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EUROMED REFLECTION GROUP

Report on the meetings and activities of the Group in 2007

Four meetings have been held in 2007:

- First meeting in Berlin on February 11 2007
- Second meeting in Brussels on June 8 2007
- Third meeting in Rabat on September 24 2007
- Fourth meeting in Rome on October 25 2007

The first meeting held in Berlin in the framework of the Berlinale and of the first regional conference of the Euromed Audiovisual programme has given the opportunity to Mrs Montesi, head of Unit at the European Commission to introduce the objectives and purposes of the Euromed Audiovisual Reflection:

The general aim of this Group, which is a “premiere”, is to gather together professionals and institutions from the audiovisual sector, both from Europe and the MEDA countries, to build on their experience and knowledge in order to implement a long term strategy in the audiovisual sector, to be presented to the EC and also to the member states.

After a short tour de table where each member had the opportunity to present him or herself, this first meeting was mainly devoted to an identification of ideas and proposals about the topics addressed, as a starting point for further meetings, but also with the aim to write a draft paper that could be presented to the conference of Culture Ministries taking place in 2008 in the framework of the “European year of intercultural dialogue” when some decisions could take place about the funding and reshaping of a new euro-Mediterranean audiovisual policy.

A first list of topics to be addresses was thus established: financing, education, exhibition, new media, television and the necessity to create a bigger future for young generations.

Those topics have been the starting points of the next meeting of the Reflection Group, held in Brussels on June 8 where Mrs Montesi could also present the up-dated objectives of the reflection group: as a think tank about the future, working on cinema as well as television, it should give the orientations for a working paper, with a simple structure (analysis of the situation, priorities) to be ready at the end of 2007, in order to be introduced at representatives of each MEDA and EU national authorities, to be able to be presented at the 2008 Culture ministerial conference.

This second meeting focused thus on the methodology and the calendar of the year, in order to achieve the exposed aims. Each priority defined during the first meeting was checked according to its real necessity and in comparison with other possible fields of action. The methodology put in place gave way to the establishment of a strategic plan during summer, including a SWOT (Strengths, Opportunities, Weaknesses, Threats) analysis of the audiovisual sector in the Mediterranean countries.

This strategic planning was introduced to the members of the group during the third meeting held in Rabat in September, in order to check its relevance and validate the priorities included.

After this validation, which was accomplished during group work, the writing of the expected working paper could start on this strong basis and a first version of this strategic document introducing three groups of recommended actions (training, production and distribution) was discussed during the last meeting of the year held at the end of October in Rome. The discussions during this meeting led to a new version of the working paper submitted to the Group at the very end of 2007.

The final version of the working paper should be discussed during the next meeting of the Group in March 2008 and will then be broadly disseminated.