

Middle
East
Mediterranean
MEM



Summer Summit 2018

Forum Programme
25–26 August 2018
Palazzo dei Congressi
Lugano, Switzerland

www.mem-summer summit.ch

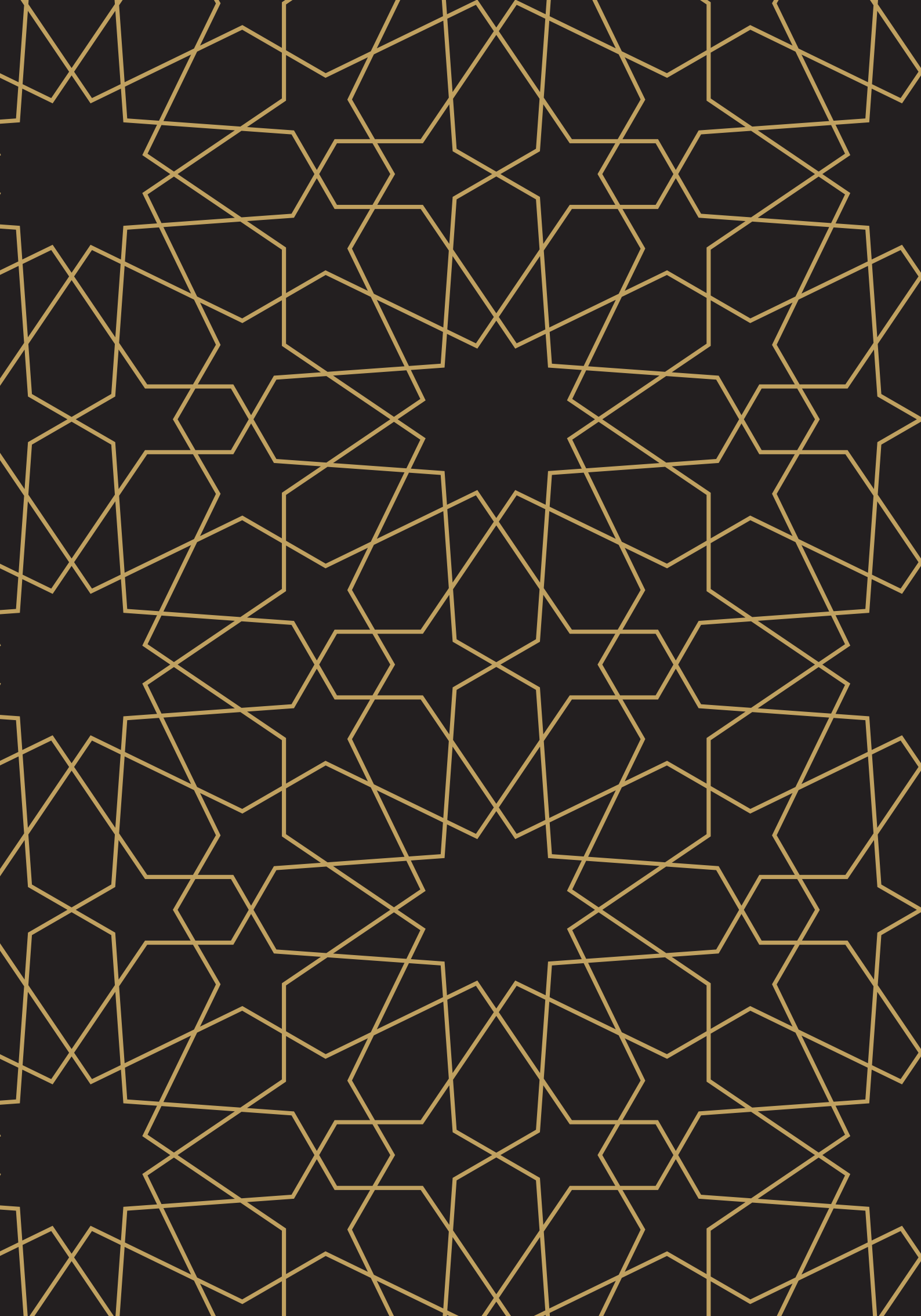


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Disclaimer

Please note that all information in this publication is updated to August 20, 2018. Any changes in the programme made after this date can be consulted online: www.mem-summer summit.ch.

Foreword
Federal Councillor
Ignazio Cassis
Head of the Federal
Department of
Foreign Affairs



Dear Participants

On behalf of the Swiss Confederation, I would like to welcome you to this first ever Middle East Mediterranean Summer Summit. I am particularly proud that this important event is being hosted in my home Canton of Ticino, and on that note: *benvenuti a Lugano!*

It has been a long journey – organising the event, applying to participate, preparing the interventions – but now that the MEM Summer Summit has become a reality, it is up to you to make it a success.

It is a unique occasion: 150 carefully selected, highly motivated young men and women from over 30 countries of this fascinating region, coming together for 10 days of intensive reflections, debates and exchanges with each other as well as with today's political, business and civil society leaders.

It is a precious opportunity: the Middle East and Mediterranean region is undergoing unprecedented change. While this may bring with it numerous challenges, it also offers abundant opportunities. The region now stands at a crossroads, and the young change-makers, the driving force of tomorrow, can together make a difference and contribute towards a more peaceful and prosperous future.

Peace and prosperity are at the heart of Switzerland's engagement in the region. Since 2011, we have significantly increased our local presence and activities, which range from humanitarian aid to support for democratic transition processes, a holistic approach to migration, as well as the promotion of economic growth and the strengthening of local labour markets. The common denominator of most of our projects is the prioritisation, inclusion and active engagement of young people who make up over half the population in many countries in the region.

With Switzerland's long tradition of promoting dialogue and mediation, the Federal Department of Foreign Affairs frequently provides support to innovative and promising private initiatives such as the MEM Summit – initiatives that bring together future leaders to develop and convey new visions for inclusive and sustainable development.

I would therefore like to thank and congratulate the Università della Svizzera italiana for organising this Summit, and for providing us with this platform for sharing ideas, developing new narratives, making new friends and expanding our network of contacts.

***E grazie a voi tutti* for your own, very special contribution, and for making the most of this opportunity to develop ideas and friendships that will endure well beyond the days you share here in Lugano.**

Foreword
Boas Erez
Rector of
Università
della Svizzera
italiana



There are several reasons that led us to organize the MEM Summer Summit 2018. First, we wanted to carry out to the fullest our mission as a university. As an institution at the crossroads of culture, economics and politics, Università della Svizzera italiana has the responsibility to give its contribution to public discussion, and support the shaping of a critical consciousness on current issues.

One cannot remain indifferent to what is happening in the Middle East Mediterranean region. Our university, with its many skills and expertise, can provide the tools to elaborate different interpretations, with solid foundations, beyond stereotypes, newsflashes, and partisan interests. The Summit is a chance for debate, an ideal place to share ideas and opinions.

The second reason for organising the MEM Summer Summit, is that we genuinely believe in the potential of young people. The future challenges that the Middle East Mediterranean has to face require a new approach and different work paths, together with new projects that go beyond the physical and cultural boundaries we are used to. That is why the driving force behind the MEM Summer Summit 2018 is represented by the 150 young attendees from 30 countries, who gathered in Lugano for the Seminar and worked together to develop concrete ideas to foster development and dialogue in the region. Getting to know their vision and disseminating their ideas, at multiple levels, is one of the main reasons of this Summit.

In other words, we believe that it is possible to devise and develop narratives that are different from the current ones. The context is objectively dramatic due to armed conflict, economic and humanitarian crisis, and religious and cultural frictions, but there is more than that. There are men and women who, based on their life experience, have much to teach; artists who are able to express the human condition with unique lucidity; communities which do not surrender to dismay and experiment with new forms of citizenship. It is impossible to implement peace and economic projects without a point of reference and the prospect of a better tomorrow. That is why addressing these issues is not only possible, it has become imperative.

I would like to thank the young participants who gladly heeded our call, the institutions, and colleagues, and last but not least those who supported us.

Foreword
Marco Borradori
Mayor of Lugano



The City of Lugano confirms its policy of openness by hosting the first edition of the Middle East Mediterranean (MEM) Summer Summit 2018, an international event that aims to create an important platform for dialogue and exchange. Knowledge is one of the few things that we can share and donate without having it reduced at source. On the shores of Lake Lugano, 150 young people from more than 30 countries of the Middle East Mediterranean region and Europe are expected: this diversity of cultures, professional experiences, languages and beliefs is an added value that ensures the variety of points of view and the promotion of a constructive dialogue for the development of the region. This will be an important opportunity to deepen the ongoing situation of fragility and crisis of political and social balances that characterise some countries of the Middle East. Unfortunately, the end of decades of dictatorship has not led to a slow but necessary process of democratisation, but social and ethnic tensions have intensified, leading to bloody wars. Political and economic instability is at the origin of mass migrations: this phenomenon clearly maps the growing inequalities that separate and at the same time connect the North and the South of the world.

The MEM is a complex and rapidly changing region, divided into many ethnic groups, traditions and languages, where we also find the value attributed to the study, research and development of technological innovation with the aim of promoting civil and cultural progress.

The MEM Summer Summit, which will also be attended by high standing and qualified representatives of the political, business and intellectual world, is proposed as a platform for meeting from which emerge reflections, insights and innovative proposals to respond to contemporary challenges. The future stability and prosperity of world-wide equilibrium depends on the ability to identify joint objectives and approaches aimed at resolving the tensions that afflict this area of the world.

I would like to thank the Università della Svizzera italiana for its commitment to the organisation of this event and wish all participants a pleasant stay in Lugano.

Foreword
Claudio Zali
President of the
Council of State
of the Canton
Ticino



On behalf of the Council of State of the Canton Ticino, I welcome you to the Middle East Mediterranean Summer Summit Forum.

Ticino, with its distinctive language and culture, is an essential part of the Swiss identity and a reference point in terms of dialogue between North and South of the Swiss Confederation.

If we look at this concept in broader terms, we can conclude with certainty that the organisation of the MEM Summer Summit Forum in Lugano will enable – even if only for a few days, in a picturesque setting such as the region that hosts it – a dialogue between cultures, which are apparently very close, as they are both related to the Mediterranean Sea, yet so different one from each other.

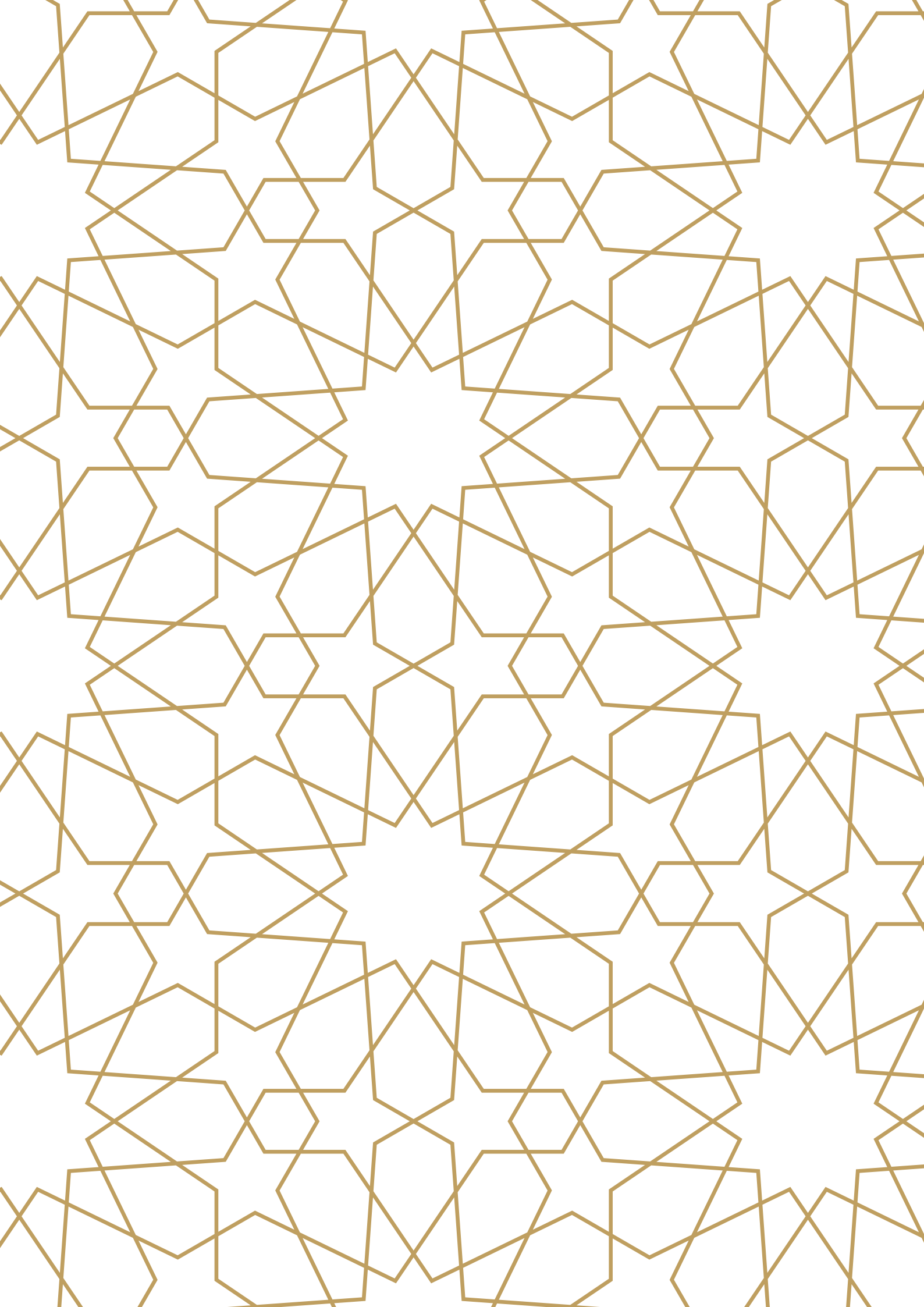
As we know, the Middle East Mediterranean is affected by tensions, climate challenges and migrations. But it also encloses technological innovation.

In this respect, science and culture can be the key to open a discussion among populations of different heritage.

With the ambition to foster a constructive dialogue and propose solutions for development and growth in the entire region, addressing the situation in an innovative and tangible way, Università della Svizzera italiana (USI) with the joint support of the Swiss Confederation organised this first edition of the MEM Summer Summit that will bring 150 young individuals from over 30 countries of the Middle East Mediterranean and Europe, as well as political authorities and entrepreneurs.

An important moment to share opinions and considerations, focusing on the role of young change-makers. An innovative approach - which I personally support – that can lay the foundation for cooperation between countries in the Mediterranean.

Envision and foster change



MEM
Summer Summit
2018

An eight-day Seminar
(16-24 August)
leading
to a two-day Forum
(25–26 August)



The first Middle East Mediterranean Summer Summit involves 150 young people from over 30 countries of the Middle East Mediterranean region and Europe. Organised by Università della Svizzera italiana (USI) with the joint support of the Swiss Federal Department of Foreign Affairs and the French Ministry for Europe and Foreign Affairs, the Summit aims to develop innovative solutions and concrete opportunities for dialogue and growth. The programme, divided in two parts, includes a Seminar (16-24 August) dedicated to the young participants, and a Forum (25-26 August) open to the public and attended by political, economic and cultural leaders.

At the end of an intense eight-day Seminar, the ideas generated and formulated by the young participants will be presented and debated in the framework of the Forum. Forum attendees include high-level political authorities, experts, intellectuals, and entrepreneurs of the Middle East Mediterranean region. The programme consists of several thematic sessions, based on a structured presentation of key issues and points for reflection raised during the preceding Seminar. Tunisia, a major crossroads in the Mediterranean civilization, and clear example of a country's successful policy of integration and coexistence of differences, is the guest of honour at this year's Summit.

There will be opportunities to explore the geopolitics of the region, to outline scenarios for material reconstruction, and the development of cultural policies; to address the relationship between water, peace, and borders; and to discuss new models of citizenship, energy transition, and education and training as a driver of change. Also on the agenda: the question of infrastructure, of the need to rethink economics; examples of success stories on the ground; and how to promote new and positive narratives through literature and the arts.

The Forum's official languages are English and French. Simultaneous translation in English, French and Italian will be provided.



promoting dialogue and developing opportunities

www.grupposandonato.it



GRUPPO OSPEDALIERO
SAN DONATO

Middle East Mediterranean MEM Summer Summit 2018

Project Committee

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Rector of Università della Svizzera italiana

Gilles Kepel

Director Chaire Moyen Orient Méditerranée (MOM),
ENS Paris Science et Lettres and Scientific Director
Middle East Mediterranean Freethinking Platform,
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Maria Cristina Reinhart

MEM Summer Summit Project Leader
USI Development and Institutional Relations

Project Coordination

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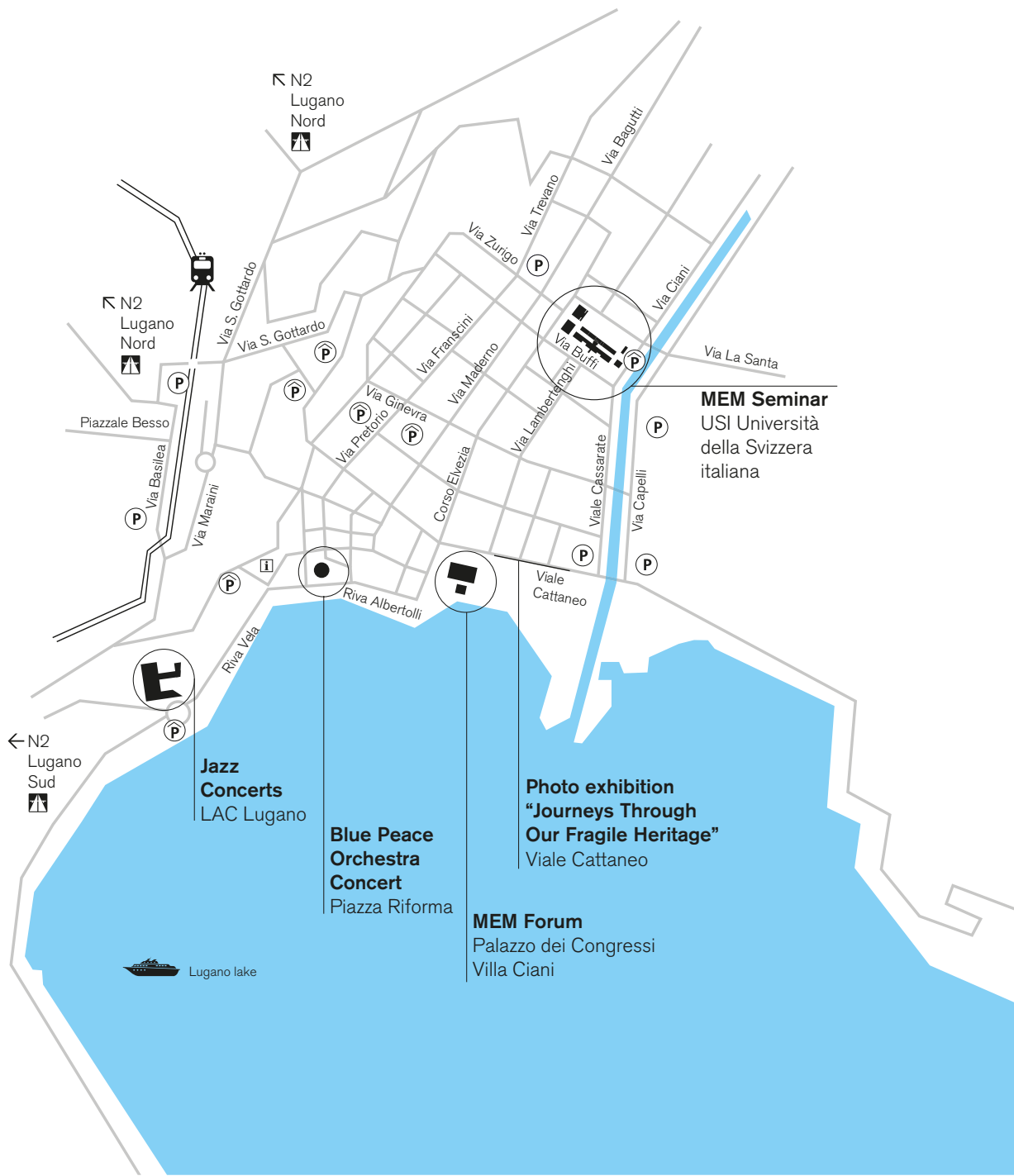
Silvia Naef

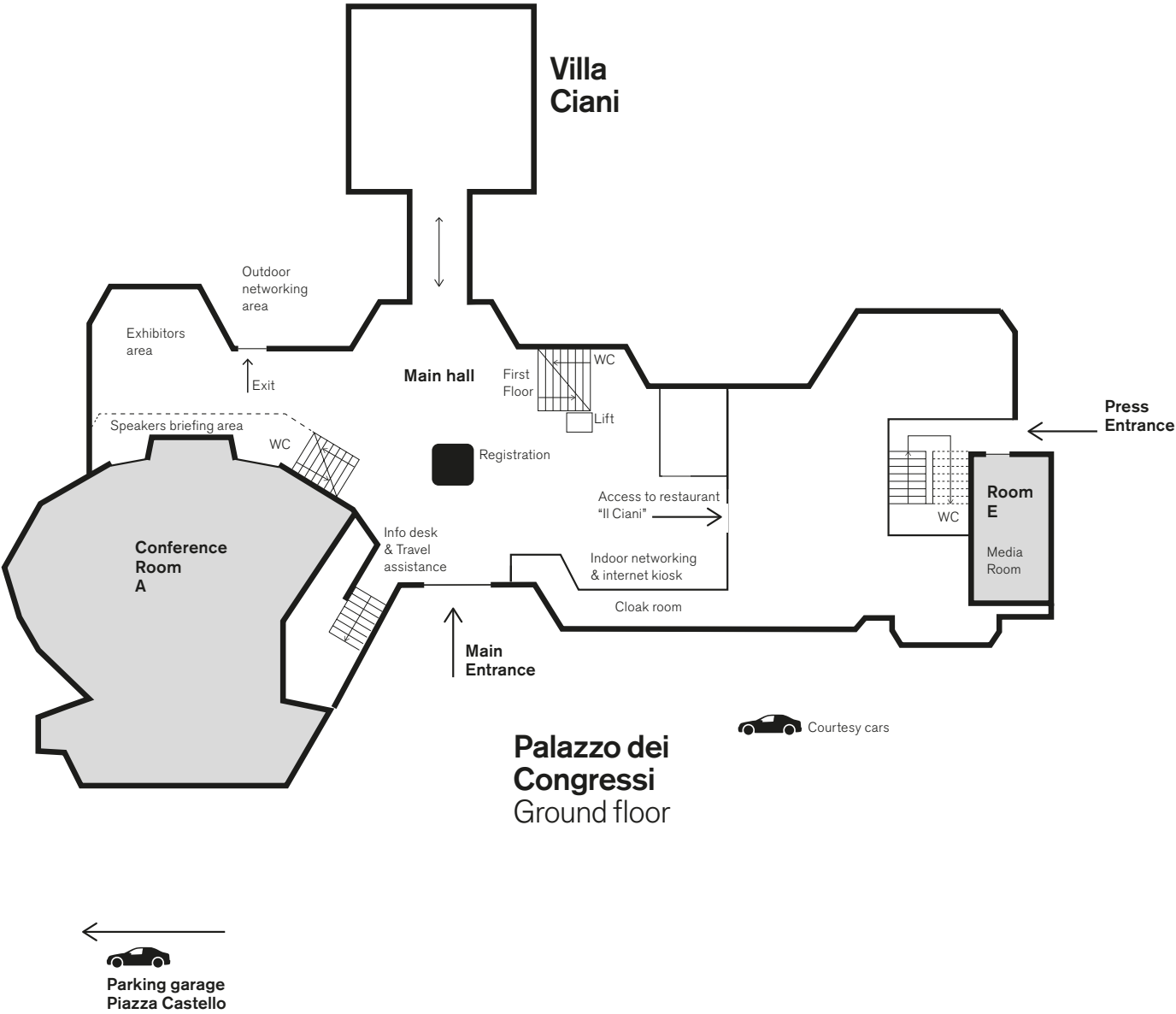
Hela Ouardi

Reinhard Schulze

Forum venue	Lugano Convention Center Palazzo dei Congressi Piazza Indipendenza 9 6900 Lugano, Switzerland GPS N 46° 0' 18.226" E 8° 57' 23.19"
Admission policy	<p>Opening times of Palazzo dei Congressi (main Forum venue):</p> <ul style="list-style-type: none"> • Saturday, 25 August, 7.00-19.00 hrs • Sunday, 25 August, 7.00-15.00 hrs • The event is open upon registration only. • All participants are required to wear their badge at all times. The MEM Summer Summit has different badge types, all granting access to panels, keynote speeches, parallel sessions and the exhibition areas. Special badges for staff, diplomatic delegations, sponsors and speakers will be issued for restricted areas.
Code of conduct	<p>The Summit gathers a unique blend of people in one place, comprising a great variety of backgrounds, personal histories, and beliefs. The MEM Code of Conduct sets out the basic rules, which USI expects all participants to abide by, to create a respectful, cooperative, and fruitful working environment. The Code of conduct is available on the website www.mem-summersummit.ch.</p> <p>In the event that a participant:</p> <ul style="list-style-type: none"> • does not feel at ease at the Forum, or • feels another participant is failing to respect the Code of Conduct, or • would like to suggest a change to the Code of Conduct, <p>he/she shall contact the person in charge of the MEM InfoDesk, who will be on standby duty throughout the Forum (main Hall Palazzo dei Congressi). All cases will be brought to the attention of the Rector of USI, who will ensure proper mediation.</p> <p>The organisers reserve the right to exclude or remove anyone from MEM Summer Summit that breaks, or is viewed as likely to break the rules.</p>
Personal Data Policy	MEM Summer Summit 2018 Personal Data Policies are available on the website www.mem-summersummit.ch
Languages	The Forum's official languages are English and French. Simultaneous translation in English, French and Italian will be provided.
First aid assistance	If first aid is required, please inform a member of the event staff at the information desk.
Emergency Calls	117 Police 118 Fire 144 Ambulance 1414 Swiss Rescue 112 European emergency number
General inquiries	1811 General inquiries, e.g. doctors, theatres, etc. 162 Weather report 163 Road report
Public transportation	Hotel provide to their guests with a complimentary Ticino Ticket. For the duration of the stay, this ticket gives free-of-charge access to the public transport services in the region "Ticino".
Lost & found	For lost and found property, please go to the information desk.
Travel assistance	<p>An Info point provided by Kuoni Business Travel is available in the main hall of the Palazzo dei Congressi. Assistance for changes or re-bookings:</p> <p>Opening hours: Mo-Fr 8.00 – 12.30 / 13.30 – 18.00 tel +41 58 702 6737 Outside opening hours: tel +44 1344 26 7179</p>
WiFi	<p>Username MEM2018 Password Forum2018</p>
Website	www.mem-summersummit.ch
Socialmedia	<p>#memsummersummit #usimem Youtube/Facebook/Twitter/Instagram</p>

Map
of
Lugano





Food & Beverages

Complimentary

- Morning coffee breaks
- Networking lunches
- Afternoon ice creams

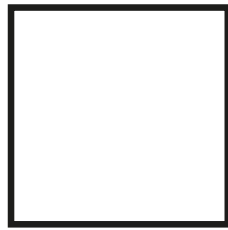
Will be served in the main hall of the Palazzo dei Congressi during the two days of the Forum. For other requests, the Restaurant "Il Ciani" will be open every day from 3pm.

Reusable water bottles

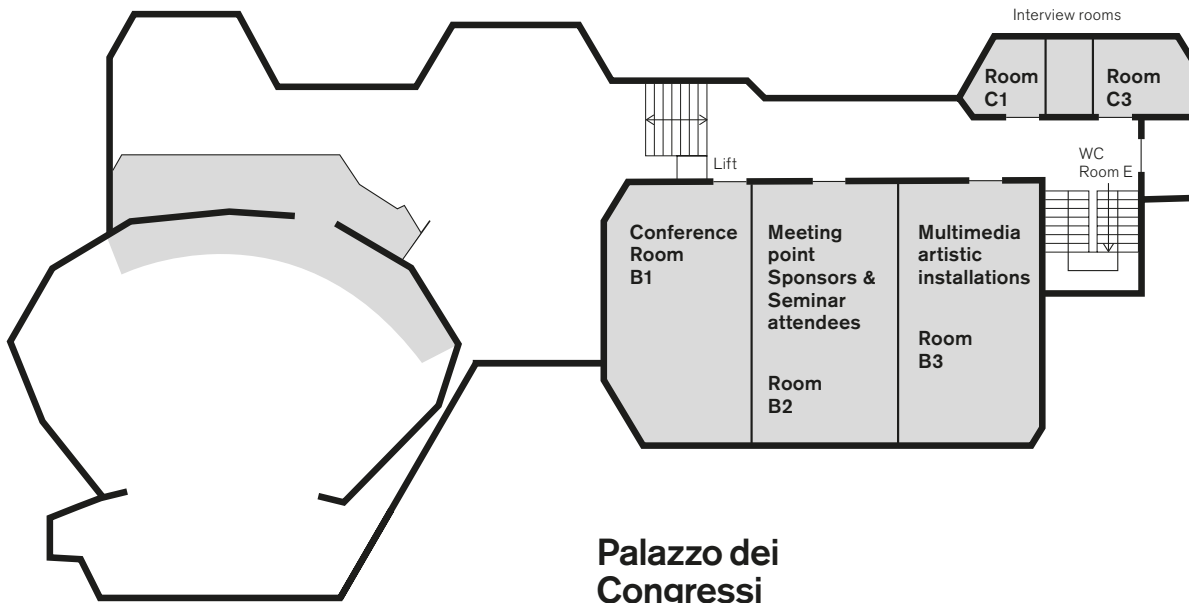
Free water dispensers will be available all around the conference centre. Reusable water bottles generously offered by the Blue Peace Movement will be distributed to every participant in the conference tote bag.

Internet kiosk area

Computers and a printer are accessible for all participants in the Internet kiosk area in the hall.



**Villa
Ciani**



**Palazzo dei
Congressi**
First floor

USI
**Create freely,
act responsibly.**



Università della Svizzera italiana (USI – www.usi.ch) is one of the 12 certified public universities in Switzerland. It is active in several study and research areas, among which: architecture, communication sciences, computational science, data science, economics, health studies, humanities, informatics, law, medicine and biomedicine.

USI is a young and lively university, a hub of opportunity open to the world where students are offered a quality interdisciplinary education in which they can be fully engaged and take centre stage, and where our researchers can count on adequate space to freely pursue their initiatives.

Around 2800 students and about 800 professors and researchers, hailing from over 100 countries, convene every day on the three campuses in Lugano, Mendrisio and Bellinzona. The relatively small size of the campuses encourages the free flow and open exchange of ideas within the academic community. USI encourages faculty, students and researchers to develop their potential, and appreciates their curiosity and willingness to experiment with new ways of thinking, learning, teaching and working.

Established in 1996, USI is in constant evolution, always taking on new challenges while remaining true to its three guiding values: quality, openness and responsibility. Based on these and its natural function as a bridge between continental Europe and the Mediterranean, since 2017 the Middle East Mediterranean Freethinking Platform (MEM) at USI has been encouraging public debate and raising awareness and fostering in-depth analysis of the current situation in the Middle East and the broader Mediterranean region (www.usi.ch/mem).

Seminar
16-24 August,
USI Lugano campus





The Event and Congress Department

City of Lugano

The Event and Congress Department is part of the City of Lugano and was created in 1993. Today, 25 years later, the Department has gained a considerable experience in the organization of meetings, conventions, conferences and events, both nationally and internationally, with over 1,000 events organized every year, attracting to Lugano more than half a million people (both citizens and tourists). All this is possible thanks to the over 1,000 professionals involved and about 2,000 active partnerships, both private and public.

Among the venues managed by the Event and Congress Department, the Lugano Convention Centre (Palazzo dei Congressi) stands out for its magnificent location, just at the entrance of Parco Ciani, a stunning botanical park at the edge of Lake Lugano.

An amphitheatre for 1,130 people, a banquet room and a large exhibition area offer the ideal location for meetings, workshops, seminars, conventions, banquets, exhibitions and shows. Particularly user-friendly for events of all kinds, the centre offers from 8 to 20+ meeting rooms of various capacities.

The staff of the Lugano Convention Centre is highly specialized to meet all the needs of any kind of events, from technical service, to the management of catering and accommodation, to the organization of social events.

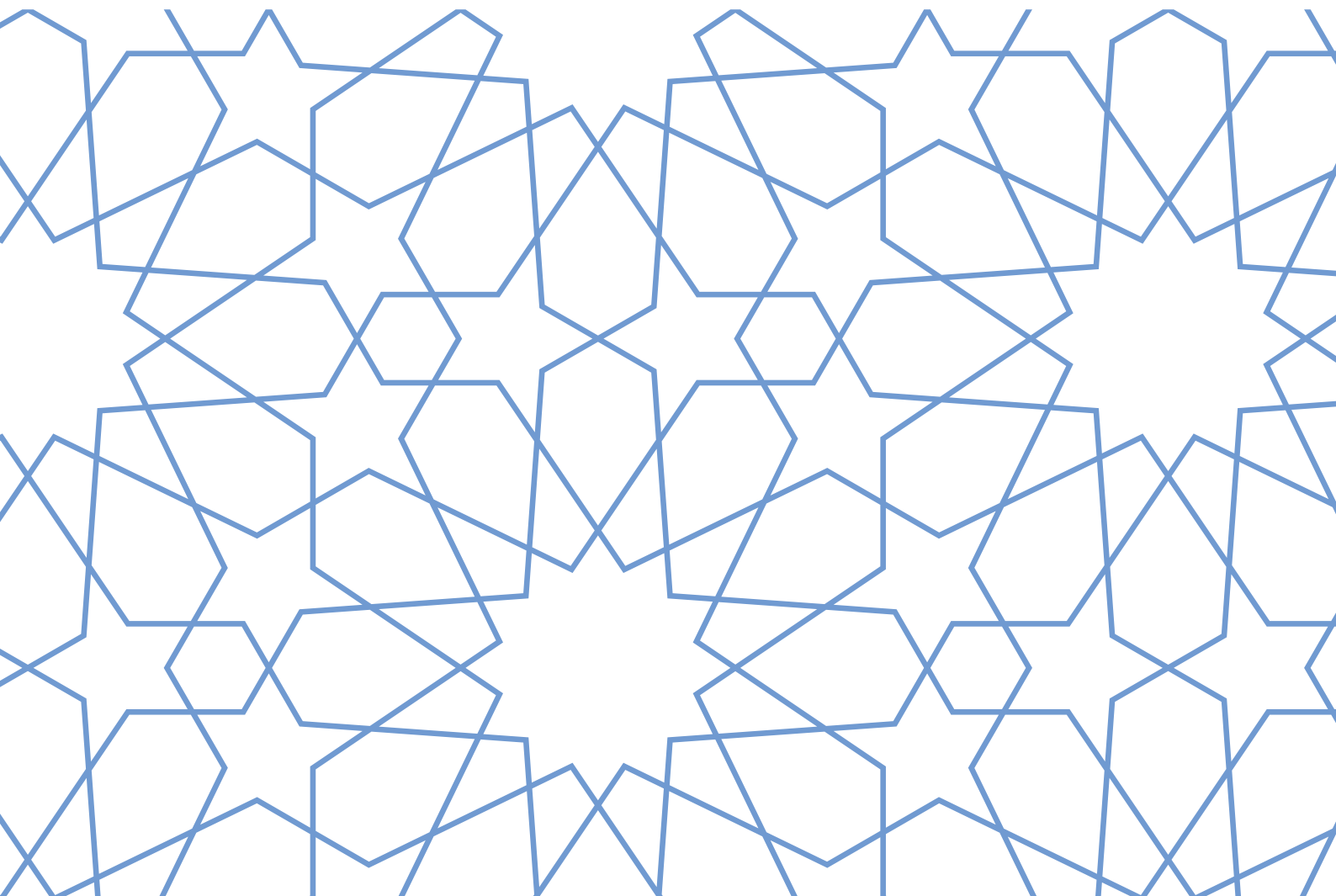
> www.luganoeventi.ch

> www.luganoconventions.com



**DIVISIONE EVENTI
E CONGRESSI**
Città di Lugano 25°

*The secret of
change is perpetual
engagement,
developing new
answers to
old questions*



The Seminar in a nutshell

The Seminar aims to develop innovative solutions for creating concrete opportunities for dialogue and growth. It was structured around three main subject areas

1. New Dynamics of the Middle East Mediterranean Region

Course Directors

Prof. Gilles Kepel, PSL Paris Sciences et Lettres-École Normale Supérieure, Paris, France and Università della Svizzera italiana, Lugano, Switzerland

Prof. Hela Ouardi, Université de Tunis, Tunisia

- The Geopolitics of the MEM Region: International, Regional and Domestic Implications
- The Political Economy of the MEM Region
- Social Networks: Friend or Foe?
- Can Entrepreneurs Succeed?
- Mapping the Middle East Mediterranean Crises
- Women's Empowerment: What is at Stake?
- Cultural Policies in Question

2. MEM Region: Governance, Administration, and Policy Making

Course Directors

Prof. Jean-Patrick Villeneuve, Università della Svizzera italiana, Lugano, Switzerland

Ms Marlen Heide, Università della Svizzera italiana, Lugano, Switzerland

Ambassador Wolfgang Amadeus Brühlhart, DFAE, AMON

Mr Gabriele Derighetti, DFAE

- Political System and Foreign Policy Agenda of Switzerland
- Sharing Experiences, Learning from Mistakes and Best Practices
- Strengthening Compliance with Democratic Norms
- The Role of Civil Society in Peace Building - The case of Syria
- Decentralisation and Local Governance
- Information Society and Government
- Public Services and Infrastructures

3. Middle East Region: Narratives, Representations, and Images

Course Directors

Prof. Riccardo Bocco, Graduate Institute, Geneva, Switzerland

Prof. Silvia Naef, Université de Genève, Switzerland

Dr. Federica Frediani, Università della Svizzera italiana, Lugano, Switzerland

- Narrating the Middle East Mediterranean Region
- Violence, Memory and Cinema in the MEM Region
- Heritage Preservation and Cultural Memory in the MEM Region
- Exhibiting Art in and from the MEM Region
- Identities, Memories, Migrations, and Diaspora
- Narratives: Past and Present through Cinema and Photography
- Cinema and Stories on Disillusionment, in collaboration with the Locarno Festival

One of the main objectives has been to identify new narratives proposed by the young change-makers, who brought to the table unconventional and non-stereotyped representations of the region, through positive models. The Seminar, which took place behind closed doors, included plenary sessions, workshops, film screenings, and cultural activities, and saw several professors from USI and other Swiss and international universities, as well as professionals and experts from the region, following the selected group of young participants. Many of the latter have benefitted from scholarships offered by various public and private supporters.

During the Seminar several cultural public events took place in Lugano

- "Cultures on the table"
Conference by Anissa Helou
- "Migrante"
Jazz Concert
- "The Intruder"
Screening of the film by Leonardo di Costanzo
- "Zindeeq"
Screening of the film by Michel Khleifi
- "History of Aristotle's Metaphysics"
Conference by Giovanni Ventimiglia
- "Mediterraneo"
Jazz Concert
- "Pictures and Algorithms for the Preservation of World Heritage at Risk"
Conference by iconem

150

Young participants

30

Hailing from 30
different countries

65

% women

50

Speakers

8

Days of Seminar

6

Plenary sessions

15

Workshops

6

Related events

**The speakers of the
Seminar****Mouna and Shireen Atassi**
Atassi Foundation and Atassi
Gallery, Abu Dhabi, United
Arab Emirates**Claudia Baez-Camargo**
Basel Institute on
Governance, Basel,
Switzerland**Fabrice Balanche**
Hoover Institution,
The Washington Institute,
Washington, USA**Jasmin Basic**
Film Festival's Curator,
Switzerland**Essma Ben Hamida**
Enda Inter-Arabe NGO,
Tunis, Tunisia**Isa Blumi**
Department of Asian,
Middle Eastern and Turkish
Studies, Stockholm University,
Sweden**Riccardo Bocco**
Graduate Institute, Geneva,
Switzerland**Wolfgang Amadeus
Brühlhart**Federal Department of
Foreign Affairs (FDFA),
Switzerland**Jean-François Charnier**
Agence France-Muséums,
Louvre Abu Dhabi,
France – United Arab
Emirates**Mario Cristiani**
Galleria Continua, Italy**Catherine David**
Musée National d'Art
Moderne, Centre Pompidou,
Paris, France**Gabriele Derighetti**
Federal Department of
Foreign Affairs (FDFA),
Switzerland**Ishac Diwan**
PSF Paris Sciences
et Lettre and Columbia
University, USA**Jolanta Drzewiecka**
Institute for Public
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italiana, Lugano, Switzerland**Fabrice Epelboin**
Sciences Po, Paris, France**Johanna Fassl**
Franklin University,
Switzerland**Federica Frediani**
Università della Svizzera
italiana, Lugano, Switzerland**Daniel Gasteiger**
Procivis, Zurich, Switzerland**Abir Hajibrahim**
Mobaderoon Network, Syria**Marlen Heide**
Institute for Public
Communication, Università
della Svizzera italiana,
Lugano, Switzerland**Anissa Helou**
Writer, Journalist, Food
Blogger, United Kingdom-Italy**Julian Hottinger**
Federal Department of
Foreign Affairs DFAE**Tomasz Janowski**
Gdańsk University of
Technology, Poland**Marco Kampp**
Deutsche Bahn, Frankfurt,
Germany - Italy**Habib Karaouli**
Cap Bank, Tunis, Tunisia**Alexandre Kazerouni**
SciencePo, Paris,
France**Gilles Kepel**PSL Paris Sciences et
Lettres-École Normale
Supérieure, Paris, France
and Università della Svizzera
italiana, Lugano, Switzerland**Michel Khleifi**Film Writer, Director
and Producer,
Palestinian Territories-
Belgium**Andreas Ladner**Swiss Graduate School of
Public Administration
(IDHEAP), Lausanne,
Switzerland**Martino Lovato**Mount Holyoke College,
Massachusetts, USA**Xianku Lu**Ledeco, Geneva, Switzerland;
University of International
Business and Economics
UIBE, Beijing, China**Ahmed Mater**Artist, Misk Art Institute,
Riyadh, Saudi Arabia**Silvia Naef**Université de Genève,
Switzerland**Yosra Nagui**

Swisspeace, Geneva

Moataz NasrArtist, Darb 1718, Cairo,
Egypt**Ibrahim Olabi**Executive Director, Syrian
Legal Development
Programme, Syria**Hela Ouardi**

Université de Tunis, Tunisia

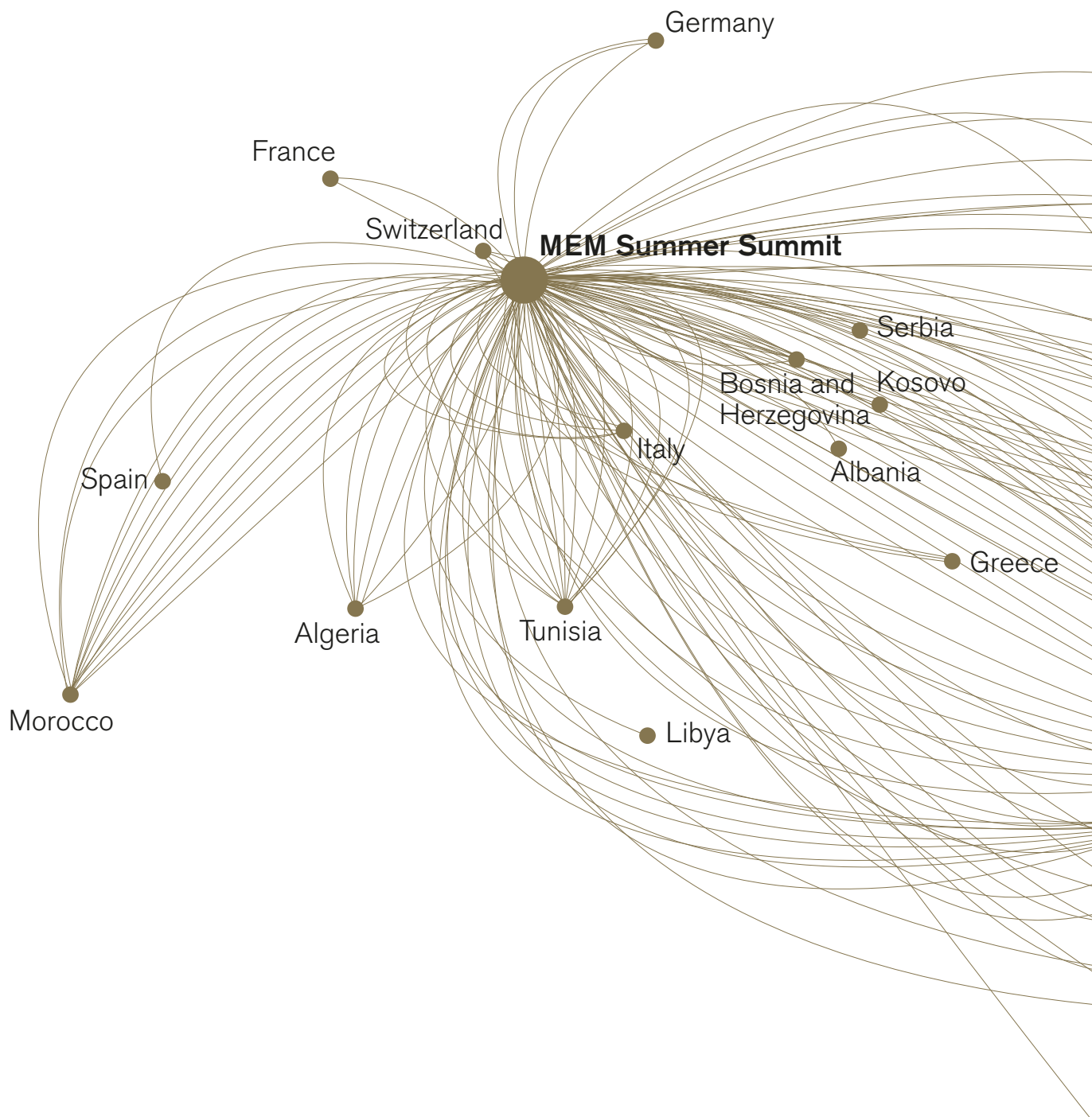
Francis PiccandFederal Department of
Foreign Affairs (FDFA),
Switzerland**Gino Raidy**

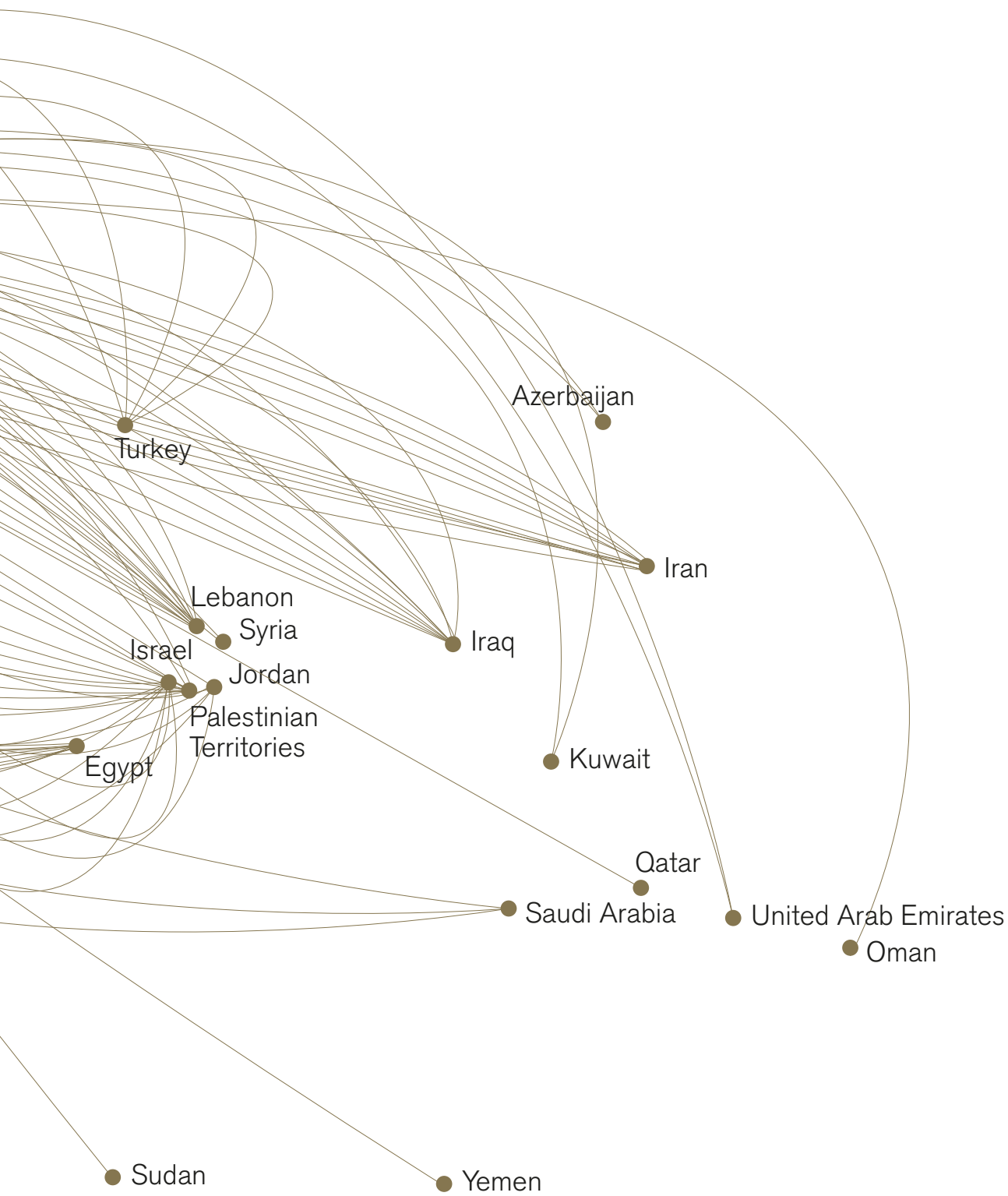
Blogger, Lebanon

Cosimo RisiFormer Italian Ambassador
and Professor of International
Relations, Italy**Ghada Sayegh El Rahal**Institut d'Etudes Scéniques,
Audiovisuelles et
Cinématographiques,Université Saint-Joseph
Beyrouth, Lebanon**Sharma Prashant**World Bank, Geneva,
Switzerland**Mark Thatcher**London School of Economics,
London, United Kingdom**Luca Urech**Federal Department of
Foreign Affairs (FDFA),
Switzerland**Mattia Vacca**photo journalist and
documentary photographer,
Italy**Liisa Välikangas**Hanken School of Economics,
Helsinki, Finland**Giovanni Ventimiglia**Universität Luzern, Lucerne,
Switzerland**Jean-Patrick Villeneuve**Institute for Public
Communication, Università
della Svizzera italiana,
Lugano, Switzerland**Édouard Waintrop**Cannes Film Festival,
Artistic Director Fortnight,
Switzerland**Gabriella Zalapi**Independent artist, Paris,
France

The role of young people

The main idea at the heart of the MEM Summer Summit is the role of the new generations: each of the sessions of the Forum will be forged by the active involvement of the young people who will have examined the discussion topic in great depth and detail during the preceding Seminar. The 150 young change-makers come from over 30 countries of the Middle East Mediterranean region and Europe.





Forum Programme

Tunisia,

Guest of Honour

Saturday 25.8

Day 1 / Room A

7.00	Registrations
9.00	<p>M.C. Diana Segantini, Journalist, RSI Radiotelevisione svizzera</p> <p>Welcome and Opening Remarks</p> <p>Boas Erez, Rector, Università della Svizzera italiana, Switzerland</p> <p>Marco Borradori, Mayor, Lugano, Switzerland</p> <p>Manuele Bertoli, State Councilor, Republic and Canton of Ticino, Switzerland</p>
9.20	Personal Message from H.E. President Beji Caid Essebsi, President of the Republic of Tunisia
9.30	<p>Voices of New Generations: Blueprints for a Better Future</p> <p>Sarah Alsaif, Charbel Chidiac, Amra Markous, Alaa Nasr, Kayla Zafirooulos, Young Change-Makers</p> <p>with</p> <p>Gilles Kepel, Professor, PLS Paris Sciences et Lettres-École Normale Supérieure, France; Università della Svizzera italiana, Switzerland</p> <p>Boas Erez, Rector, Università della Svizzera italiana, Switzerland</p>
10.00	<p>Re-building on Shared Cultural Values: The Case Studies of Mosul and Abu Dhabi</p> <p>Muzahm Qassim Al-Khayat, President, Ninevah University; Chairman, Advisory Group for the reconstruction of the Province, Iraq</p> <p>Ernesto Ottone Ramirez, Assistant Director-General for Culture, United Nations Educational, Scientific and Cultural Organization (UNESCO), Paris, France</p> <p>Yves Ubelmann, President and Co-founder, Iconem, France</p> <p>Jean-François Charnier, former Scientific Director, Agence France-Muséums Louvre Abu Dhabi, France</p> <p>Carelle Sioufi, Young Change-Maker</p> <p>Moderated by Roberto Antonini, Journalist, RSI Radiotelevisione svizzera</p>
11.00	Coffee Break
11.30	<p>The Blue Peace Movement: Transboundary Water for Peace and Sustainability</p> <p>Lindsey Aldaco-Manner, President, World Youth Parliament for Water (WYPW), United States</p> <p>Mufleh Alalaween Al Abbadi, Regional Blue Peace Coordinator, Swiss Agency for Development and Cooperation, Jordan</p> <p>Maysoon Al-Zoubi, Former Secretary-General of the Jordan Ministry of Water and Irrigation, Jordan</p> <p>Danilo Türk, Chairman, Global High-Level Panel on Water and Peace; Political Advisor of the Geneva Water Hub, Former President of Slovenia</p> <p>Pio Wennubst, Vice Director General, Swiss Agency for Development and Cooperation (SDC), Federal Department of Foreign Affairs (FDFA, Switzerland)</p> <p>Samer El Tarchichi, Young Change-Maker</p> <p>Moderated by John Sibi-Okumu, Journalist, Kenya</p>
12.45	Networking Lunch
14.30	<p>The Art of Foreign-Policy Advising</p> <p>Kamel Akrouf, First Counselor for National Security to the President, Tunisia</p> <p>Pascale Baeriswyl, State Secretary, Federal Department of Foreign Affairs (FDFA), Switzerland</p> <p>Philippe Étienne, Foreign Policy Advisor of the President, France</p> <p>Rana Zakarneh, Young Change-Maker</p> <p>Moderated by Gilles Kepel, Professor, PLS Paris Sciences et Lettres-École Normale Supérieure, France; Università della Svizzera italiana, Switzerland</p>
15.45	Coffee Break
16.00	<p>Tunisia in Transition: Challenges</p> <p>Sabri Bachtobji, Secretary of State to the Minister of Foreign Affairs, Tunisia</p> <p>Safwan M. Masri, Executive Vice President, Global Centers and Global Development, Columbia University, United States</p> <p>Ignazio Cassis, Head of the Federal Department of Foreign Affairs (FDFA), Switzerland</p> <p>Amina El Abed, Young Change-Maker</p> <p>Moderated by Bettina Müller, Journalist, RSI Radiotelevisione svizzera</p>
17.15	<p>Ignazio Cassis in Dialogue with Young Change-Makers</p> <p>Monir Ghaedi, Sofiéne Marzouki, Dimitrios Papachristou, Mai Shbeta, Young Change-Maker</p> <p>Moderated by Diana Segantini, Journalist, RSI, Radiotelevisione svizzera</p>
17.45	<p>Conversation</p> <p>Suad Amiry, Writer and Architect, Palestinian Territories</p> <p>with</p> <p>Paola Caridi, Journalist and Writer</p>
18.15	Closure
21.00	<p>Concert</p> <p>Symphony for Water and Peace by the Blue Peace Orchestra</p> <p>This Concert is organised by the Geneva Water Hub (designer of the Symphony) and Milk Music (musical Direction), with the support of: Swiss Agency for Development and Cooperation (SDC), Université de Genève, Università della Svizzera italiana, Città di Lugano</p>

Sunday 26.8

Day 2 / Room A

7.00	Registrations
9.00	Perspectives on Energy: Global Trends, New Challenges, Shared Objectives Amer Saif Saeed Al-Hinai, Director, Sustainable Energy Research Center, University of Sultan Qaboos, Oman Kamel Ghribi, CEO, GK Investment Holding Group, Switzerland Stéphane Michel, President, Middle East, Exploration and Production Division, Total, France Paolo Scaroni, Deputy Chairman, Rothschild Group, Italy Enass Abo Hamed, Young Change-Maker Moderated by Haig Simonian, journalist, former Correspondent The Economist and Financial Times
10.15	Building the Future: Infrastructures and Grand Projects Xiankun Lu, Associate Partner, IDEAS Centre Geneva, Switzerland - China Mathieu Pitet, Finance Innovation, Ambassador for the Middle East, France Almotaz Abadi, Senior Adviser - Managing Director Water and Environment, Union for Mediterranean, Palestinian Territories Salim Benaradj, Young Change-Maker Moderated by Luca Fasani, Journalist, RSI Radiotelevisione Svizzera
11.30	Coffee Break
11.45	Towards Sustainable New Business and Economic Models Marouane El Abassi, Governor and Chairman, Central Bank of Tunisia, Tunisia Bavaguthu Raghuram Shetty, Founder and Chairman, NMC Health, United Arab Emirates Bashar Azzeq, AL Quds Holding Company, Palestinian Territories Mohammed Laïd Benamor, President, Chambre Algérienne de Commerce et d'Industrie (CACI), Algeria Paolo Rotelli, President, Gruppo San Donato, Italy Roberto Grassi, Fidinam, Switzerland Abdulaziz Albassam, Young Change-Maker Moderated by François-Aïssa Touazi, Vice President, France-Saudi Arabia Council; Managing Director Ardian
13.10	Closure MEM Summer Summit 2018 with Gilles Kepel, Professor, PLS Paris Sciences et Lettres-École Normale Supérieure, France; Università della Svizzera italiana, Switzerland Boas Erez, Rector, Università della Svizzera italiana, Switzerland
13.15	Networking Lunch

Sunday 26.8

Day 2 / Room B

9.00	New Citizenships between Voice and Choice Iqbal Latifi Gharbi, Professor, Ez-Zitouna University, Tunisia Jinan Limam, Professor of Public Law, Tunis Faculty of Legal, Political and Social Sciences, Tunisia Philippe Portier, Director of Studies, Ecole Pratique des Hautes Etudes Paris, France Antoine Nasri Messarra, Constitutional Council of Lebanon, Lebanon Gaëlle Abi Khalil, Young Change-Maker Moderated by Alessandro Ferrari, Professor of Law and Religion, Università degli Studi dell'Insubria, Italy
10.15	Rethinking Education: Sharing Experiences Badreddine Ouali, Chairman, Vermeg Group; President, Tunisia Foundation for Development, Tunisia Salman Bal, Chief, Political Affairs and Partnerships Section, Office of the Director-General, United Nations Office at Geneva, Switzerland Cinzia Catalfamo, Consultant, FIFA, Global Academic Network and Interagency Partnerships, Switzerland Enrico Granara, Minister Plenipotentiary, Dir. General for Political and Security Affairs, Italian Ministry of Foreign Affairs, Italy Khaled Abushammala, Young Change-Maker Moderated by Paola Nurnberg, Journalist, RSI Radiotelevisione svizzera
11.30	Coffee Break
11.45	Grounded Viewpoints: Reports from Civil Society Teresa Alberio, President, Office of the High Commissioner for Human Rights (OHCHR), Tunisia Khayam Turki, President, Think-Tank Jousour, Tunisia Wahid Ferchichi, Professor of Law, Tunisian Association of Defending Individual Liberties (TADIL); Vice-President, Tunisian Foundation for Public Administrations Sciences, Tunisia Franco Vaccari, President, Rondine Cittadella della Pace, Italy Stefania Mancini, Vice-President, Fondation Assistance Internationale - FAI, Switzerland Marianne Vidal-Marin, Institut Français, Safir Lab, France Kenza Nechar, Young Change-Maker Moderated by Alessandro Bertellotti, Journalist, RSI Radiotelevisione svizzera

Simultaneous translation in English, French and Italian will be provided, with live-streaming of the main sessions.
 Preliminary programme as of 20.08.2018 – subject to changes



Tunisia, guest of honour at the MEM Summer Summit 2018

The first Arab uprisings broke out in Tunisia between December 2010 and January 2011. Tunisia therefore was the country that lit the spark of a powerful movement for regeneration. It is still the only country to have achieved its democratic aspirations, without relapsing into authoritarianism or descending into civil war – outcomes that have, conversely, affected other countries.

Tunisia, far from being a happy oasis, has had to face serious social problems, soaring unemployment rates, a gap between a prosperous coastal area and a poor rural inland area, bloody attacks of Islamic terrorism against the local population and tourists, and a thousands of young Tunisian citizens leaving to fight Jihad in Iraq and Syria.

These problems notwithstanding, the country has been able to ensure a good transition process, characterised by dialogue and debate between rival political powers, never losing sight of the final objective: the creation of a pluralist and harmonious democracy. To achieve this ambitious goal, the country has had to rethink and question the principles and values of all the actors involved.

An exception defying all parameters, Tunisia presents a model and analytical criteria that help us understand not only its own situation, but also that of other countries of the Middle East Mediterranean region, allowing for specific constants and variables for each of them.

What makes Tunisia's case "exceptional" and anomalous – the result of multiple causes rooted in the far and the more recent past, and in the present – may perhaps be explained by its very identity as a crossroads. Tunisia is a country on the border between Europe, Sub-Saharan Africa, and the Arab countries.

The challenges, the success stories and the work that remains to be done in order to complete the process, will all be illustrated by political authorities, high-profile personalities, scholars and stakeholders of Tunisia's civil society. Giving the floor to them means encouraging first-hand narratives and accounts, and unsettling those codified narratives that are already fossilised.

By inviting Tunisia as our first guest of honour at the Summit we take a step back to the initial phases of the insurgency that threw the region into turmoil. Yet we are also looking with hope to the future, reconsidering local and universal dimensions when it comes to secularism and religion, to tradition and innovation.

Voices of New Generations: Blueprints for a Better Future

The main actors in this session are the young change-makers of the MEM Summer Summit. Over the previous eight days, they have engaged in numerous debates to develop concrete proposals for the future of the MEM region. They will be presenting the results of their labour.



**Young
Change-Makers**

Gilles Kepel
Professor, PLS
Paris Sciences et
Lettres-École
Normale
Supérieure,
France; Università
della Svizzera
italiana,
Switzerland



Boas Erez
Rector, Università
della Svizzera
italiana,
Switzerland

Re-building on Shared Cultural Values: The Case Studies of Mosul and Abu Dhabi

Reconstructing a society means engaging in concrete action on the ground; but to piece together a peaceful and civilised coexistence requires an effort over the long term, including a programme of specific cultural policies. Reconstructing Mosul from the devastation of conflict and the project Louvre Abu Dhabi have apparently nothing in common; but they are both founded on a common ground of shared universal values and the symbolic role of culture.



Yves Ubelmann
President and
Co-founder,
Iconem, France



**Ernesto Ottone
Ramirez**
Assistant
Director-General
for Culture,
United Nations
Educational,
Scientific and
Cultural
Organization
(UNESCO), Paris,
France



**Muzahm
Qassim
Al-Khayat**
President,
Ninevah
University;
Chairman,
Advisory Group
for the
reconstruction of
the Province, Iraq



**Jean-François
Charnier**
Scientific
Director, Agence
France-Muséums
Louvre Abu
Dhabi, France

Young Change-Maker

Moderated by
Roberto Antonini
Journalist, RSI
Radiotelevisione
svizzera

The Blue Peace Movement: Transboundary Water for Peace and Sustainability.

The Swiss Agency for Development and Cooperation (DSC) of the Federal Department of Foreign Affairs has actively promoted Blue Peace, an initiative designed to develop a worldwide movement linking water, peace, and security, in cooperation with universities, cultural and political institutions, governments, civil society and private sector organisations.



Lindsey Aldaco-Manner
President, World Youth Parliament for Water (WYPW), USA



Mufleh Alalaween Al Abbadi
Regional Blue Peace Coordinator, Swiss Agency for Development and Cooperation, Jordan



Maysoon Al-Zoubi
Former Secretary-General of the Jordan Ministry of Water and Irrigation, Jordan



Danilo Türk
Chairman, Global High-Level Panel on Water and Peace; Political Advisor of the Geneva Water Hub, Former President of Slovenia



Pio Wennubst
Vice Director General, Swiss Agency for Development and Cooperation (SDC), Federal Department of Foreign Affairs (FDFA, Switzerland)



Young Change-Maker
Moderated by **John Sibi-Okumu**
Journalist, Kenya

The Art of Foreign-Policy Advising

The panellists will discuss the political and strategic situation in the region, underlining their role as advisors to key political actors. Usually steering politics from behind the scenes, they will step onto the stage, to discuss the challenges of moving from expertise to action.



Kamel Akrouf
First Counselor for National Security to the President, Tunisia



Nasser Kamel
General Secretary, Union for the Mediterranean, Egypt



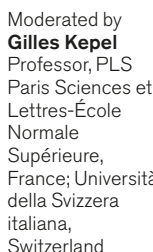
Pascale Baeriswyl
State Secretary, Federal Department of Foreign Affairs (FDFA), Switzerland



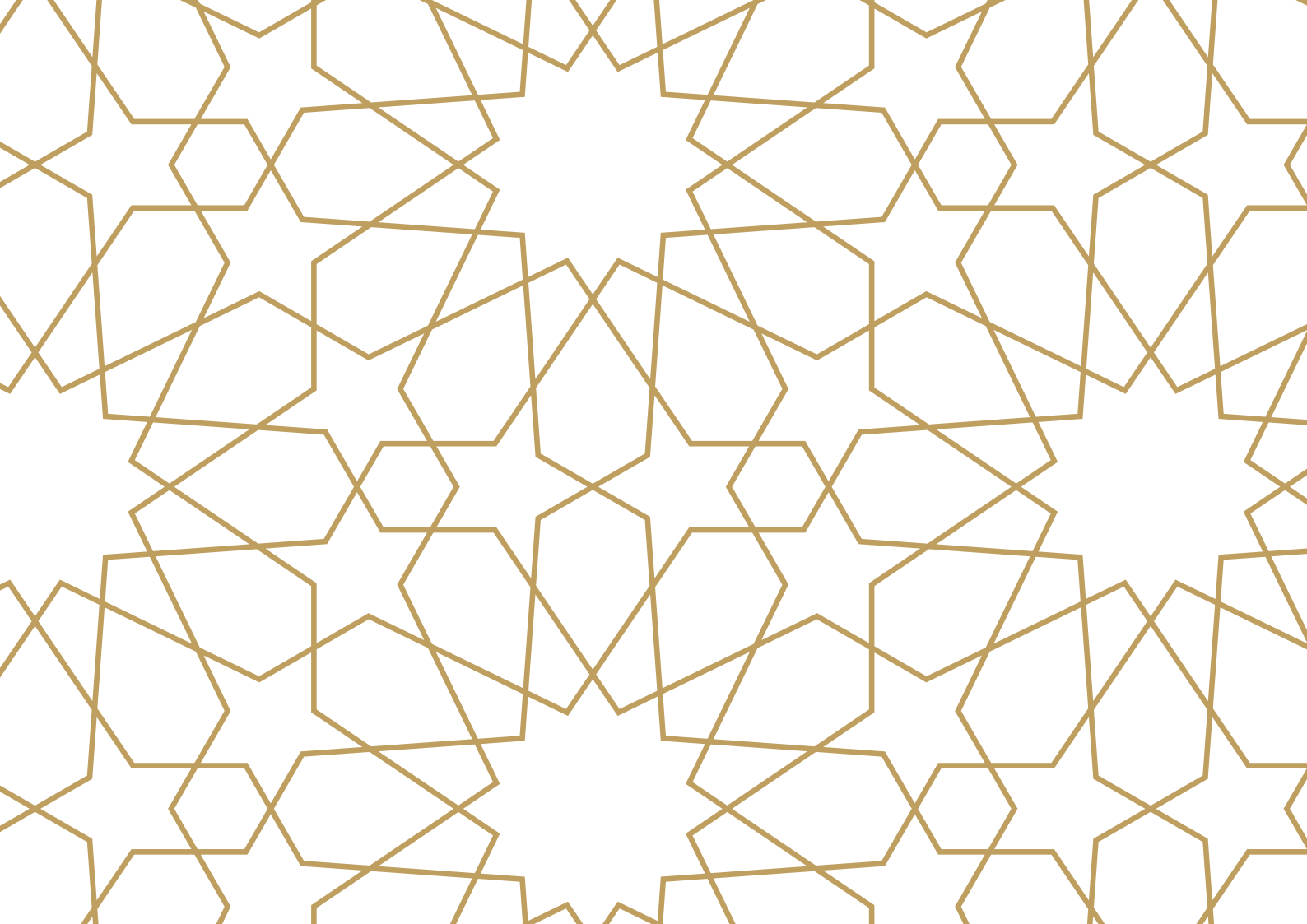
Philippe Étienne
Foreign Policy Advisor of the President, France



Young Change-Maker



Moderated by **Gilles Kepel**
Professor, PLS Paris Sciences et Lettres-École Normale Supérieure, France; Università della Svizzera italiana, Switzerland



FONDATION ASSISTANCE INTERNATIONALE

Creata nel 2002 per iniziativa privata, la Fondation Assistance Internationale (FAI), è una fondazione di diritto svizzero con sede a Lugano, sottoposta alla vigilanza della Confederazione. La FAI persegue esclusivamente finalità di solidarietà sociale ed umanitaria e non ha scopo di lucro; la sua attività è stata riconosciuta di pubblica utilità.

La Fondazione destina i propri contributi a quelle organizzazioni che si impegnano a promuovere lo sviluppo durevole e le condizioni fondamentali che ne permettono il raggiungimento. La strategia attuata dalla FAI persegue, infatti, il seguente obiettivo: "Aiuto allo Sviluppo. Responsabilità e costruzione del bene comune".

**Tunisia in Transition:
Challenges**

Tunisia, a major crossroads in the Mediterranean civilization, and clear political-constitutional example of a country's successful policy of integration and coexistence of differences, is the guest of honour at this year's Summit.

The case of Tunisia is examined in the context of the political and institutional landscape of the MEM region. Can Tunisia be considered a model for other countries? Participants will address the elements that have made Tunisia's transition to democracy possible.



Sabri Bachtobji
Secretary of State
to the Minister of
Foreign Affairs,
Tunisia



Safwan M. Masri
Executive Vice
President, Global
Centers and
Global Develop-
ment, Columbia
University, USA



Ignazio Cassis
Head of the
Federal
Department of
Foreign Affairs
(FDFA),
Switzerland

**Young
Change-Maker**

Moderated by
Bettina Müller
Journalist, RSI
Radiotelevisione
svizzera

Perspectives on Energy: Global Trends, New Challenges, Shared Objectives

The trend towards renewable energy poses a challenge to the MEM region which is inextricably bound to the fortunes of fossil fuels. These changes have upset the economic model of the so-called 'rentier states' and require a strategy for diversifying the economic activities of countries in the region and to address the social and political consequences of this transition.



**Amer Saif
Saeed Al-Hinai**
Director,
Sustainable
Energy Research
Center, University
of Sultan Qaboos,
Oman



Kamel Ghribi
CEO, GK
Investment
Holding Group,
Switzerland



**Stéphane
Michel**
President, Middle
East, Exploration
and Production
Division, Total,
France



Paolo Scaroni
Deputy Chairman,
Rothschild Group,
Italy

Young Change-Maker

Moderated by
Haig Simonian
journalist, former
Correspondent
The Economist and
Financial Times

Building the Future: Infrastructures and Grand Projects

Several countries in the MEM region struggle with the provision of modern, reliable infrastructures. The panel will present and discuss different projects and address the challenges of designing, constructing and managing socially and economically viable systems that are the backbone of the State's capacity to act.



Xiankun Lu
Associate
Partner, IDEAS
Centre Geneva,
Switzerland
- China



**Khaled El
Hosseini**
Spokesperson
ACUD -
Administrative
Capital for Urban
Development,
Egypt



Mathieu Pitet
Finance
Innovation,
Ambassador for
the Middle East,
France



Almotaz Abadi
Senior Adviser
- Managing
Director Water and
Environment,
Union for
Mediterranean,
Palestinian
Territories

Young Change-Maker

Moderated by
Luca Fasani
Journalist, RSI
Radiotelevisione
svizzera

Towards Sustainable New Business and Economic Models

The economic crisis and soaring unemployment rates played a decisive role in the 2011 Uprisings. In that context, policy and business leaders must develop sustainable and inclusive economic strategies, notably by facilitating entrepreneurial initiatives at the local and national levels.



Marouane El Abassi
Governor and Chairman, Central Bank of Tunisia, Tunisia



Bavaguthu Raghuram Shetty
Founder and Chairman, NMC Health, United Arab Emirates



Bashar Azzeh
AL Quds Holding Company, Palestinian Territories



Mohammed Laïd Benamor
President, Chambre Algérienne de Commerce et d'Industrie (CACI), Algeria



Paolo Rotelli
President, Gruppo San Donato, Italy



Roberto Grassi
Fidinam, Switzerland

Young Change-Maker

Moderated by
François-Aïssa Touazi
Vice President, France-Saudi Arabia Council; Managing Director Ardian

New Citizenships between Voice and Choice

In the aftermath of the 2011 Uprisings, concepts and models of citizenship, possibilities and limitations for democratic participation, have been re-examined and re-appraised. The panel provides a 'tour d'horizon' of the various approaches aimed at fostering greater uptake of these fundamental rights.



Iqbal Latifi Gharbi
Professor, Ez-Zitouna University, Tunisia



Jinan Limam
Professor of Public Law, Tunis Faculty of Legal, Political and Social Sciences, Tunisia



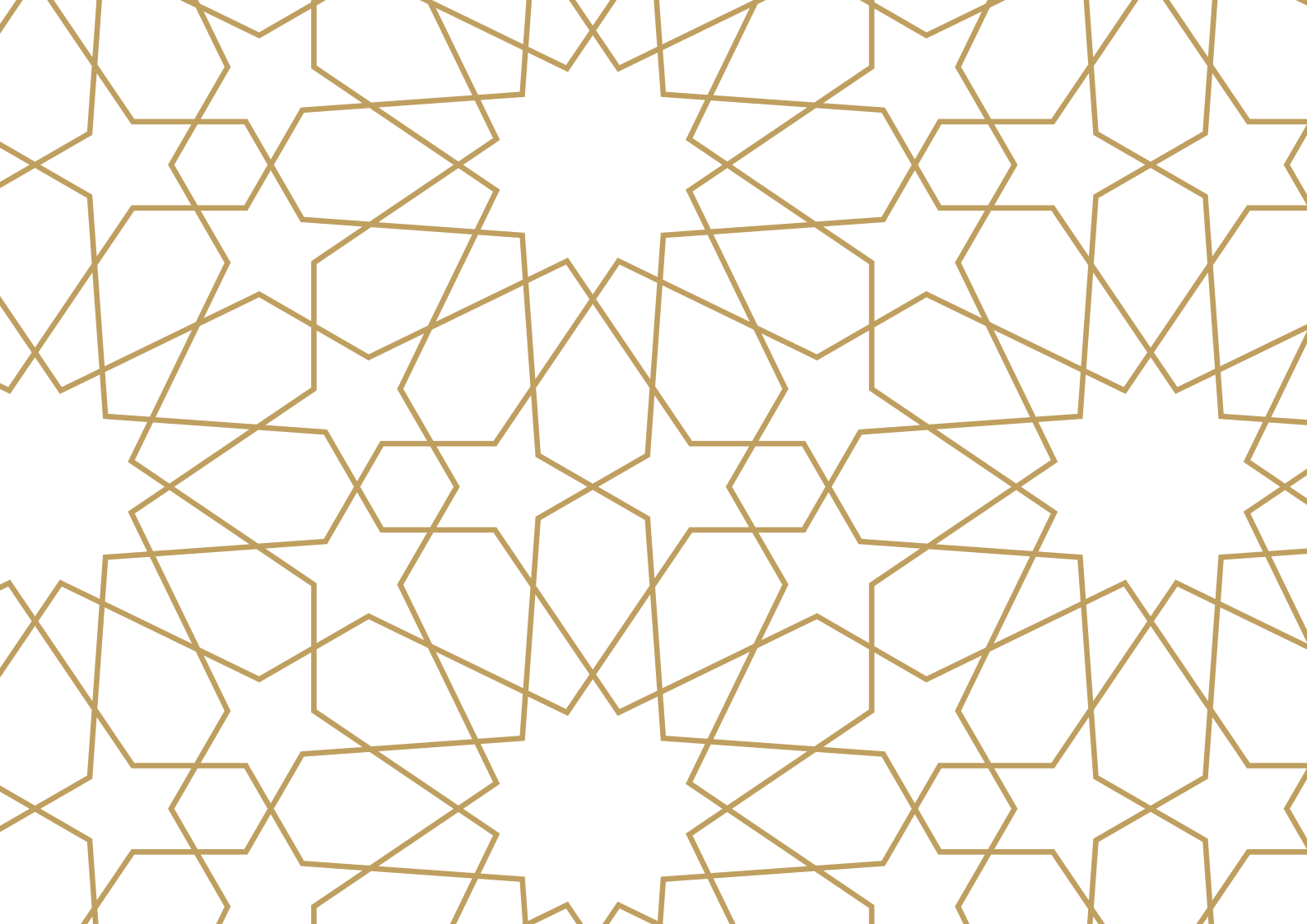
Philippe Portier
Director of Studies, Ecole Pratique des Hautes Etudes Paris, France



Antoine Nasri Messarra
Constitutional Council of Lebanon, Lebanon

Young Change-Maker

Moderated by
Alessandro Ferrari
Professor of Law and Religion, Università degli Studi dell'Insubria, Italy



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Rethinking Education: Sharing Experiences

The youth of the MEM Region have more educational opportunities than previous generations. These opportunities represent potential for economic development but also for social and cultural transformations. The panel will address educational strategies as envisioned by organisations acting in diverse contexts. It will address challenges ranging from the funding and organisation of education to the integration of younger generations in the workforce.



Badreddine Ouali
Chairman,
Vermeg Group;
President, Tunisia
Foundation for
Development,
Tunisia



Salman Bal
Chief, Political
Affairs and
Partnerships
Section, Office of
the Director-Gen-
eral, United
Nations Office at
Geneva,
Switzerland



Cinzia Catalfamo
Consultant, FIFA,
Global Academic
Network and
Interagency
Partnerships,
Switzerland



Jean-Luc Moner-Banet
President,
World
Lottery
Association,
Switzerland

Young Change-Maker

Moderated by
Paola Nurnberg
Journalist, RSI
Radiotelevisione
svizzera

Grounded Viewpoints: Reports from Civil Society

Initiatives of NGOs and foundations operating on the ground are an essential component for developing resilient societies. These organisations complement governance activities, give voice to citizen concerns and can function as a laboratory for public sector innovations. Positive models and success stories will be presented by selected actors who have taken up the region's challenges.



Teresa Albero
President, Office
of the High
Commissioner for
Human Rights
(OHCHR), Tunisia



Khayam Turki
President,
Think-Tank
Joussour,
Tunisia



Wahid Ferchichi
Professor of Law,
Tunisian Associa-
tion of Defending
Individual Liberties
(TADIL); Vice-Pres-
ident, Tunisian
Foundation for
Public Administra-
tions Sciences,
Tunisia



Franco Vaccari
President, Rondine
Cittadella della
Pace, Italy



Stefania Mancini
Vice-President,
Fondation
Assistance
Internationale
- FAI,
Switzerland



Marianne Vidal-Marin
Institut Français,
Safir Lab, France

Young Change-Maker

Moderated by
Alessandro Bertellotti
Journalist, RSI
Radiotelevisione
svizzera





**Multimedia installations
by Moataz Nasr
25 - 26 August 2018
Room B3, Palazzo dei
Congressi**

Courtesy: the artist and
GALLERIA CONTINUA,
San Gimignano / Beijing /
Les Moulins / Habana

**Merge and Emerge
2011**

The three Sufi dancers, dressed in blue, green and red, the primary colors of the spectrum, rotate incessantly in a movement that remains on the retina and almost hypnotizes the viewer. Seen from above, the dancers' movement makes their skirts rotate like corollas, now converging within the space and grouping together, now moving apart.

**The Mountain
2017**

Fear may be the least acknowledged of our primal instincts. Yet, fear, and that of the unknown most of all, plays a large role in shaping the world we live in today. It influences our relationships, our opinions and ultimately our actions, keeping us from moving forward and living our lives to their fullest. In *The Mountain*, Egypt's entry at the 57th Venice Biennale, Moataz Nasr invites us to explore this pervasive human condition through the story of a small village in Egypt. The inhabitants of this village do not question their reality; life simply passes them by, unlived, as they hide every night, in their self-imposed twilight world.





About the artist
Moataz Nasr

Egyptian artist Moataz Nasr explores traditions and new globalism, questioning geopolitical and social development in Africa. The artistic practice for Nasr is a tool and a language that embraces art, sociology, Sufism and history in order to encourage dialogue across geographical boundaries. The most recent group shows include: 'The See Is My Land', curated by Francesco Bonomi and Emanuela Mazzonis (MAXXI, Rome, 2013); 'Metropolis. Afriques Capitales', curated by Simon Njami (La Villette, Paris, 2017); 'Senses of Time: Video and Film-based Arts of Africa' (LACMA and The Smithsonian National Museum of African Arts, Washington, 2017). His most recent solo shows include: Galleria Continua / Beijing in 2012 and Galleria Continua / Le Moulin in 2015. In 2017, he was selected to represent Egypt during the 57th Venice Biennale. The work presented in the Egyptian Pavilion was an immersive installation showing the original film 'The Mountain'. In June 2018, Nasr participated in the Yinchuan Biennale, China, curated by Marco Scotini.



The Blue Peace Orchestra will perform for the first time the new version of the “Symphony for Water and Peace” live in Lugano.

Saturday,
25 August 2018
21.00 - 22.30
Court of the City Hall,
Lugano

Entrance is free and open to all with the aim of raising awareness on the issues of peace and water.

This Concert is organised by the Geneva Water Hub (designer of the Symphony) and Milk Music (musical Direction), with the support of: Swiss Agency for Development and Cooperation (SDC), Université de Genève, Università della Svizzera italiana, Città di Lugano.

The Geneva Water Hub presents the beauty of music telling the story of water for peace. The enchanting “Symphony for Water and Peace” is a musical interpretation of the recent report “A Matter of Survival” of the Global High-Level Panel on Water and Peace. Composed collaboratively by Mich Gerber (Switzerland), Alune Wade (Senegal), Tarek Younis (Jordan), Carlos Guzman (Costa Rica) and Serge Frasnukiewicz (Brazil), it is a hymn and inspiration for water and peace initiatives around the world. The project is coordinated by François Muenger and Jelena Milenkovic from the Geneva Water Hub. Musical direction and production are managed by David Carroll and Laurent Cabrillat from french label and studio Milk Music (Bordeaux).



The programme of the concert in Lugano will include the five movements of the symphony

- Woda (Mich Gerber)
- Saloum (Alune Wade)
- Aguacero en el tropico (Carlos Guzman)
- Firewater (Tarek Younis)
- Chuva no Sertao (Serge Frasnukiewicz)

The orchestra will also play a selection of tunes based on the water and peace themes

- Wade in the water (Trad)
- Agua de Beber (Antonio Carlos Jobim)
- Aguas de Março (Antonio Carlos Jobim)
- Peace (Horace Silver)
- Love and peace (Joachim Kuhn)
- Search for peace (Mc Coy Tyner)
- Smoke on the water (Deep Purple)

Musicians

Percussion: Pablo Echarri
Percussion: Alexandre Pascau
Bass: Laurent Cabrillat
Sax, flute, vocals: François Marie Moreau
Trumpet, vocals: Franck Vogler
Trombone: Simon Mestres
Alto, vocals: Aurelien Petillot
Violin: Pierre Meunier
Violin 2: Paul Roux
Cello: Raphaël Stefanica
Piano & conductor: Manuel Martin
Vocals, Guitar, Percussion: Blandine Millepied
Guitar and coordination for Milk Music: Nicolas Aigrot
Producer for Milk Music: David Carroll



**“Journeys Through Our
Fragile Heritage:
discover, preserve,
transmit”**

Until the end of
September 2018
Parco Ciani, Lugano

The photo exhibition 'Journeys through our Fragile Heritage' is showcased on the perimeter area of Parco Ciani. From a project by Wikimedia and UNESCO it highlights the beauty and fragility of our common heritage. It landed in Lugano thanks to the cooperation between the UNESCO chair, founded and directed by USI Professor Lorenzo Cantoni, and the Swiss commission for UNESCO. The photo exhibition is organised within the framework of the #Unite4Heritage (www.unite4heritage.org) campaign, a global movement launched in 2015 by UNESCO with the aim of celebrating and protecting cultural heritage, calling on everyone to report destruction by groups of extremists, and making everyone understand that the responsibility to safeguard cultural heritage lies in the hands of each individual. USI UNESCO Chair is one of the main supporters of this project on social media, through the #faces4heritage campaign (<https://twitter.com/Faces4Heritage>).

The exhibit illustrates the richness and diversity of a heritage that belongs to everyone and that needs help to be preserved and passed on to future generations. Intentional destruction, negligence, intensive tourism and uncontrolled economic development, ignorance and poor maintenance jeopardizes much of our cultural heritage and diversity. This exhibition shows threatened cultural heritage, both built and intangible, and reports illicit trafficking of artworks. The exhibition was first shown in Paris and in other capitals such as Rome, Montréal and Stockholm, and then landed in Switzerland on the UN building in Geneva. Lugano is the second Swiss stop, organized in collaboration with the department of events and conferences of the City of Lugano (Divisione Eventi e Congressi) to become part of the 'Long Lake Festival' and 'Lugano Arte Urbana'. The exhibition is also part of the activities of the USI MEM - Middle East Mediterranean Freethinking Platform (www.usi.ch/mem) - as an additional effort to foster public debate and promote awareness of the current situation in the region.

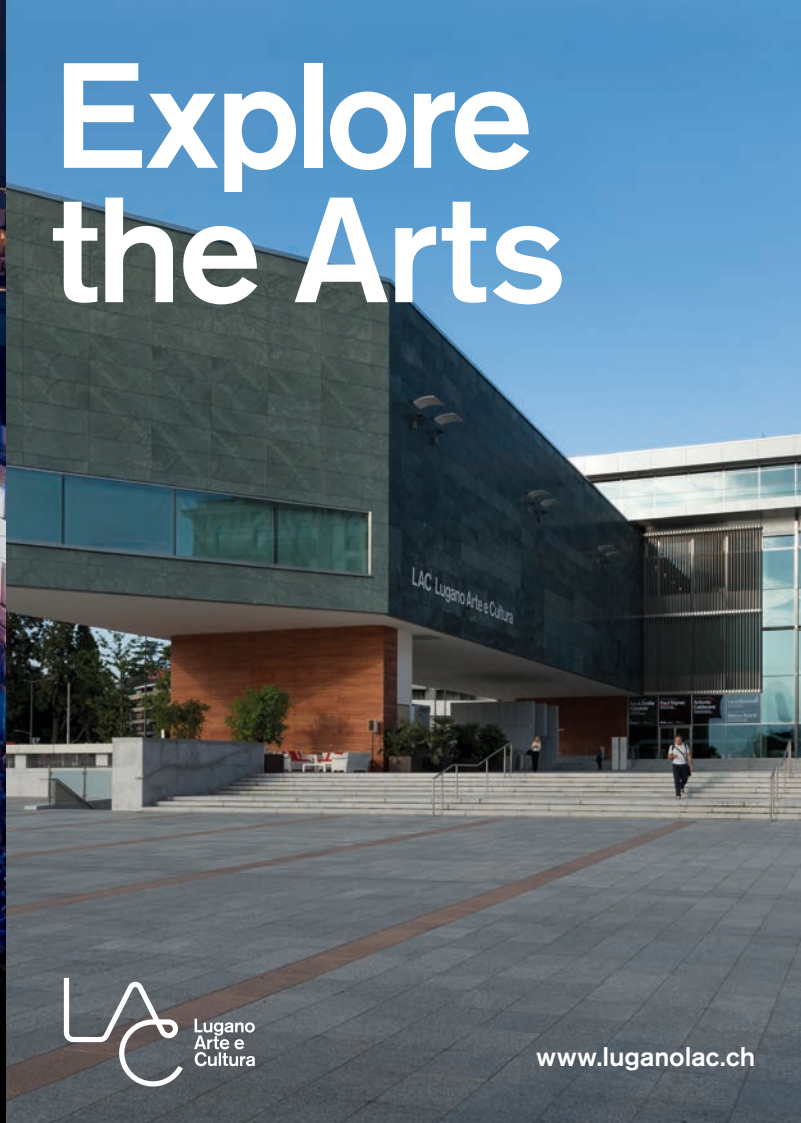


A high-angle, nighttime photograph of a large crowd gathered in a city square for an outdoor film screening. The crowd, seen from behind, fills the lower two-thirds of the frame, looking towards a large movie screen. The screen displays a close-up of a leopard's head in profile, set against a bright yellow background. The surrounding buildings are illuminated with blue and white lights, and the city lights of Locarno are visible in the distance under a dark sky.

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Locarno Festival
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[illegible]

SRG SSR Enterprise Profile

With her 17 radio stations and 7 television channels, including Romansh-language programming, as well as complementary websites and teletext services, SRG is the largest electronic media organization in Switzerland. As a non-profit organization, SRG derives around 75% of its revenues from license fees and about 25% from commercial activities. As a Public broadcasting service, SRG SSR informs, entertains and educates. Thanks to solidarity and a financial cross-subsidization program between the four linguistic regions of Switzerland, SRG offers services throughout the Country. In this way, it helps to promote mutual understanding, cohesion and exchange between the different parts of the Nation – and in doing so - it plays a key role in social and cultural integration.

Its radio stations lead their respective markets in all four language regions – as do the television channels at prime time.

www.srgssr.ch

RSI – Radiotelevisione Svizzera di lingua italiana

This is the enterprise unit of SRG SSR that broadcasts in Italian and targets mainly all the Italian speakers in whole Switzerland. RSI operates two TV channels (LA 1 and LA 2), three radio stations (Rete Uno, Rete Due, Rete Tre) and a broad online offering (website, app, the main social media). In 2017 the market share of the three radio stations was 62.1% (Rete Uno 41.1%; Rete Due 4.1%; Rete Tre 16.9%). The other SSR stations that can be received in Ticino accounted for a market share of 13%.

The two TV channels accounted for a share of 35.9% in prime time (from 6-11 p.m.) and 27.8% on a 24-hour basis). These are excellent results at the European level despite the growing fragmentation of listeners and fiercer competition from foreign public and private channels, which together account for close to 60% of the market share.

www.rsi.ch

Lugano, August 2018

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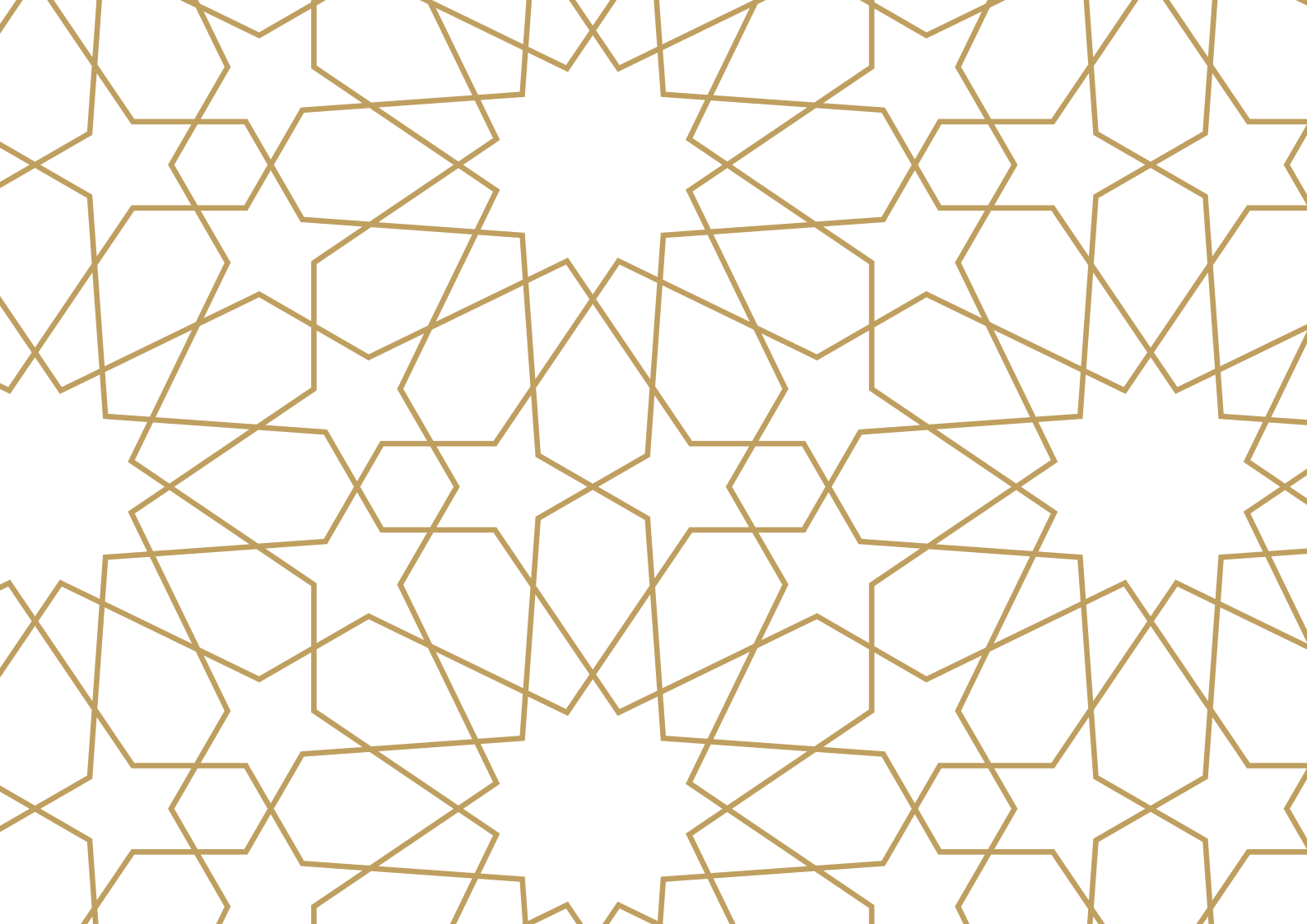
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Acknowledgements

Many people and organisations have contributed in numerous ways to the success of the MEM Summer Summit 2018. Thanks to all of them for their excellent work!

In particular, special thanks go to:

All the young change-makers and the speakers who participated in the Summit. They turned this event into a unique formative experience;

The Course Directors;

The Swiss Federal Department of Foreign Affairs for the support and collaboration;

The management and staff of the Palazzo dei Congressi, the City of Lugano, and the Polizia cantonale;

Michael Cautillo and all the young volunteers, for their enthusiastic contribution: Amit, Anna, Annelore, Ariel, Beatrice, Bianca, Branislava, Camilla, Cristina, Emmanuel, Erin, Gaetano, Gilda, Giuseppe, Halime, Hanin, Jan, Jelena, John Paul, Kitty Anita, Linda, Lyuba, Marja, Martino, Medi, Micol, Miryam, Myriam, Oriana, Ottavia, Rana, Saman, Sarina, Silvia, Thor, Trevor, Ulduz, Vania, Vlasta;

TITraduce, and Laura Roccati with her competent team of interpreters;

Simona Cain-Polli and Christopher Pightling for the valuable translations;

Latitude 46 for designing the website of the MEM Summer Summit;

USI Services: eLearning (eLab), Financial Controlling Service, Legal Service, Logistics Service, Media and Communications Service, Security Service, Sport Service, Web and Graphic Design Service, for their excellent work;

USI personnel: Cristina Elia for the relationships with the press and her competencies; Tania Vanetti for her creativity; Gilda Schertenleib for her tireless efforts and dedication in managing and optimising the look and feel of the Summit; Kleona Bezani, Boryana Stratieva, and Monica Steger, for managing the many organisational aspects of the Summit, and for continued support, enthusiasm, and dedication.

Impressum
Università della Svizzera italiana

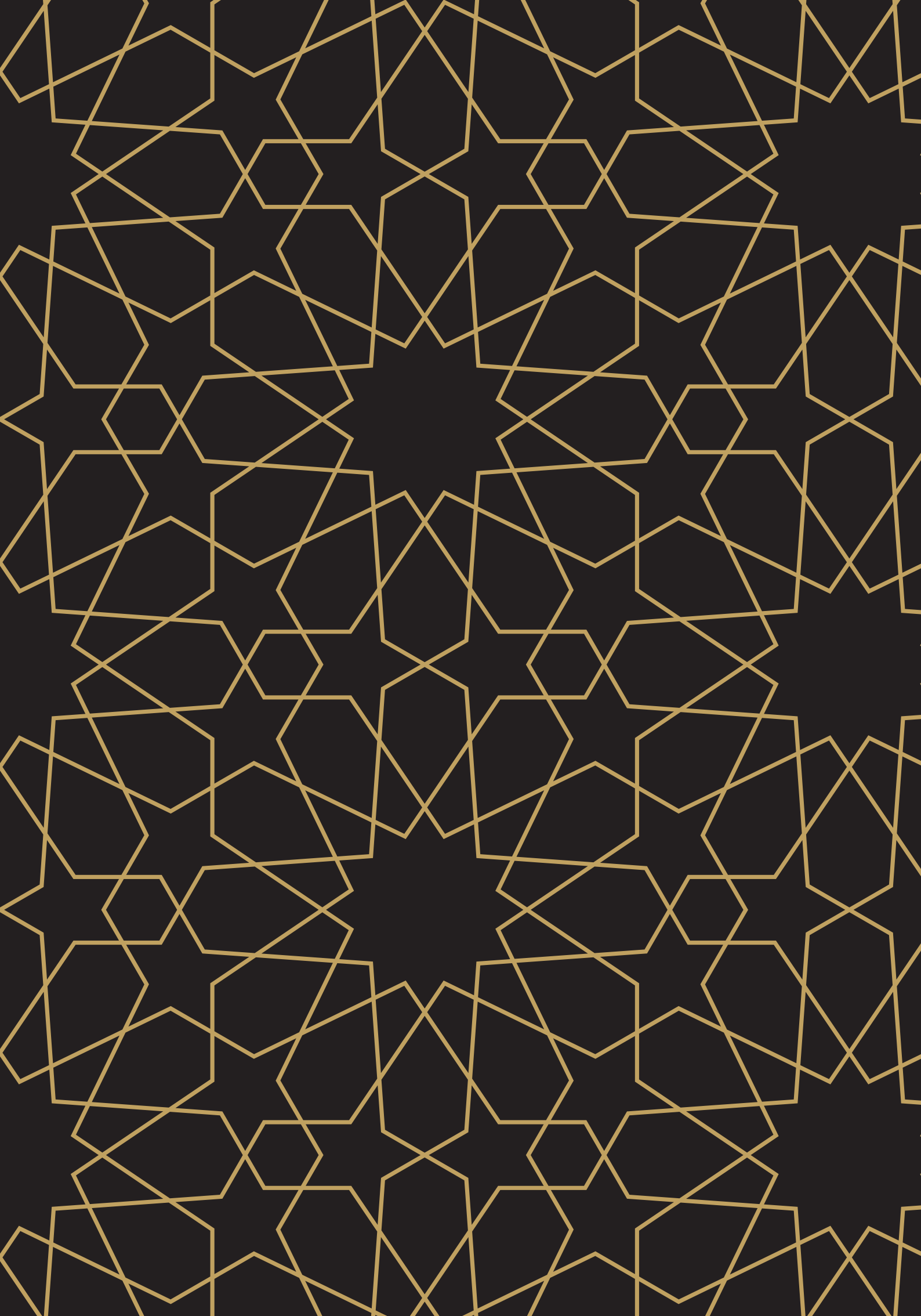
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Graphic design
USI Graphic Design Service

Photos
Alessandro Benedetti
Robin Bervini
Aline d'Auria
Claudio Naiaretti
The artist and GALLERIA CONTINUA,
San Gimignano / Beijing / Les Moulins / Habana
Francesco Padovani
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Printing and binding
Tipografia Lepori & Storni, Lugano

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