



CINEMATOMEDIA



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New Erasmus+ Project CINEMATOMEDIA Empowers Youth in the Middle East and North Africa through Cinema for Democratic Engagement

The Erasmus+ project CINEMATOMEDIA: Teaching Democracy through Cinema is excited to announce its launch. This innovative project aims to empower youth organizations across the Middle East and North Africa (MENA) by harnessing the power of cinema to foster political and democratic engagement among young people.

Leveraging Cinema for Social Dialogue and Civic Participation

CINEMATOMEDIA seeks to address the critical shortage of resources and training opportunities in youth work within the MENA region. By utilizing films as catalysts for critical thinking and social dialogue, the project strives to:

- **Empower Youth Organizations:** Provide training and resources for youth workers to effectively use cinema in their educational and engagement activities.
- **Enhance Digital Skills:** Improve the digital competencies of young people through collaborative film projects.
- **Promote Civic Participation:** Encourage young people to engage in democratic processes and social change through cinematic expression.

Key Project Activities

- **Film Research and Screenings:** Select and screen 15 European and Middle Eastern films focused on democracy, peace, gender equality, inclusion, and the environment. Collaborate with VOD platforms and local cultural venues for screenings, featuring opening speeches and discussions.

- **Training and Methodology Development:** Create a comprehensive training program and methodology for teaching democracy through cinema, including training of trainers and e-learning modules.
- **Seminars and Film Creation:** Organize seminars to boost democratic competencies among young people, followed by the creation of short films by seminar participants.
- **Film Festivals:** Host local and online film festivals to showcase project films, culminating in a final festival where the best films will be awarded.

Collaboration Across Seven Countries

CINEMATOMEDIA is a collaborative effort involving seven countries: Greece, Germany, France, Egypt, Jordan, Lebanon, and Tunisia. Over the next 2 years, these countries will engage in joint initiatives aimed at fostering collaboration, enhancing digital skills, and promoting inclusive civic participation. The organizations involved are:

- Centre of Higher Education in Theatre Studies-COHEDU (Greece)
- Action Synergy (Greece)
- EUth Wonders e.V. (Germany)
- Chabibeh Sporting Club (Lebanon)
- I Dare for sustainable Development (Jordan)
- Have A Dream (Egypt)
- P.A.D.I.L, Promotion & Support to the Development of Local Initiatives (Tunisia)
- Rencontres Audio visuelles(France)

Harnessing the Power of Cinema

Research supports the effectiveness of cinema as a tool for youth work and democratic engagement. Studies such as those published in the Journal of Youth Studies and the International Journal of Film and Media Arts demonstrate that films can significantly enhance young people's understanding of social and political issues, fostering political efficacy and activism. Despite its potential, cinema remains underutilized in youth work within the MENA region due to factors such as lack of resources, limited training opportunities, and cultural barriers.

Representative Quote from Rencontres Audio-visuelles

For us at Rencontres Audio-visuelles, the Cinematomedia project is a unique opportunity to exchange views with international organizations and develop a methodology for addressing democracy-related issues with youth. What unites us is the desire to encourage young people to get involved in film creation and other activities, to express the values they wish to defend as citizens.

Another Representative Quote from “Have a dream”

The CINEMATOMEDIA project is a vital platform for inspiring young minds and nurturing democratic values through the universal language of cinema. This initiative aligns perfectly with our mission to empower young people and equip them with the tools to become active, informed citizens.

Media Contact

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