

GLOBAL SOUTH AWARD



1. Introduction

The Prix Italia is an international competition that promotes and rewards the best quality, innovation and creativity in the production of Radio & Podcast, TV and Digital programmes. It is also a major Rai event which benefits from the High Patronage of the President of the Italian Republic.

In the framework of the 77th Prix Italia edition, RAI in collaboration with COPEAM and URTI establishes the Global South Award.

RAI, concessionaire of the public Radio, Television and Multimedia/Digital service, is the organiser of the Prix Italia since 1948.

COPEAM is a non-profit association, devoted to the promotion of intercultural dialogue in the Mediterranean region, through the cooperation among the main players of the audio-visual media sector.

URTI is a non-profit association - in partnership with UNESCO - that aims to promote Culture internationally under its multiple audiovisual expressions. It implements the ways and means (programme exchanges, co-productions, creation incentive, organisation of Grand Prix, distinctions, training workshops, exchanges of experiences, actions of international promotion, etc.), liable to increase the choices of audiovisual programmes its members offer their audiences.

This year, the Prix Italia Festival will be held in Naples from 20 to 24 October 2025 and will be hosted as part of the celebrations for the 2500th anniversary of the foundation of the ancient Greek colony of Naples with a focus on the Mediterranean. To benefit from opportunities of being part of #Na2500 events, the 2500th anniversary of the city foundation, which celebrates its central role in the Mediterranean, the Prix Italia Festival confirms itself as a privileged meeting point and networking place for broadcasters from all over the world. On the occasion of the 77th edition of the Competition, the Global South Award is therefore established.

Prix Italia, together with COPEAM and URTI, with the Global South Award aims to involve and give voice to the many broadcasters of the Community from emerging and developing countries, the so-called Global South. At the same time, it aims to attract new ones, stimulated by the initiative, offering visibility and valorising those productions that, despite limited budgets, stand out for the innovation and universality of their content.

COPEAM and URTI will bring their network of knowledge and their experiences as a model to facilitate dialogue and cooperation also in the media sector, to allow South-North areas of the world to confront each other.

2. Participation

The Global South Award is open to all the Participants in the Prix Italia Community being part of the Global South that, according to UNCTAD* - UN Trade and Development Conference - comprises: Africa, Latin America and the Caribbean, Asia (excluding Israel, Japan and South Korea) and Oceania (excluding Australia and New Zealand). The participation is free of charge and envisages the submission of video documentaries: the video documentary can be entered into both the traditional Competition and the Global South Award. Alternatively, the Participant may enter an additional video documentary apart from the one submitted in the official Competition.

Each Participant may submit only one video documentary to the Global South Award. Participation in the Global South Award is not conditioned to the participation in the official Competition. The duration of the submitted video documentary must not be lower than 5' or exceed 180'.

Starting from 14th April until the registration deadline (19th June), Participants in the Global South Award will be able to enter their programme by completing a dedicated “entry form” available on the Prix Italia platform www.prixitaliacompetition.rai.it. The programme must be accessible for the jurors through subtitles in English or sending a translation of the script.

3. Winner and prize

The Global South Award will be given to the best video documentary that, even if produced with a limited budget, stands out for innovation, originality and universality of the message.

The representative of the video documentary winning the Global South Award will be invited to the Prix Italia and involved in high-profile training and networking events on the theme of co-productions.

The winning programme of the Global South Award will be invited to bear the Prix Italia - COPEAM - URTI logos in its credits, in its opening or closing titles, in its promotional material and/or on the website homepage of the Participant that submitted it.

4. Jury and criteria

The Global South Award will be attributed by a jury of experts, designated by Prix Italia, including representatives of COPEAM, URTI and the broadcasters from the Global South.

In evaluating the video documentaries, the jury will take into consideration the following evaluation criteria:

- i) Communicative impact of the work at a global level;
- ii) In depth analysis in the development of the theme;
- iii) Successful case histories applicable to the economies of the Global South countries;
- iv) Narration of local experiences with a universal message;
- v) Creativity and originality.

The pre-selection works of the juries will take place online from 3 July to 4 September, the latter being the deadline for the jurors to decide the short lists with the best seven video documentaries in competition. In the week from 8 to 11 September the jury will meet online to define the winner that will finally be announced in Naples during the Awards Ceremony.

The representative of the winning programme will be a guest of Prix Italia, which will cover travel and accommodation expenses from 23 to 25 October (two nights), for the Awards Ceremony.

5. General Regulations and Edition Regulations

For anything not provided for in these Regulations of the Global South Award, the Prix Italia General Regulations and the 2025 Edition Regulations apply, including the dispositions concerning rights as referred to in Art. 11.

***<https://unctadstat.unctad.org/EN/Classifications.html>**