



EUROPOCKET TV STARTS IN ITALY

THE FIRST WEB TV FOR ALL ITALIAN SPEAKING YOUTHS

Europocket Television is the first digital platform that offers an exclusive TV programme schedule intended for Europe and young Europeans. Europocket Television offers a package of multi-disciplinary "micro-programmes" in four areas: Europocket News, EKO, ZOOM and EPK VIDEO. Europocket News is the daily newscast in several languages, with short news reports that discuss various themes, ranging from the care for the environment to human rights, from food to immigration.

The Europocket project was presented for the first time in Italy during the International Meeting on Youth Policies, promoted in 2007 by the Province of Pesaro and Urbino. During this occasion, some young realities working in various regional environments came up with the idea of producing, in the context of this European initiative, an autonomous project for the Italian version of Europocket TV.

Europocket TV Italia is the project of an informative young Italian network which is based on the digital platform and on the already existing Europocket formats, to independently produce content aimed for young Italian speakers in Italy and in the world, with particular regard to Italian events pertaining to intercultural dialogue, the world of youths, of mobility and of European integration. The project for Europocket TV's Italian version has been presented and carried out by **Fondazione Mario Moderni**, a non-profit organisation instituted by Royal Decree on the 16th March, 1926, nr 1116 and which includes the **Ministry of Foreign Affairs** and the **Region of Lazio** amongst its partners. The same project has then gained the interest and the formal support of some **Regions and local Organisations such as the Region of Lazio and Veneto, the Provinces of Pesaro and Urbino, Ascoli Piceno, Mantova, Rimini, Pistoia and the Communes of Milan, Pesaro and Turin**, which, as from 2005, date of the start of the "European Youth Pact" promoted by the European Commission, and also due to the renewed boost given by the subsequent setting up of **Ministry of Youth** and by the consequent foundation of an apposite fund for youth policies, have brought forward systematic actions and interventions for the development of the young generations' rights for citizenship.

Special attention will be directed towards all the Italian youth communities abroad, with the aim of making Europocket TV Italia a vehicle for the propagation of the Italian language and culture in Europe and in the rest of the world, thus acting both as meeting and reference point for our young communities. Europocket TV Italia will be realised with the participation of the institutions on one side and of youth realities on the other.

As has already been said, the "Inter-regional network of partnership between Regions and local Organisations" will be flanked by a "youth" network, that is, all those informal realities, youth communities, associations and youth councils forming part of the "**Modern Generations**", who, being located according to territorial knots, will act as "production locations" of Europocket TV Italia's informative contents.



The youth network will be coordinated directly by the subject proposing and actualising it, that is, **Fondazione Mario Moderni**. The broadcasting of the Italian version of Europocket Television should start in March 2009. Amongst the expected results one should mention in particular:

- the **independent production by the "youth network"** of an entire range of multi-medial contents which will constitute the whole programming schedule of Europocket TV 's Italian platform, that is, news reports, information, in-depth reportages, particularly centred on the theme of youth policies from both a general and an inter-sector point of view, of intercultural dialogue and of integration, with special regard on the themes of mobility and youth formation;
- during the middle and long term period, the project aims to provide to the 50 representatives of the "youth network" "**Modern Generation**" an education which includes both professional aspects as well as those more specifically personal and human;
- the **attainment, during the project's duration, of at least 300,000 contacts** and, amongst these, the involvement of at least 10,000 youths in the interactive section of Europocket TV's self-production;
- The participation, in the area of the various local "knots" of the "youth network", of at least 2,000 youths on the work directed for the elaboration of the Project's informative and multi-medial contents.

The project's preparatory phase, for which specific funding has been requested to the **Ministry of Youth** and which benefits of a grant given by the Region of Lazio, has already been set up by **Fondazione Mario Moderni** starting from May 2008. This phase foresees:

- The planning and carrying out of works for the operative adaptation of the building in Via Giovanni Lanza, 178 in Rome where a **multi-medial production laboratory will be set up and which will include filming and directing rooms for both audio as well as video**, multi-medial stations and an audio/video editing room. The lab will constitute the Italian edition's editorial board that will coordinate the others allocated in their respective regional areas, also carrying out the link with Europocket TV's central head office;
- the starting of the coordination of the "institutional" network and of the conjoined committee;
- the starting of the "youth network's" "**Modern Generation**" coordination;
- the **structuring of the protocol of agreement with Europocket TV** on the basis of availability and of the agreements already taken place;
- The **selection**, inside of youth realities identified as "knots" of the "youth network" of the 50 girls and boys identified as representatives for the production of the informative contents;
- The **structuring and starting up of the formative courses**, both for the journalistic field as well as for the more technical ones and identification of the relative educators and tutors.
- the **setting up of the central editorial board** and of the territorial head offices;
- the definition of the **communications campaign** for the launching in Italy of the "Europocket TV" project on the main Italian new media.

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