

نساء في الصناعة السمعية
البصرية: تجربة جنوب المتوسط

Women in Audiovisual
in the Southern Mediterranean

SouthMed WiA

Towards greater gender equality in the Southern Mediterranean audio-visual sector SouthMed WiA

**Casa Mediterráneo, Alicante, Spain
27-28 September 2018**

CONCEPT NOTE

Background

[SouthMed WiA](#) is a project co-funded by the European Union that addresses issues related to the perpetuation of gender-based stereotypes and the under-representation of women in the audio-visual sector of seven Southern Mediterranean countries: Algeria, Egypt, Jordan, Lebanon, Morocco, Palestine, Tunisia. The project aims at strengthening the capacities of local stakeholders to contribute to sustainable development and cultural diversity by enhancing the image and increasing the participation of women in the audio-visual and film sectors. SouthMed WiA started in February 2017 and has a duration of 30 months.

Through 2 calls for proposals, SouthMed WiA awarded sub-grants to projects addressing gender discrimination both on screen and behind the camera in the target countries. During its implementation period, SouthMed WiA organizes peer learning, exchange visits and continuous coaching for the beneficiaries of the sub-grants.

The first field event featuring the representatives of the 5 sub-granted projects of the second call was organized in Beirut, in July 2018, in collaboration with the *Beirut Film Society*. It created an opportunity for the sub-grantees to meet the representatives of the SouthMed WiA consortium, exchange with local and international experts of the Arab audio-visual field, and visit the MTV studios in Beirut.

The second meeting with the sub-grantees of the second call takes place in September in Alicante in partnership with [Casa Mediterráneo](#), a public institution supported by the State Department and the Spanish Agency for International Cooperation. Casa Mediterráneo promotes mutual knowledge and exchanges between Spain and the other Mediterranean countries, by organizing public conferences, meetings, seminars, roundtables, etc. as well as art exhibitions and festivals. Casa Mediterráneo is a perfect location for this event, as it has been founded with the aim to create synergies and foster contacts between the two shores of the Mediterranean Sea. The city of Alicante is a historic Mediterranean port, which has been ruled over the centuries by a variety of populations and cultures, such as Phoenicians, Greeks and Arabs, who have all contributed in shaping one of the “most Mediterranean” cities in Spain.

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Objective and overview

The event aims at creating opportunities for peer learning, training and sharing of experiences between different local and Mediterranean experts and organisations of the audio-visual sector and the SouthMed WiA's sub-grantees of the second call. The different sessions of this event will respond to the training needs of the sub-granted implementing organisations, to foster and inspire their current and future activities and showcase their work.

The participants will be involved in a 2-day workshop and participate in tailor-made training sessions on the following topics: 1. Monitoring, evaluation, accountability and learning; 2. Production, marketing & distribution, film festival access. The trainings, which will integrate a gender perspective, will be given by two experts from the MENA region, Ms Ibtissem Jouini and Ms Dima Al Joundi.

The workshop will be followed by a session open to the public – entitled “Challenging gender inequality in the audio-visual sector in the Mediterranean”, during which the participants will benefit from the presence of experts in gender equality and audio-visual. This public event will be opened by Javier Hergueta, Director of Casa Mediterráneo followed by a video salute by the Spanish film director Isabel Coixet, President of the European Women in Audio-visual network (EWA) associate of SouthMed WIA.

The session will continue with a panel discussion on gender equality in and through the audio-visual sector. The panel will be composed by Lassaad Jamoussi, Director of the Higher School of Audio-visual and Cinema (ESAC), Carthage University (Tunis); Pilar Perez Solano, producer and movie director, member of the Spanish Association of Women Filmmakers and Audiovisual Media, CIMA; the Lebanese movie director and producer, Dima Al Joundi, Vice-President of the Association of Mediterranean Independent Producers, APIMED, and manager of the Film Distribution and Production Company Crystal Films, which has launched the first “European cinema theatre” in the MENA region and Mercedes Giovino, Director of Interarts. The discussion will be moderated by Ignasi Guardans, former Director General of the Spanish Film and Audiovisual Agency (ICAA).

After the discussion, the session will close with the intervention of Ms. Maria Such i Palomares, General Director of the Valencian Regional Institute for Women and Gender Equality.

The audience of the event, expected to actively engage with the speakers, will include professionals of the audio-visual industry as well as local actors and activists of women's rights. The event will also provide opportunities for networking. [Alicante Plaza](#), an important local online newspaper, will ensure wide dissemination and visibility.

On September 27, the participants will attend a concert of the Hispano-Algerian music group El Nassim, composed by 6 Mediterranean musicians, at the Santa Barbara Castle, a 9th century Muslim fortification which stands on the top of Mount Benacantil and is a symbol of the city of Alicante.

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Participants

Two representatives of each of the five projects sub-grants of the second call for proposals of SouthMed WiA will participate to the event. The five projects are:

- “Women to Women – W2W”, implemented by the main applicant Ma3mal612 think factory (Jordan), in partnership with UMAM Documentation and Research (Lebanon);
- “Women Digital Storytellers for Gender Equality”, implemented by Atabet Fann for Arts, Media and Training (Palestine), in partnership with ABAAD – Resource Center for Gender Equality (Lebanon), Association for Development and Alternative Media (Tunisia) and Animate Palestine Initiative (Palestine);
- “New Audio-visual Society, for women...by women”, implemented by T.D.P. Theatre Day Productions (Palestine), in partnership with AEF The Arab Education Forum;
- “Gender Representation in Egyptian Media”, implemented by Tadwein Gender Research Center, HRDO Center and Wlaha Wogoh Okhra (Egypt);
- “Fostering Gender Equality for Women and Med behind the camera”, implemented by CAWTAR The Center of Arab Women for Training and Research (Tunisia), in partnership with Shashat Women Cinema (Palestine).

More information can be found on the SouthMed WiA website:

<http://www.smedwia.eu/en/about-us/beneficiaries/subgrantees/>.



This project is co-funded by
the European Union under the
Med Film regional programme.

It is implemented by:



culture & media agency europe, ASBL

CUMEDIAE



Associate partner:



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