

International North South  
Media Forum

**MOIAS**  
NORD SUD

The major challenges of the future

26<sup>th</sup> edition

Ouagadougou, Burkina Faso

29<sup>th</sup> October to 3<sup>rd</sup> November 2010

«World Hunger»



### 2010 : 26<sup>th</sup> edition

Since 25 years, the International North South Media Forum (INSMF) has been a space of reflection on the development of the planet and the major challenges of the future.

By bringing together the major actors of a given issue and articulating high-level televised roundtables, documentary film competitions, exhibitions and special evenings, it has become an internationally renowned space of reflection

It is now articulated around one theme addressed over a two years period, first in Geneva, then 12 months later in a region of the world concerned by the issue. The editions "India: Future World Power" (BFM, Geneva, October 2007) and "The Jaipur Forum" (Jawahar Kala Kendra, Jaipur, India, November 2008) attest to this new formula.

### Theme 2009 – 2010 : the global food crisis

The 2009-2010 editions address the issue of the global food crisis. More than 1 billion people are hungry on this planet. Many are farmers, women and children. Poverty and the fluctuation of prices leave small producers helpless, and this pressure is accentuated by the consumption of biofuels and speculation. Climate change also threatens harvests.

What is to be done? What are the perspectives and solutions of different actors: agro- food enterprises, states, international organisations, farmer and consumer organisations? Are hunger and poverty inevitable? May the global food crisis and the renewed attention to agriculture and hunger it has spurred also carry new opportunities?



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#### **2009 : a success in Geneva**

The INSMF's 2009 edition was a success: during three days, over 3000 people attended 9 high-level televised roundtables and 40 documentary film screenings from the world over, visited several exhibitions and exchanged during our special evenings. Prestigious guests honoured us by their presence, among others **Micheline Calmy-Rey**, Federal Councillor and Chief of the Swiss Federal Department of Foreign Affairs, **Crispim Moreira**, National Secretary of Food and Nutritional Security of Brazil, **Roland Decorvet**, Director of Nestlé Switzerland, and **Mamadou Cissokho**, Honorary President of the West African Network of Peasant organizations and producers (ROPPA).

#### **2010 : pursuing the reflection in Burkina Faso**

The INSMF will set it's 2010 edition in West Africa in order to deepen the reflection by confronting it with the reality on the ground, and to give a voice to those who are so often deprived of one: farmers them selves.

The choice of the organisers went to Burkina Faso, which has a rich cinematographic culture and a tradition of organizing numerous events. Set in Ouagadougou, the reflection will no be no less regional and global.



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### **Symbiosis with local partners**

The INSMF 2010 will take place at the same time and in symbiosis with the African University of Communication (UACO), a series of conferences and workshops bringing together several hundred West African journalists around the theme "journalism and new technologies". We will share our competences and organise events in common.

We will also work closely with the FESPACO, the greatest Pan African festival. Films relating to our theme and screened by the FESPACO in the past will be shown to our public, and mobile cinema screenings will be organised in popular neighbourhoods.

Finally, in a country in which the audiovisual landscape is dominated by radio, we will establish many partnerships with national and local radios so as to reach the widest public.

### **Filming on location**

During our last travel in Burkina Faso, we were confronted with the reality on the ground, and it became evident to us that we should shoot short sequences telling of the harsh reality of hunger in Burkina Faso. This is all the more urgent that this year the whole region (Niger, Tchad, Burkina Faso, Mali) is at risk.



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### **Multiple sites**

In order to reach the widest possible public, the Forum will expand through the city in a multiple site format.

### **Prix International de Genève**

An international documentary competition is organized in order to award a prize to the most pertinent production in relation to our theme. The films will be screened in several locations and by mobile cinema units.

### **Prix du meilleur documentaire Africain**

In 2010, the INSMF will award the best African documentary on our theme.

### **Prix Mirabaud**

A competition will award the most pertinent written contribution to our theme.

### **Televised round tables**

Several public and televised round tables will be proposed :

- Farmers and the media
- Agriculture in Africa tomorrow: what role and opportunities?
- Women, agriculture and hunger
- Climate change and hunger
- West Africa and the global agro-food market
- From famine to under nourishment
- From humanitarian government to the right to food
- Land conflicts
- Are peasants victim of development policies?

### **Exhibitions**

Several exhibitions - one of which will be produced by Bread For All - will initiate the public to a better awareness of our theme.

### **Special evenings**

The INSMF will have several special evenings.





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### **The INSMF Council of Foundation**

Jean-Pierre Jobin, Président, Genève Tourisme & Bureau des Congrès

Pierre Mottu, Vice-président, Fondation Hans Wilsdorf  
Gilles Marchand, Télévision Suisse Romande

Libère Bararunyeretse, Organisation internationale de la Francophonie

Anne-Christine Clottu Vogel, Institut de hautes études internationales et du développement

Robert Hensler

Manuel Tornare, Ville de Genève

Antonio Palma, Mirabaud & Cie, banquiers privés

### **Organisation**

Jean-Philippe Rapp, Director

Franck Simond, Secretary general

Neelum Rapp-Singh, Coordination Asia

Charles Heller, Organisation Comity

Catherine Scarna, Visual Communication

### **The main partners**

Burkina Faso

Confédération Suisse

Département fédéral des affaires étrangères

Direction du développement et de la coopération

Télévision Suisse Romande

Fondation Hans Wilsdorf

Mirabaud & Cie, banquiers privés

### **The partners**

République et Canton de Genève

Ville de Genève

Loterie Romande

Genève Tourisme

Organisation internationale de la Francophonie

Aéroport International de Genève

Migros

Institut de hautes études internationales et du développement

Les Universités africaines de la communication

FESPACO

### **Media partners**

TV5 Monde

Radio Suisse Romande

L'Hebdo

Jeune Afrique

Continental magazine panafricain

Tribune de Genève

Union Européenne de Radio-Télévision

### **Forum International Médias Nord Sud**

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