



**« If you're dreaming alone, it's only a dream you make
If you are dreaming together, reality begins»**

TELEVISION DU MONDE – FOUNDING TEXT

1. Context

At the beginning of summer 2004, Patrice Le Lay, boss of TF1, declared : “the job of my TV channel consists in selling to Coca-Cola available human brain's free time”

Tv being the most available and used media in our homes, questioning the opportunity of an approach to televisual communication seems important and necessary !

Bearing in mind the international context, with its fears regarding world society, energy, solidarity, peace, the warning up of the planet, the breaking down of standards of living, the deepening of the north south gap.... gave birth to the idea of creating a media that would become “ **the voice of everyone dreaming of another world**”.

Innovating, non profit aimed project with a social purpose different of the other actors in the televisual net of the Belgian French speaking Community (local televisions, public or private generalist televisions, thematic or toll nets). “**Télévision du Monde**” may be defined as follows :

2. Definition and object

Télévison du Monde is a television channel arming 3 major objectives

- information
- Education
- Promotion of citizen, associations or states actions for democracy and people fulfilment.

It's object is to sustain any steps taken to enhance the awareness of the present problems of the actual world and to bind itself to solve them in a democratic way.

It thus seeks to push forward any citizen initiated action, individual or collective in order, to warrant better human rights and to sustaining a better balanced and lasting development conditions, solidarity, justice and peace.



Information :

Télévison du Monde, being a service editor, will follow the evolution of current events relative to its object and broadcasts this information via news edition or magazines. Being a legal entity it assumes the editorial responsibility of its television channel.

Education :

Télévision du Monde not only produces, co-produces and broadcasts educational programmes such as cultural sequences, social sequences or discussion forums... it also keeps record of its programmes at disposal for training organisations and other **Télévision du Monde**.

Promoting citizenship actions of associations or states :

Télévision du Monde produces or co-produces and broadcasts programmes to enhance new inventive thoughtful actions, and is reporting them and meeting their initiators. To end up with citizenship actions promotions, **Télévision du Monde** organises a yearly recognition meeting for quality audiovisual works related to its object.

3. A mobilizing concept with an important social contribution

Creating a dynamic communication platform, continuous and editorially free from the any organ as well as rendering it accessible to the actors of the change, are significant assets.

As an alternative means of communication, open for all, **Télévision du Monde** aims to lead the audience to the “free knowledge”

It will privilege the contents as compared to the container and in so doing will produce tempting, alive programs.

The originality of the step rests on the innovation of the concept in the sector of communication and also on the cultural mobilization it generates both on the Belgian and international level.



In this way, **Télévision du Monde** wishes to gather all the associations and all citizens engaged in actions in favour of human rights, solidarity, lasting development, fair trade, better relationship between North and South ...

It will incite their participation in television programs as well as in the negotiation and functioning structures.

4. Membership in International networks

Télévision du Monde will join the future network, it will suggest in an international meeting, and which will adopt a platform of the different **Télévision du Monde**. The dynamic character of this project goes indeed farther than frontiers and should spread over the 5 continents...

For this purpose, this association bearing the **Télévision du Monde** project in the Belgian Communauté Française will initiate the **Télévision du Monde** network that will make production, co-production, exchanges and broadcasting of programs possible, in order to act together and jointly in their country or on any international level.



SIGNATURES

Paul WATTECAMPS. Realized and conceptualized the “Télévision du Monde” project.

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André SERVAIS. Barrister.

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If we wish the new world to be rather father than orphan it is very urgent to spread words and images of life. Indeed, if all radios and televisions in the world would really work on it, with all the satellites and in space spreading the words and images our planet would become an Eden in less than 3 months.

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