



## CUMEDIAE published an unprecedented handbook "Gender-related opportunities in the Audiovisual Sector" in the framework of the project SouthMed WiA

نساء في الصناعة السمعية  
البصرية: تجربة جنوب المتوسط

Women in Audiovisual  
in the Southern Mediterranean

SouthMed WiA

الفرص التي تتعلق بنوع الجنس  
في القطاع السمعي البصري  
gender-related  
opportunities  
in the audiovisual sector

Together with the team behind the project [SouthMed WiA](#), **Towards Greater Gender Equality: Promoting the Role and Image of Women in the Southern Mediterranean Audiovisual Sector**, [CUMEDIAE](#) has carried out an extensive research and published on November 29 an unprecedented handbook that fills an important gap in the existing publications available to **film professionals**.

For the first time ever, in **Arabic** and in **English**, a book puts together relevant information about **gender equality opportunities** in the audiovisual sector in the **South Mediterranean**, in different areas such as **production, funding, exchange and networking, knowledge building and selected public initiatives**.

**SouthMed WiA - Towards Greater Gender Equality: Promoting the Role and Image of Women in the Southern Mediterranean Audiovisual Sector** was launched on February 1st, 2017 for a thirty-month period. It is implemented by a consortium led by Interarts, Spain, in partnership with the Culture & Media Agency Europe (CUMEDIAE) in Belgium, the Higher School of Audiovisual and Cinema (ESAC) in Tunisia, the Permanent Conference of the Mediterranean Audiovisual Operators (COPEAM) in Italy and the Screen Institute Beirut (SIB) in Lebanon.

## Parallel Traces project presented in Luxembourg and Georgia



The cooperation project **Parallel Traces** was presented two times during last month: on December 4 in the framework of the conference “**Heritage for Future**”, organized by the [Creative Europe Desk Culture of Luxembourg](#), and on December 11 at the conference “**Showcase 2018**”, organized by the [Creative Europe desk of Georgia](#).

In Luxembourg the project was presented during the panel “*How to ensure sustainability of funded projects*” by **Stefanie Thomas**, Head of Strategy and Projects of [CUMEDIAE](#), and **Victor Sorensen**, Director of the Parallel Traces leading partner [AEPJ](#). In Georgia **Parallel Traces** was described by Yamit

Along with the general overview and objectives of **Parallel Traces**, the speakers shared their successful experience of developing the **strategies of audience engagement** used for this particular project, raising interest among the guests.

**CUMEDIAE** is glad to be part of this great consortium and to provide its **expertise in project management** and **communication strategies**.

**Parallel Traces social networks** have already been launched and you can **join them to follow the project!**



## We have been proud to campaign on behalf of the European Year of Cultural Heritage



On **April 2, 2018**, **CUMEDIAE** aisbl launched a campaign to increase visibility to activities, events, and publications related to the **European Year of Cultural Heritage (EYCH)**. This campaign, officially recognised through [Culture Action Europ](#) (an active member of the EYCH stakeholders' committee), was launched via the wiki platform [Culture Agora](#), which has probably the

Throughout 2018, from April to December, Culture Agora promoted and celebrated various aspects relating to stronger recognition and greater emphasis on Cultural Heritage in Europe. **The aim of the EYCH was to encourage more people to discover and engage with Europe's cultural heritage, and to reinforce a sense of belonging to a common European space.**

Thanks to everyone who has joined the campaign as an active participant, liking, sharing and generally being a multiplier of related content.

**#Agora4Heritage #EuropeForCulture #EYCH2018**

## SouthMed WiA Highlights



- **Women Digital Storytellers for Gender Equality:** [The project](#), implemented by *Atabet Fann* in partnership with *Association for development & Alternative media*, *Abaad* and *Animate Palestine Initiative*, hosted a **local training in Tunisia** on 4-8 December. Furthermore, a **training in Lebanon** took place on 6, 7, 10, 11, 12 of December.
- **Arabiyat:** [The project](#), implemented by *Cinémathèque de Tanger* in partnership with *Association Darna* and *Les amis du cinéma de Tétouan*, is continuing with the **programming and screening of 12 films** dealing with gender-related issues. The projection is followed by a meeting carried by women filmmakers. [The last Rendez-Vous](#) was hosted by *Les amis du cinéma de Tétouan* on December 22.
- **One Woman Show:** [The project](#), implemented by *WASABI*, Tunisia, and *Axeer Studio*, Egypt, is releasing a series of video portraits of powerful and inspiring Arab women in partnership with *Mubadirat*. You can consult

## CUMEDIAE wishes you all a very Merry Christmas and a wonderful Happy New Year!



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