



# **PARLIAMENTARY ASSEMBLY UNION FOR THE MÉDITERRANEAN**

## **RECOMMENDATION**

**of the Committee on the Promotion of the Quality of Life, Human  
Exchanges and Culture**

Intercultural dialogue, knowledge-sharing and new initiatives in education and  
higher education in the Euro-Mediterranean Area

The Committee on the Promotion of the Quality of Life, Human Exchanges and Culture:

1. Calls for a seminar to be held involving experts, historians and academics in the fields of language and culture on the specificity and complexity of Mediterranean identity which has been moulded by a long common history in order to exploit the potential of the Mediterranean's heritage and culture, which are sources of development and growth, and for a Festival of Mediterranean Culture to be organised involving all forms of artistic expression, including sculpture, cinema, literature, music, painting and food;
2. Considers that the seminar could propose that the relevant institutions set up a school of journalism in the Euro-Mediterranean University (EMUNI), providing specific training courses in collaboration with regional newspapers and news agencies, as well as a course for the promotion of the cultural heritage for the development of tourism;
3. Urges the creation of a Euro-Mediterranean TV channel, broadcasting in several languages, with the aim of making the cultures of the Mediterranean region more widely known;
4. Calls for the promotion of the study and knowledge of Arabic, and of all Euro-Mediterranean languages in general, and, to this end, calls for degree courses in interpreting and translation to be set up both at the Euro-Mediterranean University (EMUNI) in Portorož and at the University of Fez;
5. Emphasises the importance of programme-funding by the founders of the Euro-Mediterranean University (EMUNI) with the participation of the Secretariat of the Union for the Mediterranean in order effectively to promote research and study programmes, in particular in the cultural and linguistic fields;
6. Calls for PhD study programmes in the audiovisual sector to be set up for young people from both sides of the Mediterranean, based on exchanges of good practices between universities;
7. Calls for greater synergy between universities and business based on, and within the framework of, the Euro-Mediterranean University, through the private funding and financing of study and research projects directed at innovation and the improvement of the system of production, while also providing incentives for the recruitment of new graduates who have successfully completed training courses in this area;
8. Calls on the Heads of State and Government of the UfM to increase funding for the 'Erasmus Mundus' university mobility and exchange programmes and disseminate more information on the existing exchange programmes;
9. Encourages Member States of the UfM to support cultural creation as a force for innovation, integration and economic development;
10. Calls for additional structural and financial support for a Euro-Mediterranean area of higher education, science and research, which already exists within the Euro-Mediterranean University, with a view to more structured cooperation in the field to encourage the mutual recognition of diplomas, the establishment of joint degrees and post-graduate programmes, in

particular in order to increase the mobility of researchers, cultural exchanges for students and youth and cross border volunteering, accompanied by measures to combat the brain drain;

11. Calls for an increase in the cultural heritage content of the digital library, to be created under the Secretariat of the PA-UfM, in which each Member State is able to insert its texts;

12. Within the framework of cultural exchanges between the countries of the Mediterranean and the promotion of Mediterranean culture, wishes the establishment of real partnerships in the cinema and audiovisual fields, in order to improve knowledge of the different cultures present in the Mediterranean area and the specificity of each;

13. Considers that the cultural heritage, including the Medinas, the urban heritage, monuments and archaeological elements, is an essential resource for international tourism and a major source of wealth and employment in the Mediterranean; a strategy of coordination should therefore be permitted in many programmes tailored to each country;

14. Welcomes the initiative of the Bruno Kreisky Forum for International Dialogue to create a Euro-Med Academy (EMA) and an EMA fellowship programme.\*

Report on the activities of the Committee:

Committee on the Promotion of the Quality of Life, Human Exchanges and Culture met in Rome on 12 October 2012 and, together with the working group for EMUNI and the Committee on Economic, Financial and Social Affairs and Education, on 20 February 2013 in Brussels. The work has resulted in a number of concrete proposals to improve exchanges and mutual understanding, which could serve as a stimulus for economic development in the region. The Committee's work focused in particular on the following issues:

- Publishing, film and the media: culture as a spur for growth;
- The promotion of language skills as a vehicle for integration between cultures;
- A charter of Euro-Mediterranean values.

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\* Ms Malika Benarab-Attou expressed her reservation on this paragraph