

Turin, 1<sup>st</sup> July 2024

***"From the Concept to the Credits..."***

Good morning to everyone present.

As the Vice President of the European Federation of Associations and Clubs for UNESCO (EFUCA), I was honored to be invited to join you this week, not only as an authority but also as a member of your group. Unfortunately, due to much less creative commitments in Turin, I am unable to be present with you in person.

I would at least like to express my admiration for the organization of this Training Course, which brings together young people and adults with the goal of creating a creative work, specifically a short film, by teaching and learning to manage the techniques, editing, screenplay, acting, and everything else necessary to reach "...the end credits."

As you know, UNESCO has been dedicated to protecting culture and various forms of art since its founding in 1945. In the Preamble to the Constitution of the United Nations Educational, Scientific and Cultural Organization, it states: *"Since wars begin in the minds of men, it is in the minds of men that the defenses of peace must be constructed."*

The work you are about to undertake requires you to "learn to live together" in order to achieve a common goal. In doing so, you will be actively working to build peace.

When UNESCO was given the responsibility of overseeing COMMUNICATION, visual communication was immediately promoted as it encompasses many arts and various skills.

EDUCATION, SCIENCE, CULTURE, and COMMUNICATION are the only "weapons" UNESCO intends to use, now more than ever. Therefore, the **European Federation of UNESCO Clubs** commends the educators and creatives who are preparing new generations capable of opposing wars with peaceful and constructive actions.

Best wishes for this wonderful experience. May it help you become builders of peace. We eagerly await your results!

*Maria Paola Azzario*  
*Vice President of the European Federation of Associations and Clubs for UNESCO (EFUCA)*