



Agenzia per il Mediterraneo - Agency for the Mediterranean

# Riva sud



# RIVA SUD

## Guidelines

In the wide offer of information on the Mediterranean provided by the magazine co-produced by Tgr, France 3 and TVE and by Raimed satellite TV, there is still no specific product addressed to providing services to businesses, the countries of the Southern Shore and to all those immigrants on the shores of Africa who are looking to Europe above all for employment, but also for study, health and cooperation opportunities.

RIVA SUD is an idea for a TV show to be distributed for the time being within the framework of the Raimed channel, in Italian with subtitles or voice-over in Arabic. The goal is to provide a summary in 15 minutes of all the aforementioned issues within the framework of a wider scale effort to promote information on the Mediterranean region in view of the establishment of the "FREE TRADE" area which is currently underway and should make its official debut in 2010.

This weekly show is to be marked by an appealing graphic format which is to be in line with that of the hosting channel and will broadcast reports, videographics, interviews, expert opinions and comments.

There are several targets:

- ≈ providing above all as much information as possible to Italian firms on opportunities for cooperating with the region's countries and on

the opportunities provided by the 12 countries that signed the Barcelona Agreement; contributing with the other press entities (for instance, the Ansa and Adn Kronos agencies which are building their own Mediterranean portals) in the circulation of as much news as possible for those seeking to establish a dialogue and agreements with the Partnership's countries and for those on the other side of Mediterranean who are seeking contacts and partners. A strategic measure is, in our opinion, the privileged cooperation with the Institute for Foreign Commerce and above all with other entities, both governmental and not, such as the Italo-Arab Chamber of Commerce, which can provide information, reports, contacts and useful tips to develop all types of cooperation between the countries on both sides of the Mediterranean.

- ≈ providing also an overall view of what Europe is doing to favor exchanges and trade opportunities and to harmonize markets also in view of the important deadlines set by Barcelona's agenda;
- ≈ not missing any of the initiatives of other European countries facing the Mediterranean Sea which have an extremely active Mediterranean policy which has been rooted now for several decades in a number of countries;
- ≈ offering immigrants and those who on the other side of the Mediterranean are planning to move to Europe without running the risks of illegal immigration in view of a modern mobility policy linked to the labor market a database of offers and an updated

legislative framework on immigration, visas, residence permits and on other related problems;

- ≈ providing information on education in this area and on the study opportunities in Italy for young people from the southern shore of the Mediterranean and on the courses and specialization pathways in the countries of the Maghreb for Italian students who wish to improve their knowledge of the Arab culture and Arabic;
- ≈ health is one of the reasons that can keep solidarity alive especially in these horror-ridden days. We wish to open a window to establish a connection between our health institutions and those of less fortunate countries for an exchange aimed at eradicating diseases and developing cooperation on both sides of the Mediterranean;
- ≈ The relations between the two shores are not marked only by conflicts and problems, but also by a common feeling founded on culture and history. Cultural heritage is hence one of the most interesting keys to establishing cooperation and dialogue. The extraordinary and still largely untapped heritage of the Mediterranean region can provide common ground for promoting cooperation, discovery and enhancement and the information provided by Raimed can be a showcase for these efforts.
- ≈ Thanks to the contribution of RAI's International Relations office, this space can help to revive relations with the other TV broadcasting companies of the area by asking them for their contribution in reports on issues in line with the show's editorial

line. It is a key to understanding the point of view of our neighbors, and dispelling misunderstandings and any suspects on attempts at imposing anachronistic and deleterious forms of TV colonialism.

≈ All of the material produced as well as all of the other materials that can be used in Raimed's current program schedule in line with the aims of RIVA SUD should be made available online and hence on the WWW to offer the necessary interactivity (for instance, through the exchange of e-mails), which can enhance the various points of view and make it possible to find new issues and topics to be discussed.

≈ Of course, another hypothesis is that of providing a radio version of this show translated into Arabic which can be very useful for immigrants living in Italy. Such a source of information can be for them a versatile and receptive bridge with the southern shore of the Mediterranean.

The project as a whole, within the framework of the informal relations with the embassies of the countries of the southern shore and with the persons in charge of international relations of various European public televisions already cooperating with RAI in common productions, has met with a wide consensus which makes us believe that it is a response to a tangible and absolutely important demand not only locally, which for some time now governments, enterprises, associations and NGOs have been expecting from information providers. RAI is facing this commitment and it wishes to develop and extend it further with the contribution of every possible partner

interested in dialogue, the only possible means for the peaceful coexistence of peoples.