



Photo: Jose Alexandrino



Photo: Luigi Carta



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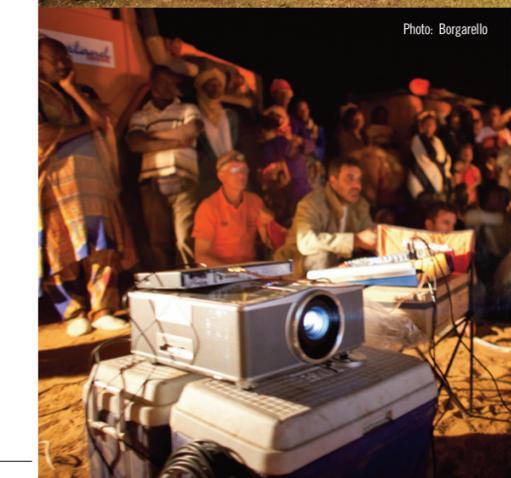


Photo: Borgarello

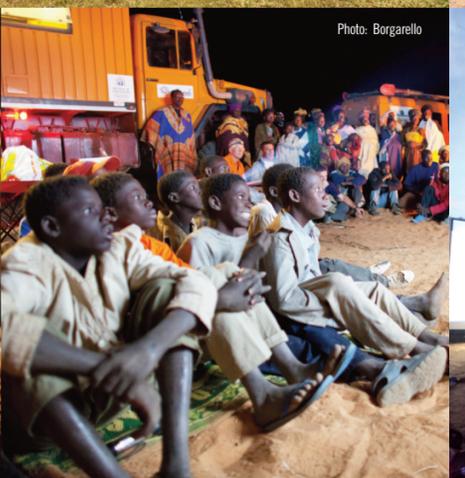


Photo: Borgarello



Photo: Laura Di Castro



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*An itinerant screen of commitment and emotions.
An information and educational campaign
on the risks of irregular migration.*



CONTEXT

With more than 15 years' experience in over 30 countries in Africa, South America and Asia, *CinemArena* is an information and educational campaign raising awareness through itinerant cinema on various social and health issues. The project is promoted by the Italian Ministry of Foreign Affairs and International Cooperation and, more specifically, by the Italian Agency for Development Cooperation. Since 2017, the Italian Cooperation has organized *CinemArena* in Burkina Faso and Senegal to raise awareness on migration issues. From this experience, a new collaboration with the Italian Ministry of Interior and the International Organization for Migrations (IOM) has been launched, enabling synergies with the "Aware Migrants" Information Campaign.

THE ORIGINS OF CINEMARENA

The project was born in 2002 in Mozambique, when the *Cinemovel* – the itinerant cinema pilot project – travelled across the country. The Italian Cooperation, which has been actively engaged in Mozambique for many years, decided to transform the idea of an itinerant cinema into an innovative cooperation project, combining the projections of movies with an information campaign to enhance knowledge on diseases such as AIDS, malaria, leprosy and cholera, and on the means to prevent them. Throughout 16 years of activities, *CinemArena* reached over 30 countries with educational campaigns targeted specifically to the countries' different needs: in Ethiopia for example, a campaign was carried out on maternal, prenatal and neonatal health; in Lebanon, it addressed the risks of cluster bombs; in Morocco, it focused on a new regulation concerning family law; and in Angola it raised awareness on maternal and child health.

Photo: Laura Di Castro

THE PROJECT

A caravan has been travelling for many years through the most remote routes in Africa, in the Maghreb, in the Middle East, in the Far East and in South America to promote information and educational campaigns bringing the magic of cinema under the starry sky.

Since 2002, *CinemArena* has brought cinema screenings in the poorest and most remote villages enabling thousands of people to live an unforgettable experience: the joy of a big screen with the projection of the most famous movies. It is not only about entertainment: the projections are preceded by short educational films, interviews with local people and theatre performances. These activities carry messages of fundamental importance that reach illiterate people in areas with no access to technology such as TV or Internet. The greatest strength of this project is to create an event and a place, an "arena" where participants can transform themselves into actors and become protagonists of their own change.

Over the years, *CinemArena* has attracted hundreds of thousands of participants and is today one of the most important initiatives of the Italian Cooperation.



Photo: Luigi Carita

CINEMARENA AND THE FOOTBALL WORLD CUP

In June 2006, through *CinemArena* project, the matches of the Football World Cup in Germany were broadcast live in Mozambique. Same initiative was carried out in 2014 in Senegal, Mozambique, Uganda and Kenya during the World Cup held in South Africa. Thousands of people were able to follow the matches live and to participate in awareness-raising events on the prevention and treatment of HIV/AIDS and malaria as well as on women's rights.



Photo: Luigi Carita

CINEMARENA 2018-2019: INFORMING ON THE RISKS OF IRREGULAR MIGRATION: 6 COUNTRIES – 240 EVENTS – 100.000 PARTECIPANTI EXPECTED

In 2016 and 2017, in Burkina Faso and Senegal, *CinemArena* aimed for the first time at informing local communities on the risks of irregular migration and on the alternatives promoted by local governments to provide youth in Africa with job opportunities.

The 2018-2019 edition, in partnership with IOM and the Italian Ministry of Interior, addresses the migration phenomenon in greater detail and focuses on the main countries of origin of migrants arriving by sea in Europe (**Senegal, Ivory Coast, Guinea, The Gambia, Nigeria and Sudan**).

Travelling from one country to another, the caravan will stop in urban and rural areas, reaching communities in migration-prone areas and targeting not only younger generations but also families, who usually take part in migrants' decision to leave the country. To carry out the events in Africa, two significant partnerships have been established, one with "Overland" in Senegal, The Gambia, Guinea and Nigeria, and the other one with NGO "Bambini nel Deserto" in Ivory Coast.

The events will be carried out in at least 40 villages in each country offering unique experiences in places where cinema and entertainment activities do not exist. Events will include workshops, theatre, dancing and other entertaining activities. *CinemArena* empowers local communities through their active participation in the event and enhances social cohesion and intergenerational dialogue.



Photo: Borgarello

CINEMARENA AND OVERLAND EXPEDITION (RAI 1)

In 2010, *CinemArena* project has partnered with "Overland", through a campaign on HIV/AIDS prevention, joining the expedition "Overland 12: nel cuore dell'Africa nera" – broadcasted by Italian channel RAI – and crossing over 30 countries eventually reaching Egypt, after more than 50,000 kilometers on board of 6 vehicles. Following this successful experience, *CinemArena/Overland* collaborated in Bolivia and Peru, where they carried out information campaigns on several topics related to hygiene and nutrition, health, early pregnancies and the fight against violence against women, and in 2016 in Myanmar – a country recently opened to the world – with the aim to show the UNICEF-produced documentaries on hygiene and nutrition.