



TRACK RECORD

WORKSHOP OF YOUNG CITIZENS OF THE MEDITERRANEAN 2018-2019

Implemented in partnership with
Les Citoyens de la Terre

In partnership with
Le cercle ACM de Marseille et le
réseau 15-38 Méditerranée

Project supported by
Regional Council South Provence Alpes Côte d'Azur
The Mediterranean Citizens' Assembly Foundation

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Actors of the project



Project leader

Les Têtes de l'Art www.lestetesdelart.fr

The association has been supporting and promoting participatory arts practices through committed action at the crossroads of culture, informal education, and social and solidarity-based economy. Specialized since 1996 in the accompaniment of participative artistic projects, the association creates bridges between professional artists and project promoters wishing to give their public a collective and artistic experience. The association ensures the respect of the objectives defined at the beginning of the project and the quality of the achievements resulting from the workshops. It guarantees the involvement of the participants in the process of artistic creation. The association Les Têtes de l'Art will be the the project leader, privileged interlocutor with the services of the Region.

Citoyens de la Terre



Associated partners

Les Citoyens de la Terre («The Citizens of the Earth») www.citoyensdelaterre.com

Since 18 years now, the association Les Citoyens de la Terre accompanies the economic actors, local communities and young project leaders, facilitates action, cooperation and innovation in the field of citizenship education, responsible tourism and circular economy. By stimulating the development of territorial and citizens' intelligence, it allows the development of activities that generate wealth that can not be relocated. Citoyens de la Terre acts in Provence and in the Mediterranean area where it co-founded and animates the AREMDT network of actors. This network brings together actors working on responsible and solidarity tourism in the Mediterranean.



15-38 Méditerranée www.1538mediterranee.com

15-38 is an independent online media. Together, journalists, photographers, cartoonists and researchers cross their points of view to shed light to the major issues around the Mediterranean. 15-38 are the coordinates of the central point of the Mediterranean. 15-38 Mediterranean Network aims to provide information on issues related to the Mediterranean through a network of correspondents (journalists, academics, artists, associations ...), settled in several countries around the Mediterranean. 15-38 it is also a network of professionals who share their work and exchange, in order to create links in real life.



Foundation MCAF - Mediterranean Citizens' Assembly Foundation

www.fundacionacm.org

The Mediterranean Citizens' Assembly Foundation (MCAF) is a network that promotes dialogue, proposals and citizen action. The MCA Foundation promotes the democratic values of freedom, peace, respect for diversity, and environmental responsibility in the Mediterranean. The MCAF is committed to the emergence of a Mediterranean community of peoples. Created in 2008, the Assembly of Citizens of the Mediterranean area is formed by 30 circles based in the main Mediterranean cities. It relies upon a constitutive charter and led by a specifically dedicated foundation: the MCA Foundation. Its aim is to bring out the notion of Mediterranean citizenship, through the organization of meetings and the creation of spaces for dialogue and action.

ACM Cercle Marseille

Created in 2008, the Assembly of Citizens of the Mediterranean area is made up of 30 circles based in the main Mediterranean cities. It relies upon a constitutive charter and led by a specifically dedicated foundation: the MCA Foundation. Its aim is to bring out the notion of Mediterranean citizenship, through the organization of meetings and the creation of spaces for dialogue and action. The circle of Marseille is actively engaged in concrete actions in collaboration with several associations of Marseille of popular education or intercultural actions: sensitization (videos, interviews, exhibitions ...), animation of workshops in school environment (primary level, college, high school), in the fields of citizenship and education, with pedagogical methods adapted to the target audience.

The project Workshop of young citizens of the Mediterranean

Context

In a context marked by global warming, uncertainties about employment and the economy of tomorrow, a rise in suspicion and extremism in Europe and on both shores of the Mediterranean, young people from the Mediterranean countries are carrying the solutions of tomorrow.

They are able to engage in civic actions, in connection with the protection of our environment, **they carry values of solidarity and want to be part of a peaceful society, developed economically and sustainably where they will have their place.**

The initiatives carried out **with and by** these young people are numerous, but insufficiently valued, they deserve to be encouraged, accompanied.

These young actors, committed, courageous, creative, able to act collectively and concretely with whom we worked during 3 initiatives led by the young elected representatives of the Regional Parliament of Youth and youth from Mediterranean area.

Background

In 2014, with the occasion of the «Students and Apprentices Spring», young people coming from different horizons (high school students from the academies of Aix Marseille and Nice, the Regional Council of Youth Provence-Alpes-Côte d'Azur, Morocco, Tunisia, Egypt and Italy) came together to propose their vision of Mediterranean citizenship. These young people conceived the «Declaration of Young Citizens of the Mediterranean» resuming their commitment to an intercultural Mediterranean.

In 2015, 70 young people from nine Mediterranean countries worked together to create an Assembly of Young Citizens of the Mediterranean. They made proposals for action to elected officials to promote a better knowledge of their peers around the Mediterranean and encourage the implementation of concrete actions around education, engagement, culture, mobility, education and training, environment. The unfolding of these days of work and exchange fraternal and festive was valued in a film retracing their human adventure. A multi-language and multi-face artistic creation valorizes in the form of a film their proposals for concrete actions.

In 2016, these young people chose to take collective action around raising awareness on the protection of Mediterranean coasts and to carry out a symbolic flagship action of beach cleaning simultaneously around the Mediterranean. The event took place in Nice, Marseille and Tunis.

A website for Young Citizens of the Mediterranean has been created (www.ajcm.org), a user manual has been published and films have promoted these actions, particularly on social networks.

In 2018, with the renewed support of the PACA Region and the involvement of our partners in the region and around the Mediterranean, we wanted to renew our initiative by amplifying the approach. Initiated in autumn 2017, the project ran from January to April 2018 in the Provence-Alpes-Côte-d'Azur region and in 16 cities around the Mediterranean.

In 2019, with the same objective of cooperation in mind, the AJCM action took place in two phases: the establishment of awareness workshops for young people in the region and the mobilization of **10 Mediterranean countries, 96 structures in France and the Mediterranean as well as some 2,500 participants** during the «Citizen's Day of Youth Engagement in the Mediterranean», which has become a symbolic and unifying event.

Our project in brief

In the dynamics of the actions carried out since 2014, the project Young Citizens of the Mediterranean (AJCM) 2018-2019 consisted in **supporting and professionalizing the citizen engagement of a group of young people from the Provence Alpes Côte d'Azur region.**

The support process **emphasizes the development of project management skills and competences** by preparing and carrying out a concrete action co-built by young people in an eco-development approach related to the circular economy. The realization of this action makes it possible to tackle issues related to youth in the Mediterranean (civility, cooperation, employability ...)

This action was carried out simultaneously around the Mediterranean and promoted as part of a **«Citizen's Day of Youth Engagement in the Mediterranean»**: a forum for youth initiatives in the Mediterranean.

Concrete action by young people
Eco-development / Circular economy
Civism and citizenship
Intercultural cooperation in the Mediterranean
Day of valorization
Artistic and cultural approach
Skills development & professionalisation
Youth & solidarity
Territorial and solidarity intelligence

The AJCM project 2019: objectives and purposes

Reflection workshops and actions in the PACA region A day of citizen mobilization around the Mediterranean area

General objective

Through our initiative, we want to **encourage, support and promote the civic engagement of young people in our Region while developing cultural cooperation in the Mediterranean area.** The AJCM project extends a citizen dynamic in the Mediterranean launched in 2014 by the Regional Youth Parliament, which mobilizes every year more partners and young citizens.

Objective of the 2019 edition

For this new edition, we wanted to allow the young people involved the acquisition of reusable knowledge and skills that they can use in their professional lives and their civic commitments.

The objectives we pursue are multiple:

- **Develop a sense of citizenship, civility and «living together»** through the realization of positive, artistic and civic actions;
- **Stimulate citizen engagement** through the establishment of a common event;
- **Foster teamwork** and a collective intelligence approach;
- **Contribute to the professional integration of young people ;**
- **To contribute to the discovery of the main concepts of the circular economy and eco-development** as well as their economic, social and environmental impacts;
- **Raise awareness of the challenges of sustainable development in the multicultural Mediterranean context** by promoting citizen actions in several Mediterranean countries, particularly through artistic and cultural mediation ;
- **Create spaces for dialogue** and strengthen links between young people, elected officials and public policies;
- **To bring to the community actions that contribute to the collective good.**

Through these actions we hope to:

- **Encourage young people to think «Mediterranean»** to recognize themselves as a part of the same community of geography, history, culture and destiny (show our commonalities, value our cultural specificities);
- **Supporting young people in «action»** by carrying out projects promoting their civic spirit and commitment;
- **Promote understanding of the issues of the circular economy and citizen engagement.**



Citizen mobilization day around the Mediterranean

The results of the various actions carried out on site were presented and highlighted as part of a «Citizen's Day of Youth Engagement in the Mediterranean» organized simultaneously in the partner countries on April 27, 2019 on various beaches concerned.

The organization of this day was an opportunity for young people to work on an event whose aim was to promote their civic commitment and their involvement in the issues of citizenship and the environment in the Mediterranean.

The day was held simultaneously in 25 cities in 10 Mediterranean countries.

In Provence-Alpes-Côte d'Azur Region

/ Partners involved in the Provence-Alpes-Côte d'Azur Region /

In addition to our historical partners, in the past editions we have built a network of partners. We were able to mobilize them to identify young people, involve them and communicate widely about the project.

15-38 Méditerranée, Le cercle ACM de Marseille, les Citoyens de la Terre, La Fondation FACM : Assemblée des Citoyens de la Méditerranée, le Parlement Régional de la Jeunesse, la Fondation Anna Lindh, le collectif Aix-Marseille Engagé pour l'Environnement, l'association 1 Déchet par Jour, le Forum Femme Méditerranée, le Centre Méditerranéen de la Communication Audiovisuelle, le Réseau Euromed France, Surf rider Foundation, France Volontaire, Eurasianet, le réseau CAMI, l'association Une Terre Culturelle, l'AVITEM, l'union des centres sociaux des Bouches du Rhône, le collectif Agir ensemble pour le bassin versant de l'Huveaune, Synergie Family, SIGMA Formation, l'Atelier Bleu - CPIE Côte Provençale, Eurocircle - Centre d'information Europe Direct Provence, Le Centre de Culture Ouvrière de La Bricarde, l'AFEV Nice, Parcours le monde - Sud Est, Unis-Cité Méditerranée, l'IAE de Toulon, l'École des Beaux Arts de Toulon, La Semeuse - Centre social La Ruche, la Mission Locale Draguignan - Le Luc et la Mission Locale de Nice Côte d'Azur, le Conseil Académique à la Vie Lycéenne de Nice, le OG Gavotte, Eloquentia, l'ADDAP 13, le foyer de jeunes travailleurs de Sainte Mitre, Formation et Métier, le centre social La Corderie, France Nature Environnement, l'association Rives et Cultures, la Ligue de l'Enseignement, et l'association Bokra Sawa.



Citizen mobilization day AJCM 2019 - Marseille



MARSEILLE

Huveaune beach / 111 avenue Pierre Mendès France
Corbières beach / Estaque

Number of participants: about 150

Partners involved: Unis-Cité Méditerranée, le Parlement Régional de la Jeunesse, les scouts unionistes, la Ligue de l'Enseignement, Eurocircle, l'AFEV, le collectif Agir ensemble pour le bassin versant de l'Huveaune, l' Atelier Bleu - CPIE Côte Provençale et 15-38 Méditerranée, association Sigma formation et le centre sociale de la Bricarde.

Program: clean-walk, waste collection, AJCM awareness stand and presentation of countries and structures involved, creative stands, eco-design, language entertainment, intercultural buffet, sports courses, awareness stands.



*Eco-design stand organized by the
Regional Parliament of
Youth at CPIE Provençal Coast*



*Artistic creation by the participants
at the AJCM 2019 in collaboration with
the artist Annalisa Lolo*



*Presentation of countries and
structures involved*



NICE

Centenaire Beach / 1 promenade des Anglais

Number of participants: about 150

Partners involved : les éco-ambassadeurs, la mission locale de Nice Côte d'Azur, Parcours le Monde Sud-Est, Unis-Cité Méditerranée, le Parlement Régional de la Jeunesse, le Centre Social La Ruche - La Semeuse et le service propreté de la Métropole de Nice-Côte d'Azur.

Program: waste collection, AJCM awareness stand and presentation of countries and structures involved.



Waste collection
AJCM 2019
Nice





TOULON

Mourillon beach (Anse du Lido) / Corniche Frédéric Mistral

Nombre de participants : environ 70

Partners involved : l'IAE de Toulon, l'Ecole des Beaux Arts de Toulon, la mission locale de Draguignan - Le Luc, le Parlement Régional de la Jeunesse et l'association Citoyens de la Terre.

Program: waste collection, AJCM awareness stand and presentation of countries and structures involved, creative stands.



Waste collection
AJCM 2019
Toulon





In Mediterranean

Number of participants : about 2500

TUNISIA

Tunis - Association de Développement et d'Environnement du Kram (ADEK), Lion Heart pour l'humanitaire, la Ligue d'Improvisation Professionnelle Arabe (LIPA), les Artivistes, l'Ecole Internationale de Tunis et son association des parents d'élèves, les Scouts Lafayette de Tunis, le Club Didon, l'Association des Etudiants Ivoiriens et la maison de la jeunesse de La Marsa plage.

Sfax - Younga Solidaire

Gabes - Association Forme et Couleur Oasiennes (AFCO), Association de Tourisme Solidaire Sud (ATSS), le Croissant Rouge Tunisien, l'Association Internationale des Étudiants en Sciences Economiques et Commerciales (AIESEC), Stop Pollution et l'Association des Volontaires Sans Frontières.

Ariana - Cercle ACM de Tunis

Hammam Lif - Municipalité de Hammam-Chatt

Siliana - Youth Activists Organization

MAROCCO

Rabat - Cercle ACM de Rabat

Larrache - Cercle ACM de Larrache

Casablanca - Cercle ACM de Casablanca

Aoufous - Solidarité et Développement (SODEV)

Tamernout - Solidarité et Développement (SODEV)

Al Hoceima - Club Vert de la faculté de sciences techniques de la ville d'Al Hoceima

Mohammédia - Association Eau et Energie pour Tous (AEET)

Tanger - Association des Enseignants des Sciences de la Vie et de la Terre (AESVT)

Nador - Association des Enseignants des Sciences de la Vie et de la Terre (AESVT)

ALGERIA

Bouzeguen - Association écologique La Colline Verte

Alger - Association Culturelle de Tamentfoust, Femme en Communication

Skikda - Association Bariq21 pour la promotion des énergies renouvelables et du développement durable

EGYPT

Alexandrie - Banlastic Egypte

Port-Said - Banlastic Egypte

LEBANON

Beyrouth - Cercle ACM de Beyrouth

MONTENEGRO

Podgorica - Cercle ACM de Podgorica

ALBANIA

Shëngjin - Cercle ACM de Tirana

SPAIN

Valence - Xaloc association

ITALY (SICILIA)

Collesano - Giovanni Senza Frontiere Madonie (GIOSEF MADONIE)



Mobilization of Mediterranean actors

January to mars

Relaunching the Mediterranean actors, the ACM circles via the network of the FACM Foundation and mobilization of AREMDT network of actors. Search for new Mediterranean partners by Soumaya Melki, our young Tunisian volunteer in civic service. Coordination of simultaneous actions all around the Mediterranean. Participation of a member of the AJCM coordination team of Les Têtes de l'Art at the «ValMed 2» seminar organized in Tunis on the treatment of water and waste in the Mediterranean coastal valleys by the association Une Terre Culturelle. Meeting and integration of new partners: *l'Association de Développement et d'Environnement du Kram (ADEK, Tunisie)*, *the Club Vert de la faculté des sciences techniques de la ville d'Al Hoceima (Maroc)*, *l'Association des Enseignants des Sciences de la Vie et de la Terre (AESVT, Maroc)* et *l'association Giovanni Senza Frontiere Madonie (GIOSEF Madonie, Sicile)*. Individual journeys in Tunisia and Morocco by Axel Frick (Citoyens de la Terre) and Olivier Gohers (the ACM circle of Marseille), to physically meet the partners involved in these countries and organize the mobilization of 27 April 2019.

/ Partners involved in the Mediterranean /

The ACM Foundation (Assembly of Citizens of the Mediterranean) supported AJCM in 2018-2019 by encouraging the networking with the different ACM circles around the Mediterranean (12 circles involved). It proposed an expense envelope (300 € / circle) to help organize the event in these different Mediterranean cities.

The creation of the ACM is based on democratic values of freedom, peace, respect for cultural diversity and environmental responsibility. It aims to promote the emergence of a common word and a common citizen action through the implementation of permanent meetings with innovative methods and tools.

Since 2015, we have participated in various international meetings of this Assembly. We campaigned and contributed to a strong recognition of the place of youth in the priority orientation motions of the FACM.

The FACM meetings are for us a platform for presenting the AJCM project and mobilizing stakeholders around the Mediterranean. The support of the foundation is therefore important, since we can on three days of workshops meet the actors of fifteen Mediterranean cities and exchange directly on future collaboration around the project.

ACM circle Marseille, ACM circle Tunis, ACM circle Rabat, ACM circle Casablanca, ACM circle Larrache, ACM circle Tirana, ACM circle Podgorica, ACM circle Beyrouth.

In parallel with the ACM circles involved around the Mediterranean, we were able to count on the participation of many Mediterranean structures that proposed rich and diverse programs during the day of pedagogical cleaning of the beaches: waste collection, film screenings, debates, conferences, creation of artistic objects from waste ...

Association de Développement et d'Environnement du Kram (ADEK, Tunis, Tunisie), Lion Heart (Tunis, Tunisie), Younga Solidaire (Sfax, Tunisie), Association Forme et Couleur Oasiennes (AFCO, Gabes, Tunisie), Association de Tourisme Solidaire Sud (ATSS, Gabes, Tunisie), Municipalité de Hammam-Chatt (Hammam Lif, Tunisie), Youth Activists Organization (Siliana, Tunisie), Solidarité et Développement (SODEV, Aoufous et Tamernout, Maroc), Club Vert de la faculté de sciences techniques de la ville d'Al Hoceima (Maroc), Association Eau et Energie pour Tous (AEET, Mohammedia, Maroc), Association des Enseignants des Sciences de la Vie et de la Terre (AESVT, Tanger et Nador, Maroc), Association écologique La Colline Verte (Bouzeguene, Algérie), Association Culturelle de Tamentfoust et Femme en Communication (Alger, Algérie), Association Bariq21 pour la promotion des énergies renouvelables et du développement durable (Skikda, Algérie), Giovanni Senza Frontiere Madonie (GIOSEF MADONIE, Collesano, Madonie, Sicile).

Thanks to our partner 15-38 Méditerranée, who has traveled the Mediterranean basin in search of initiatives carried out by the youth to promote them within the framework of the AJCM, we have also been able to develop other Mediterranean partnerships.

Xaloc association (Valence, Espagne), Isea (Thessalonique, Grèce), Recycle Lebanon (Beyrouth, Liban), Banlastic Egypte (Alexandrie et Port-Said, Egypte)

The Mediterranean structures in direct contact with the AJCM team also supported the project by mobilizing other indirect partners of the AJCM.

la Ligue d'Improvisation Professionnelle Arabe (LIPA), les Artivistes, l'Ecole Internationale de Tunis et son association des parents d'élèves, les Scouts Lafayette de Tunis, le Club Didon, l'association des étudiants ivoiriens, la maison de la jeunesse de La Marsa-plage et la municipalité de La Marsa (TUNIS), la municipalité de Gabès Ouest, la Municipalité de Chenini, le Croissant Rouge Tunisien, l'AISEEC, Stop Pollution, l'Association des Volontaires Sans Frontières (GABES), la municipalité d'Hammam Lif, la Jeune Chambre Internationale (JCI), les scouts d'Hammam Lif, Citoyens Ordinaires (HAMMAM LIF), DAR AL OUM et la Ligue Marocaine Pour la Protection de L'Enfance (NADOR), le lycée Petar I Petrovic Njegos (PODGORICA), l'Université Méditerranéenne d'Albanie, le lycée Sami Hrasneri, et le Centre d'Etude Comparatives et Internationales (SHENGJIN).

Les Têtes de l'Art, les Citoyens de la Terre, 15-38 Méditerranée et la Fondation ACM have accompanied the project leaders, structures and ACM circles involved in the development of their initiatives. In particular, we helped our Mediterranean partners to obtain the kit provided by the Surfrider Europe Foundation, through the «Ocean Initiatives» website. This kit contains the necessary tools to carry out a beach cleaning action and to raise participants' awareness of the problem of aquatic litter.



Tanger - Marocco



Tunis - Tunisia



Tunis - Tunisia



Gabes - Tunisia



Ariana - Tunisia



Hammam Lif - Tunisia



Rabat - Marocco



Larrache - Marocco



Aoufous - Marocco



Tamernout - Morocco



Al Hoceima - Morocco



Mohammédia - Morocco



Alexandrie - Egypt



Beyrouth - Lebanon



Podgorica - Montenegro



Skikda - Algeria



Alger - Algeria



Alger - Algeria



Shëngjin - Albania



Collesano - Italy

Communication strategy

We have put in place a targeted communication strategy throughout the project. The objectives were multiple:

- Federate the youth and former AJCM participants in the Provence-Alpes-Côte d'Azur region and around the Mediterranean
- Communicate with the general public about the actions taken by young people
- Rely on information relays
- Give visibility to partner structures

This year, the AJCM's communication strategy has been based in particular on our partnership with 15-38 Méditerranée, an independent online media that aims to inform on issues related to the Mediterranean through a network of correspondents (journalists, academics, artists, associations ...), settled in several countries around the Mediterranean. As part of the AJCM, the correspondents of this web media have searched for the citizen initiatives led by young mediterranean to build a special AJCM record. In addition to promoting the actions of these young citizens, AJCM has also had the objective and result of motivating and supporting young people in their commitment by emphasizing international solidarity.

Because the AJCM is above all the project of the young citizens of the Mediterranean, it was obvious to involve them in the communication of the event. From the creation of the poster to the communication on D-Day, they were fully engaged actors. They are primarily the origin of the poster of the event, which has been designed by a graphic designer based on their instructions. To counter with the institutional posters type «event eco-responsible», the focus was put on youth and the Mediterranean. In the background, they proposed to represent the map of the Mediterranean, to symbolize the convergence, and to add emoji figures, the SMS language of young people. The poster produced during the previous edition of the AJCM was therefore slightly modified. **14 other posters have been produced by our Mediterranean partners.**



Paper communication

Once the poster was validated, it was sent by mail to all our partners as well as to the young people with whom we were connected thanks to the various meetings organized. This year, we decided to focus the communication on a digital rather than a paper format with the aim of being consistent with the values promoted by the AJCM, and in particular that of respect for the environment. Only 9 posters were printed, laminated and distributed at the three French sites (Marseille, Nice and Toulon).

- **Design of a specific poster with the students of the IAE of Toulon and Fine Arts** that they printed and displayed on their university campus
- **Recovery of specific A2 format and laminated posters of the last editions** for each territory in the Provence-Alpes-Côte d'Azur region: Nice (3 copies), Marseille (3) and Toulon (3).
- **Independent creation of 14 AJCM posters** on individual initiative of our partners in the Mediterranean to communicate around the D-day, April 27.
- **Creation of a «unique flyer»** (no distribution of paper flyer) mentioning the links to the different AJCM site. On the D-day, the communication support offered to the curious and local residents was a «unique flyer», printed in A3 and displayed on the reception tables, in an eco-friendly approach. Free to interested to take a picture of the flyer to have all the necessary information concerning the AJCM.





Digital communication

We favored targeted communication that is almost entirely focused on the internet and social networks. We have thus conducted a work of identification of facebook pages having a large number of subscribers and having the same themes as the AJCM for a relay of information.

Website AJCMED.ORG

Update of the website of the Assembly of Young Citizens of the Mediterranean (www.ajcmed.org). The content of articles is automatically translated into English and Arabic.

Social networks

- Regular update of the Facebook page of the Workshop of Young Citizens of the Mediterranean (**501 subscribers in 2019 versus 272 in 2018**) and the private Facebook group (**277 members versus 212 in 2018**) with information on the workshops on site, the day of April 27 and the activities of French and Mediterranean partners. Sharing the articles roduced by thr 15-38 Mediterranean network simultaneously with the publication on their website.
- Dissemination of information on D-Day and relay actions around the Mediterranean on social networks:
 - **Facebook**: creation of events for each beach cleaning in the Mediterranean, relayed by the various partners on the spot, sponsorship of a collective event listing all the actions (135 interested).
 - **Instagram**: sharing live photos through «stories», publishing photos of workshops (121 subscribers, around 50 profile consultations per week)
- Reminder of information channels by adding links to them at the end of each email (website, Facebook page, Instagram account and link to the AJCM file of 15-38 Mediterranean) to increase the number of consultation.

Partner websites

- Update of Les Têtes de l'Art association website with articles on the AJCM 2019 project
- Co-publication of an **AJCM folder composed of 8 articles** on the website of our partner 15-38 Mediterranean and on the AJCM website, relay articles on the group and the AJCM Facebook page
- Les Têtes de l'Art association sent a newsletter (about 4,000 subscribers) mentioning the AJCM events
- Communication via Facebook pages of Les Têtes de l'Art association (3143 subscribers) and Citoyens de la Terre (250 subscribers)
- Information relay on the Surf Rider Foundation website dedicated to beach cleaning operations: «initiatives oceans» (all AJCM operations in France and the Mediterranean have been inscribed and listed)

Videos

- Creation of a mobilization teaser (posted on the website and social networks)
- Creation of a presentation film of the AJCM initiative since its launch in 2014 (translated into English and Arabic)
- Creation of a film retracing the AJCM 2019 project (video follow-up of the workshops, video interview of participants at the April 27 mobilization day)



On-site communication on the D-day

- Presence of an AJCM banner and a Region SOUTH - Provence Alpes Côtes d'Azur banner on the 3 French sites (Marseille, Nice and Toulon)
- Setting up the flags of the 10 participating countries on the 3 French sites (Marseille, Nice and Toulon)
- Presence of an AJCM bandeau and a Region SOUTH - Provence Alpes Côtes d'Azur bandeau on the 3 French sites (Marseille, Nice and Toulon)
- Publication of «stories» on Instagram on D-Day (photos and videos of collections in France and the Mediterranean)



Waste collection - AJCM 2019 - Skikda, Algeria



Communication evaluation



Quantitative indicators

- 96 support structures identified, 43 in France, 53 in the Mediterranean, of which:
 - 7 ACM circles
 - 20 Mediterranean structures in direct contact with the AJCM team
 - 16 Mediterranean structures mobilized by the AJCM partners
 - 15 local authorities and public institutions involved in the countries of the Mediterranean basin (Regional Parliament of Youth, IAE of Toulon, Beaux-Arts of Toulon, Metropolis of Nice Côte d'Azur, Mayor of the 6th and 8th district of Marseille, Municipality of La Marsa, Municipality of Gabes, Municipality of Chenini, Municipality of Hammam - Chatt, Faculty of Technical Sciences of the City of Al Hoceima Morocco, International School of Tunis, Petar I Petrovic Njegos High School, Mediterranean University of Albania, Shengjin Sami Hrasher High School and Shengjin Center for Comparative and International Studies).
- 3 of the SUD - Provence Alpes Côte d'Azur regional directorates gave their support to the AJCM - the Euro-Mediterranean Cooperation Directorate, the Youth, Sport and Citizenship Directorate as well as the Communication and Communication Directorate. Mark.
- 138 young beneficiaries of AJCM workshops including 50 young people involved in the project approach in the Region.
- 2,500 French and Mediterranean citizens sensitized directly to the civic engagement of young people in the Mediterranean during the day of citizen action versus 1,000 in 2018 (210 in France in 2019 versus 150 in 2018).
- 14 posters produced by Mediterranean partners for the day of youth civic engagement in the Mediterranean (27 April 2019).
- 277 members on the AJCM Facebook group versus 212 in 2018
- 501 subscribers on the AJCM Facebook page versus 272 in 2018
- 121 subscribers on Instagram account AJCM versus 53 subscribers in 2018



Qualitative indicators

We were able to evaluate the impact of our project through various indicators:

Attendance of participants during on-site workshops

Since the number of young participants in each workshop had to be communicated to the speakers prior to the completion of the workshops in order to best prepare them, we found that the expected number of participants always corresponded to the actual number of participants.

Involvement of young people in on-site workshops

The participants of the workshops were very involved in the understanding the values carried out by the AJCM project as well as the organization of the mobilization day: evidenced by the number of proposals that emerged on this occasion as well as their realization during the collections of the 27 April.

Presence of accompanied youth in the context of the «group project» during the mobilization day

The young people accompanied during the workshops on site were, for the most part, involved during the mobilization day of April 27, proof of their investment during the months preceding the event.

Experience feedback

In all territories, the young people involved have developed their capacities to undertake, to carry out a collective project, to become involved in it, to defend and promote it. They enriched themselves with technical and scientific knowledge about the environment, the economy of recycling, and the dangers of pollution. They experienced their relationships with others in the very heterogeneous groups that we animated, they learned to build together despite and beyond their differences. **They all call for more links with their peers in the Mediterranean and encourage us to continue and expand the action.**

Partners who have experienced the AJCM have found a source of local animation of their networks of partners, a «platform» to promote their projects for youth, a pedagogical ground to disseminate values of commitment, **a concrete action to materialize everyone's commitment to the protection of the environment.**



Waste collection - AJCM 2019 - Nice

Waste collection - AJCM 2019 - Marseille



Testimonials from participants

«Such an event, beyond the amount of waste that has been collected, has a much larger scope and impact over time. When, simultaneously, we take action in many countries to clean our dear Mediterranean Sea, and children are involved in such an operation, no doubt we will have won the bet of having rooted, in the youngest, the ecological values and the love of nature. Congratulations to the AJCM and to all the participating associations from all the countries that have responded. See you at next edition that we will wait impatiently»

- Achour Zizi, Cultural Association of Tamentfoust, Algiers, Algeria

«Yesterday was such a beautiful day ... The feeling of participating in the same action taking place at the same time in 10 other countries, that 10 other groups of people care about the beauty of the beaches the same day was very touching for all the participants ... We managed to collect 2 tons of waste on a beach with a surface of 800 meters long, it was incredible!»

- Manar Ramadan, Banlastic Egypt, Alexandria

«Very nice to discover a new approach of building projects, in a team and according to a fluid process. Elements brought at the right moment, dynamic rhythm, in short we realized in real time the potential of collective intelligence tools and the values conveyed»

- H  l  ne referente Training and Profession at the Lyc  e Professionnel Saint-Henri

«Together we work for the valorization and the engagement of the Mediterranean young people in the field of sustainable development and citizenship»

- Soumaya Melki, young Tunisian volunteer in civic service at the heads of art

«Our goal is to raise the voices of young people in the region, to set up projects that are made by us but also for us»

- A member of the Regional Parliament of Youth

«All young people should get involved in the cause for the climate as tomorrow will concern us all. If the climate continues to wither, we will not even be able to live in this world anymore «

- A participant in the mobilization day of April 27

«The AJCM allowed us to develop real projects and made us grow»

- Member of the Regional Parliament of Youth

«The AJCM allowed us to illustrate that we can actually manage to gather people from different horizons for a common cause»

- Perrine, student at IAE Toulon

«It allows us to be actors rather than spectators»

- A young participant at the mobilization day of April 27

Sustainability and prospects

We are convinced of the potential of the project, of its ability to persist over time and to federate energies. The enthusiasm generated in Provence and all around the Mediterranean by the success of this new edition is a formidable engine for the mobilization foreseen in 2020 and the future.

The AJCM has generated encouraging synergies both at the local level and in the territories involved in the Mediterranean.

We have strong prospects for the future and strong partnerships and support. We are counting on the support of the Regional Council Provence-Alpes-Côte d'Azur since 2015, support that allowed us to pilot three editions of the AJCM.

Today, we would like to set up a coordination system that would go through Mediterranean project coordinators. Indeed, thanks to the support provided by certain structures for several editions, we are convinced that we can now rely on the mobilization capabilities of some of our partners who would then become our privileged interlocutors, true AJCM correspondents on the other side of the Mediterranean.

In addition, the goal of the Workshop of Young Citizens of the Mediterranean is to create real spaces of exchange and dialogue between young people from every corner of the Mediterranean, **we are convinced that it is necessary to set up such physical spaces.** We are therefore working from and with the Anna Lindh Foundation on a virtual Erasmus project which would be a first step towards the intercultural meeting.

Environmental issues seem very unifying to us; they respond to a social issue related to the ecological problem of global warming. We are particularly attached to the subject and think that the role of youth is essential. The question of media in the Mediterranean and the education of our youth around this power seems interesting to develop.

In a more distant future, we envisage a more specific action in 2021 around sport values, in connection with the Olympic Games of the Mediterranean that will gather the youth of 25 Mediterranean countries in Oran, Algeria.

Les Têtes de l'Art have already applied for the call for expressions of interest for the «nature generation space» which will be set up at the World Conservation Congress in June 2020. On this occasion, we would like to extend the AJCM approach to a wider audience, make our tools and skills available to the largest number and open the door to new partnerships.

All the young people who have participated in our various editions of the AJCM unanimously acclaim real meetings and the direct exchanges with their Mediterranean peers, we wish to obtain the means to respond to their expectations.

The coordination team in Marseille

Les Têtes de l'Art

Project Management | Sam KHEBIZI

Director of the association Les Têtes de l'Art, Sam KHEBIZI has been involved in popular education projects for more than 20 years. Holder of a Master's degree in Structural Management (CNAM PARIS), Sam KHEBIZI brings his expertise in project management and in setting up partnerships. Administrator of several networks such as the Regional Chamber of Social and Solidarity Economy, he has strong skills in accompaniment. He has traveled many times in the Mediterranean area and is a member of the ACM Circle of Marseille.

Project Manager | Julien RUOLS

Holder of a Master in Administration of Cultural Institutions, he knows like the back of his hand the philosophy of the project and each of the strategic partners of the AJCM. Committed and motivated, he is the person in charge of participative artistic projects of Les Têtes de l'Art, and therefore the privileged interlocutor of the AJCM. **With the support of Clémence Guibert, a volunteer in civic service**, he coordinates the 2019 edition of the Workshop of Young Citizens of the Mediterranean and facilitates workshops on site on the 3 territories involved (Nice, Marseille, Toulon).

Mediterranean coordination | Andreea STETCO

Manager of international projects within the association Les Têtes de l'Art, Andreea implements European projects. In the framework of the 2019 AJCM, she participated in the coordination and worked for the mobilization of the partners around the Mediterranean basin with the support of **Soumaya Melki, Tunisian volunteer in civic service**. In particular, she assisted the structures in registering their activities on the «Initiatives Ocean» platform.

Citoyens de la Terre

Associate Project Manager | Axel Frick

Co-director and co-founder of «Citoyens de la Terre», Axel Frick has been working for 15 years on issues of citizenship and social entrepreneurship. He is engaged on the ground with many civil society organizations working on issues of economic citizenship: solidarity tourism, fair trade, agri-tourism, sustainable development and international solidarity. He is co-founder and active member of the cooperation network of Mediterranean actors AREMDT (Tourism and solidarity entrepreneurship in the Mediterranean).

Cercle ACM Marseille

Mediterranean Specialist | Olivier GOEHRS

Retired engineer born in 1951, Olivier Goehrs brings to the service of Mediterranean projects his experience of project manager and trainer. Faithful to the iReMMO (Institute of Research and Studies - Mediterranean Middle East) since its creation, he is now leading the Assembly of Mediterranean Citizens circle in Marseille. At the same time, he works alongside Mediterranean associations on popular education or cultural mediation. He has been participating in the AJCM initiative since April 2015 with the active support of **Chiraze Sassi**, administrator of the ACM circle in Marseille.

15-38 Méditerranée

Press Relation | Coline Charbonnier

After spending three years in Lebanon, passing through France 3, TV5 Monde and Le Commerce du Levant (a Lebanese monthly) as a journalist, Coline Charbonnier moved to Marseille and joined the 15-38 Mediterranean team. As part of the last edition of the AJCM, Coline Charbonnier was in charge of press relations, the coordination of 15-38 Mediterranean correspondents, in the drafting of the AJCM folder as well as the establishment of a citizen journalism workshop.



And if you want to know more,
how do I do ?

Come meet the Têtes de l'Art team!
Comptoir Toussaint-Victorine,
10, rue Sainte-Victorine - 13003 Marseille

Call us!

We are here from Monday to Friday from 9h30 to 12h30
and from 14h to 18h at 04.91.50.77.61

Send us a mail:

contact@lestetesdelart.fr

Check out our web-site :

www.lestetesdelart.fr

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