Contribution of

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on the occasion of the

Round Table

Modern Tales: How to communicate to young people through audiovisual and multimedia on a variety of modern scientific issues

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History of cooperation ALCUNI and BRESCE

Since 2001, UNESCO office in Venice actively cooperates with Alcuni on number of projects. They include CIAK Junior festival as well as the animation of the “Patrimonio”, character symbolizing the World Heritage activities addressed to young people as well as many others directly and indirectly correlated to the wide span of Alcuni’s activities.

These have recently been extended to the H2Oooo projects as well as overall cooperation on the modalities of sensitizing youth to the scientific knowledge. This year’s CIAK Junior apart from being the 20th anniversary of this important event marks also an interesting, different experiment.

Thanks to the dedication of the current president of the NGO Committee of the UNESCO governing bodies, HE Mr. Lakatos, permanent delegate of Hungary, Alcuni had the opportunity to present some of the films presented and awarded in the previous sessions of CIAK Junior. This, in itself indicates the level of importance and recognition given to CIAK Junior at an international level.

In 2009, when we are marking the 20th anniversary of the CIAK Junior festival, the moment is ripe to revisit, redesign and enrich the achievements of 20 years of cooperation, production and research.

And what better moment to do such an expansion than in the international year of astronomy and Galileo Galilei, the year which is declared as such on the initiative of the Italian representation at UNESCO.

Alcuni understood the symbolic importance of this moment and took the initiative. One important element, another Alcuni big bang, is the building-up of a platform for research, cooperation and ultimately production of various forms of AV expression modality dedicated to youth. Cooperation of the participating universities, broadcasters and in particular the work of the Scientific Committee for “Audiovisual Programme for Children’s education”, created the ripe moment and the critical mass of expertise for the development of a Centre as an open space for research and experimentation.
This round table is designed to build on these, previously accumulated experiences and trace the big framework of the future activities of this international Centre.

UNESCO Office in Venice in its mandate sees an important and natural partner in Alcuni and more specifically in the future Center.

**Role of UNESCO**

BRESCE (the Venice Office of UNESCO) has a specific mandate in the domains of Natural Sciences and Culture and particularly in the countries of Southern Eastern Europe (SEE) and Eastern Europe (EE) in the wake of the conflicts and transitions that took place during the last decade.

Diversity of heritage and cultural expressions as well as stimulation of intercultural and interreligious dialogue via an adequate form audiovisual expression is the core of such an approach. Tangible and intangible heritage itself becomes a tool for reconciliation, cooperation and sustainable development. Variety of activities in the past 10 years developed through UNESCO Venice Office greatly contributed to this concept. Probably the most significant of these activities was the reconstruction of the Mostar Bridge and the follow up series of SEE Ministerial Conferences that gave birth to numerous single actions in 10 countries of SEE. All this was partly financed by the Italian government.

Promotion of scientific knowledge on questions relative to the climate change, renewable energy, recycling, water management and a number of other similar matters represent other domains of UNESCO’s lines of action. Integrating the fields of Competence of UNESCO is an adequate contribution to development and risk prevention, and so guarantee peace and mutual understanding.

Another important UNESCO’s priority pertains to youth media education where issues related to violence in electronic media take high precedence. UNESCO’s role in this process is a catalytic one in bringing together a number of partners/stakeholders in such cooperation.

A major goal of UNESCO in this domain targets media education and youth development. Over the last couple of years, numerous programmes and projects have been developed to explore youth involvement in media. Although, journalists
and scholars have been talking about the emergence of youth media cultures around the world, young people are increasingly being excluded from participation in media. Participation becomes a key notion that needs to be nurtured. UNESCO has identified youth participation in media as a key strategy that needs to be strengthened at various levels – local, regional, national, and international. These principles are articulated in the Millennium Development Goals (MDGs) and other key documents.

Contemporary discussions in critical media literacy are grappling with what UNESCO had very aptly outlined over two decades ago through this following statement: “We must prepare young people for living in a world of powerful images, words, and sounds” (UNESCO, 1982). With the emergence of new paradigms and models, media literacy among the young adults has become a focus of several institutions and organizations.

A major influence that is driving the discussions is the impact of new information and communication technologies (ICTs) that are playing a significant role in enhancing youth participation and involvement in media. UNESCO’s ongoing work, through a variety of programmes and projects, points to the relevance of ICTs in education and youth development. Indeed, the role of ICTs and the notion of “media mixes” have been crucial in elaborating youth participation and involvement in the media that enable learning and education through fun and pleasure.

This round table, co-organized with Gruppo Alcuni of Treviso is one of the best examples of unifying all the mentioned issues under the umbrella of educationally oriented audiovisual production for youth.

The Result Based Management as a principle and a key tool for UNESCO’s programmes and activities will be the underlying modality of putting the above policies and approaches in practice. Orienting all actions on impact, UNESCO will strengthen its commitment to create a difference in the life of young people and to foster the creation of added values for society.

In this sense, as the Center develops, BRESCE would like to propose establishing a cooperation agreement, defining concrete joint activities on a defined periodic basis.