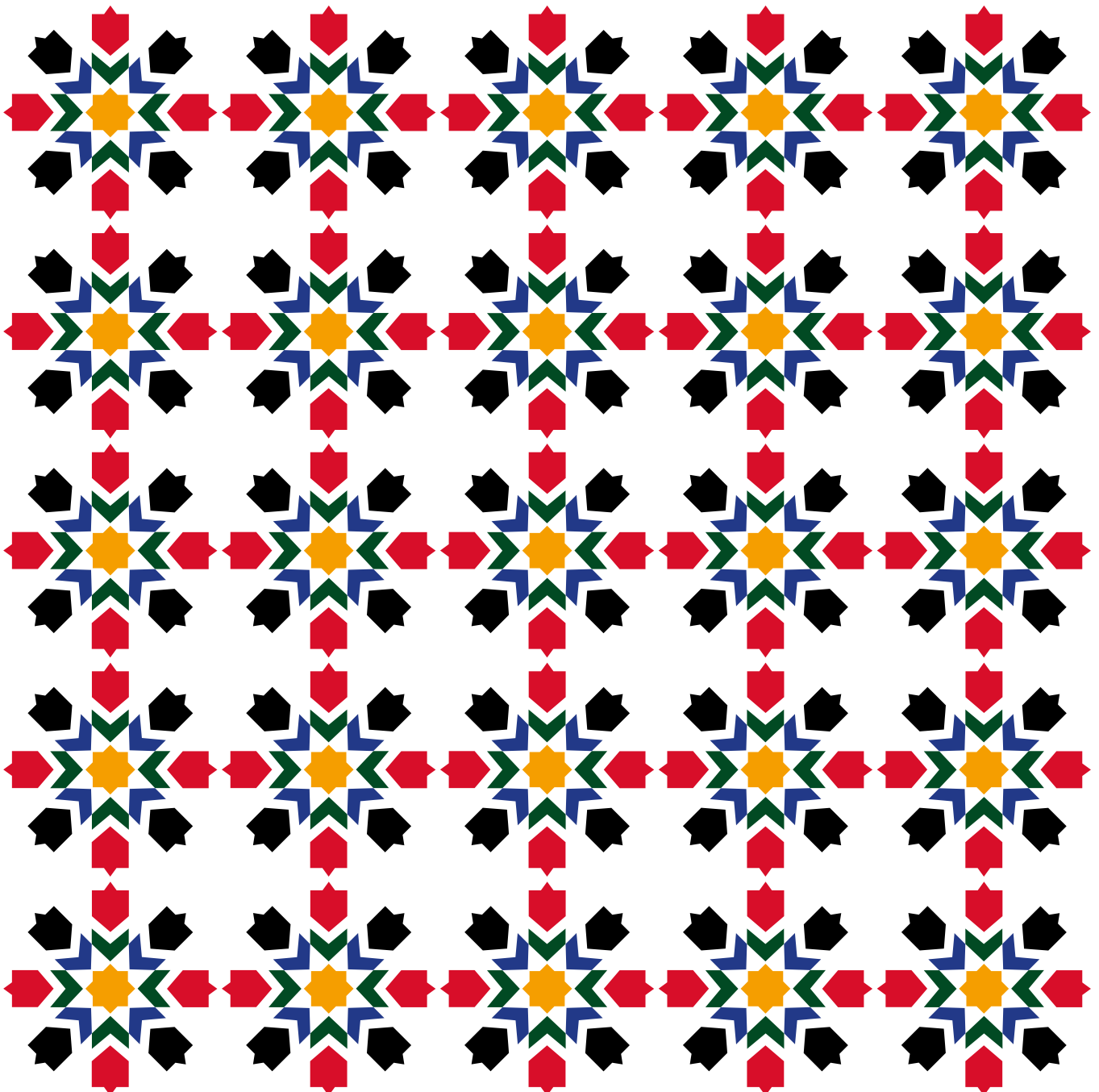


Formulation workshop: Cooperation Project with the Arab world in the Audiovisual Sector MASAR AL AMAL

Edificio Fontán (Salas 9 y 10)
Ciudad de la Cultura. Santiago de Compostela
March 24th and 25th



01

MASAR AL AMAL

Project Presentation

The *Araguaney Foundation - Bridge of Cultures* is one of the oldest foundations in Galicia which, throughout its four decades of history, has become a benchmark for social and economic debate in Galicia, and an example of internationalisation, tolerance and integration of Arab, Spanish and Ibero-American cultures. Cinema has been one of the favourite languages of the Foundation since its inception. A commitment that reaches its maximum expression with the Amal Euro-Arab Film Festival, the oldest Arab film festival in Europe.

The Araganey Foundation and the Spanish Agency for International Development Cooperation (AECID) have a long history of collaboration, including many years of continuous support from the Agency for the organization of the Amal Festival. Now, within the framework of understanding and cooperation built by both institutions over the years, the formulation of a new project linked to the cultural industries and the audiovisual sector is proposed.

The project **MASAR AL AMAL** (from the Arabic “path of hope”) was born with the intention of becoming a script laboratory with a clear objective: the tutoring of the selected participants in the creation of scripts for short films and fiction and documentary feature films and the promotion of the production of audiovisual projects in the Arab world. This cooperation action is presented as an incentive to strengthen the pre-existing lines of work, which are currently being developed by AECID through the **MASAR Ahora** Programme for regional cooperation with the Arab world; and the Araganey Foundation, through the Amal Euro-Arab Film Festival.

02

Objectives

The objective of **MASAR AL AMAL** is to generate employment and create socio-economic opportunities for young people, with special attention to women, in the field of cultural industries and more specifically in the audiovisual sector as a driver of development and social cohesion. Through this action, the aim is to create a space for regional exchange that favours the generation of joint audiovisual projects and synergies between professional participants in the sector. This also favours the strengthening of links and economic and cultural relations between Spain, specifically through the exchange between the Spanish audiovisual sector and this cultural industry in the countries of Arab influence.

The proposed action contemplates the following specific objectives that coincide with the objectives of the **MASAR Ahora Programme**:

- Support the creation of socio-economic opportunities for young people and women, especially promoting their decent employment, within the framework of a digital and inclusive economy;
- Contribute to greater regional cooperation and integration through the creation of spaces for exchange and the generation of networks;
- Supporting the transition to a resilient and sustainable production and consumption model in the field of cultural industries;
- To advance in the effective equality of women and men in line with the feminist commitment of Spanish Cooperation;
- Promote the institutional strengthening of local entities, as direct participants in the proposed action.

In addition, this action is part of the framework of action of the 2030 Youth Strategy of the Union for the Mediterranean ([UfM Youth Strategy 2030, Euro-Mediterranean youth towards a common a goal](#)) supported by Spanish Cooperation. In confluence with the “Mediterranean vision” of the UfM that defends the union between Europe and Mediterranean countries through history, geography and culture, the **MASAR AL AMAL project** aims to contribute to two key actions within its strategic objective “youth and human development”:

➤ **Youth and education and training:** To promote intercultural dialogue through education and professional, cultural and artistic exchange among Euro-Mediterranean youth.

➤ **Youth and social inclusion and participation:** Supporting and facilitating the participation of youth in intercultural dialogue processes to overcome possible cultural gaps and combat extremism and all forms of racism;

03

Concept

Creation of a **script laboratory** for the development of scripts for feature films and short fiction and documentaries. The format of the activity is planned in a similar way to that of an artistic residency (physical and virtual) during which young screenwriters find a productive space for the exchange of ideas, training and the joint creation of scripts that can become future audiovisual projects.

It is an immersion program that will allow participants to enrich and develop their projects to take it to the next phase. Those who participate will work during the duration of the activity on their proposals, while participating in collective and individual consultancies with experts in the sector, as well as meetings with the Galician and Spanish audiovisual industry, talks, film screenings and other specialized activities.

The approach of this proposal is based on the main instruments and modalities of intervention provided for in the **MASAR Ahora programme**, which contemplate collaboration with public administrations and civil society in Arab countries, and includes the programming of specialised technical training actions (training itineraries, conferences, debates, courses, seminars, workshops, etc.). meetings, dialogues, meetings and laboratories of ideas); public policy dialogue (working groups, platforms, networks).

04

Target Audience

Action aimed at screenwriters, originally from Arab countries, who have previous experience in screenwriting, according to the requirements established in the rules, the laboratory promotes cultural and professional exchange with a view to the production of the resulting projects.

In general terms, the professionals involved in the project will come from Spain, preferably linked to the Galician audiovisual sector, and from the priority countries for Spanish Cooperation in the Middle East region in accordance with the VI Master Plan: Palestine, Lebanon, Jordan, Syria and Egypt, without excluding participants from other Arab countries that can provide added value to the project.

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Having proposed a first basic definition of the project, its main objectives and the willingness of the AECID and the Araganey Foundation to promote this initiative, it is necessary to organize a pilot workshop to feed its complete formulation.

To this end, both institutions have identified a series of professionals who belong to entities and organizations of reference in the field of the Galician audiovisual industry and other Spanish regions and Spanish international cooperation, with extensive experience in the Arab world, who are invited to participate in a working group to share their expert knowledge and proven experience for the benefit of the landing of the final formulation of the project.

In this way, this workshop aims to achieve three key results: to promote a process of **identification of the needs for the development of scripts in the audiovisual sector in the countries of origin of the participants**; to develop a **mapping of the main actors and key institutions in this field in the Arab countries**; to assess the **involvement in the project of other institutions and organizations specialized Spanish companies**; and to prepare a first draft of a program of the **MASAR AL AMAL project**.

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Basic data of the activity

- **Name of the activity:** “Formulation Workshop: Cooperation Project with the Arab World in the Audiovisual Sector MASAR AL AMAL”
- **Funding:** MASAR Programme for regional cooperation with the Arab world of the Spanish Agency for International Development Cooperation (AECID).
- **Date:** Monday, March 24 and Tuesday, March 25, 2025 Hours: from 9:00 a.m. to 2:00 p.m.
- **Hours:** from 9:00 a.m. to 2:00 p.m.
- **Venue:** Fontán Building (Rooms 9 and 10). Ciudad de la Cultura (Santiago de Compostela).
- **Organisers:** Spanish Agency for International Development Cooperation (AECID); Araganey Foundation – Bridge of Cultures; and the Foundation for the Internationalization of Public Administrations (FIAP).
- **Contributors:** Radio and Television Corporation of Galicia (CRTVG); Board of Trustees; Agency of Cultural Industries (AGADIC); European Mediterranean Institute (IEMed); Arab House; Acadèmia del Cinema Català; The Academy of Audiovisuals; Canary Institute for Cultural Development (ICDC); Galician Audiovisual Association of Independent Producers (AGAPI); American Trade Union Association of Screenwriters (AGAG); Alma Syndicate of Screenwriters; Galician Association of Management and Realization Professionals (CREA); Galician Coordinator of Film Festivals (Project); Galician Audiovisual Cluster: Association of Galician Actors and Actresses (AAAG); International Association of Independent Mediterranean Producers (APIMED); Medimed Docs Market; Arab Fund of Arts and Culture (AFAC).

06

Criteria of the selection of participants

In order to gather inputs for the formulation and design of a cooperation project within the framework of the **MASAR Programme** for regional cooperation with the Arab world, it is necessary to organize a two-day workshop with the participation of experts and specialized professionals.

To achieve this objective, the Spanish Agency for International Development Cooperation and the Araganey Foundation – Puente de Culturas, have identified a series of professionals who belong to entities and organizations of reference in the field of the Galician audiovisual industry and Spanish international cooperation, with extensive experience in the Arab world. In addition, other participants have also been identified, from the national and international level, who, due to their profile and experience, are considered to be able to provide great added value to the development of the proposed activity.

In this way, the workshop aims to achieve the following **key results**:

- **R1:** Inputs collected on the main aspects to be defined in the formulation of the cooperation project presented within the framework of the **MASAR Programme**.
- **R2:** Collaboration agreements reached between the counterparts participating in the meeting.
- **R3:** Defined roadmap on the next steps to be taken for the formulation of the project.

The identification of participants and actors in the project formulation workshop has been prepared with the intention of obtaining expert knowledge of four professional fields that converge in the interests exposed in this initiative:

- Galician audiovisual sector, public and private aspects and screenwriters' associations;
- Public institutions dedicated to international cooperation with the Arab world and the Mediterranean region;
- Reference models and good practices of laboratories with related objectives;
- Experts from the Arab world specialising in the audiovisual sector and financing mechanisms.

For all of the above, the people selected to contribute to the workshop all have a very specific and exclusive technical expertise and a profile of high responsibility in their institutions and organizations of origin, they respond to the profile of external experts. For their selection and final designation, the criteria and recommendation of their institutions and/or organizations of origin have been followed. Below is the list of participants in the formulation workshop.

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List of participants

Nº	Name	Institution	Charge
1	Ghaleb Jaber Martinez	Araguaney Foundation	President
2	David Rodríguez Seoane	Araguaney Foundation	Director
3	Santiago Morán Medina	AECID MASAR	Head of DCAA Regional Programs Area
4	Luísa García García	AECID Arab World	Head of DCAA
5	Mage Allegue	AECID	ACERCA Programme
6	Karim Hauser	Arab House	Resp. Cultural Programs
7	Gemma Aubarell	IEMED	Resp. Cultural Programs
8	Chaymaa Ramzy	Creative Invest	Consultant
9	Carolina Diz Otero	Cooperación Galega / Xunta de Galicia	Technical Cooperation Advisor
10	Uxía Caride Blanco	Asoc. Galega Audiovisual de Productoras Independientes (AGAPI)	Manager
11	María José Manso Martín	IsLABentura Canarias	Director
12	Lorena Martín	Canary Islands Institute of Cultural Development	Technician
13	Laia Aubia	Catalan Film Academy	Script Residency
14	Miguel Mariño	Galician Audiovisual Academy	Director
15	Jacobo Sutil Nesta	Xunta de Galicia / Axencia Galega das Industrias Culturais	Director AGADIC
16	Lidia Fraga	Galician Trade Union Association of Screenwriters (AGAG)	Screenwriter
17	Eligio Montero	ALMA Screenwriters' Union	Screenwriter
18	Fon Cortizo	- Galician Association of Professionals of Achievement and Management	President
19	Zeltia Stadelmann	CREA - ConectaLab	Coordinator
20	Angel Sanchez	Proxecta (Ventura Lab / Play-Doc)	President
21	Gaspar Broullón	Galician Audiovisual Cluster	Resp. Formation
22	Camila Bossa	Association of Actors and Actresses of Galicia (AAAG)	Associated (AAAG Designated)
23	Alberto Guntín	Netflix / Audiovisual Voice (SGAE Laboratory)	Screenwriter
24	Sergí Doladé	MEDIMED Docs Market (APIMED)	Director
25	Isona Passola	APIMED / Catalan Film Academy	President
26	Sherif El Bendary	Independent	Film Director
27	Rima Mismar	Arab Fund for Arts and Culture (AFAC)	Executive Director
28	Ada Carolina Suncar Rosario	FIAP	Logistic Technician
29	Carolina Lanchares	FIAP	Technical Assistance
30	Juan Ares	TVG	Screenwriter
31	May Odeh	Independent	Film Director / Producer



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