capacity to engage opinion-makers and the public in its activities including the preparation of the big event of the campaign ‘Dialogue Night’ held in synchronisation across all the Euro-Mediterranean region.

The initial outcomes of the Dialogue Night event and the ‘1001 Actions’ programme were presented at the end of May 2008 to Ministers convening in Greece for the Euro-Mediterranean Meeting of Ministers of Culture, reinforcing the Foundation’s position to bridge the ideas and feelings of civil society working for dialogue on the ground with decision-makers at the national and regional level.



In this way the ‘1001 Actions’ campaign not only successfully engaged a wide range of people in work for dialogue, from civil society groups to opinion-makers, but it also provided a blueprint and platform for the future strategy of the Anna Lindh Foundation.

The Future

After three years of activity the Foundation has now found its unique way of promoting dialogue in the region based on two principal approaches.

The first approach is through supporting action in the field. Building on its work in 2008 the Foundation will work to engage the maximum amount of people and groups in a coalition for the promotion of dialogue and to mobilize civil society organisations to unite together through collective action. Through increasing support of the activities of its networks on the ground the Foundation will enhance their capacity to make action.

The second approach is through supporting decision-makers in the framework of the Barcelona Process by providing information on the major socio-cultural trends in the Euro-Mediterranean countries and on the barriers to the promotion of dialogue. This information will be presented in a yearly report on the status of coexistence in the region and the Foundation’s online portal (www.euromedalex.org).

It is through this unique approach of mobilising civil society organisations and decision-makers in the region that the Foundation aims to play a leading role in shaping the Euro-Mediterranean region as an ‘area of co-operation, exchange, mobility and peace’.

Romain Duris - Fabrice Luchini
Laura Morante - Edouard baer
Ludivine Sagner

Molière

un film de Laurent Tirard
SORTIE LE 16 MAI 2007

Produit par fidélité - Olivier Delbosc - Marc Missonnier. En association avec Vertual Films et Wild Bunch
En co-production avec France 3 cinéma et France 2 cinéma. Avec la participation de Canal + et TPS Star



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