

UNITED NATIONS EDUCATIONAL,  
SCIENTIFIC AND CULTURAL ORGANIZATION

**Intergovernmental Council for the Information for All Programme**

**Twelfth Meeting of the Bureau**

Item 5b) of the Provisional Agenda

**Progress Report on Developing a Partnership with Samsung**

**Background**

In August 2006, Assistant Director-General, Abdul Waheed Khan, and IFAP Council President, Laurence Zwimpfer, met with representatives from Samsung in Seoul, South Korea to explore the possibilities for further developing the partnership between Samsung and UNESCO. This was followed up with a draft proposal for a global *Living Information* television campaign similar to the *Living Heritage* campaign that Samsung had already supported.

A further meeting was held in September between Laurence Zwimpfer, Hyosun KWON from Samsung and Seung-hwan LEE from the Korean National Commission to discuss the *Living Information* television campaign proposal. Samsung suggested an alternative project-based approach with a focus on five specific regions – India, China, Indonesia, Brazil and the countries from the former Russia.

The CI Sector Secretariat then canvassed field staff for their views on possible projects in the five regions and some 23 suggestions were submitted. These were evaluated against the following criteria:

- Projects in Samsung's preferred regions
- Capacity to tell a story
- Improve people's lives
- Multiplying characteristic, ie. Ability to scale up

No project proposals were received from field offices in China nor Indonesia, two of Samsung's target regions. As a result project suggestions are being made for these two countries. The proposal from Morocco had special merit and even though this is not one of Samsung's priorities, the project has been included as a contingency.

The attached paper is a revised proposal, to be submitted to Samsung with the Bureau's approval.