



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item for discussion Report on IPDC Special Initiatives and Emerging Issues

SUMMARY CONTENT OF DOCUMENT

This document presents an update on the activities undertaken with respect to IPDC Special Initiatives on 1) the Safety of Journalists and Issue of Impunity, 2) media-related indicators, 3) Global Initiative for Excellence in Journalism Education and 4) knowledge-driven media development: follow-up to SDGs. The document also reports on IPDC responses to emerging issues, namely on 1) media and migration and 2) fighting violent extremism.

Report on IPDC Special Initiatives and Emerging Issues

1. Background
2. Updates by Special Initiatives
 - 2.1. The Safety of Journalists and Issue of Impunity
 - 2.2. Media-related Indicators: Media Development Indicators (MDIs) and Journalists Safety Indicators (JSIs)
 - 2.3. Global Initiative for Excellence in Journalism Education
 - 2.4. Knowledge-Driven Media Development – Follow-up to Sustainable Development Goals (SDGs)
3. Updates by Emerging Issues
 - 3.1. Media and Migration
 - 3.2. Fighting Violent Extremism
4. Conclusion
5. Bureau action

1. BACKGROUND

This report provides updates on the implementation of IPDC's Special Initiatives, covering the Safety of Journalists and Issue of Impunity; Media-related Indicators (MDIs, JSIs, MVIs and IUIs); Global Initiative for Excellence in Journalism Education; and Knowledge-Driven Media Development. It also reports updates on activities covering emerging issues, under the themes of "Media and Migration" and "Fighting Violent Extremism".

2. UPDATES BY SPECIAL INITIATIVES

2.1 The Safety of Journalists and Issue of Impunity

In 2008, the IPDC Intergovernmental Council adopted a Decision on the Safety of Journalists and the Issue of Impunity, which provides a mandate for monitoring follow-up actions on the killings condemned by UNESCO's Director-General. This decision urges Member States "to comply with the relevant obligations under international law to end impunity" and "to inform the Director-General of UNESCO, on a voluntary basis, of the actions taken to prevent the impunity of the perpetrators and to notify him[/her] of the status of the judicial inquiries conducted on each of the killings condemned by UNESCO".

Since then, a monitoring mechanism has been set up by which Member States are requested to inform UNESCO on the judicial follow-up carried out on each of the killings condemned by the UNESCO Director-General. Based on the information collected through this mechanism, the Director-General has every two years submitted to the IPDC Council a report on The Safety of Journalists and the Danger of Impunity, which provides background information on UNESCO's work in this area as well as an update on the killings of journalists condemned by UNESCO since 2006 and on the status of the judicial inquiries into each of these killings. Subsequent decisions on the Safety of Journalists have been adopted by the IPDC Council in 2010, 2012, 2014 and 2016.

In 2011, General Conference Resolution C36/53 called for monitoring of and reporting to the General Conference on the status of press freedom and safety of journalists, with emphasis on "cases of impunity for violence against journalists, including monitoring the judicial follow-up through the Intergovernmental Council of the International Programme for the Development of Communication (IPDC)". This reporting falls in alternate years to the session of the IPDC Council, and is published in the years in-between within the report on World Trends on Freedom of Expression and Media Development.

The UN Plan of Action, which was spearheaded by the IPDC Council, continues to be supported by the IPDC through grants to projects that address the activity areas of the Plan: awareness-raising, standard setting & policy making, monitoring and reporting, capacity building, academic research and coalition building. Since the IPDC decision on making the safety of journalists a priority in 2008, 90 projects related to safety have been approved for funding in more than 35 countries for nearly US\$ 1.7 million dollars.¹

¹ See the report *An Attack on One is an Attack on All*, pp. 95-98, available at <https://en.unesco.org/node/278586>

In addition to supporting project applications on safety, the 60th Bureau also made special allocations for a booklet in multiple languages explaining the IPDC monitoring mechanism, and a compilation of best practices in safety around the world. The English booklet was distributed to the IPDC Council, while the versions of Arabic, French and Spanish were distributed during the 61st meeting of the Bureau.

The compilation of best practices, "An Attack on One is an Attack on All: Successful initiatives to protect journalists and combat impunity", was released in June 2017. The report recounts 22 good practices, compiling the stories of local people and organizations who are fighting to protect the safety of journalists at the local level. It is available in English, Spanish, French and Arabic.² The copies in English were distributed at various UNESCO events, including the "National Initiatives on the Safety of Journalists - What Works?" forum on 12 December 2017 at UNESCO HQ and National Mechanisms for Safety of Journalists- Eastern Africa Conference in Kenya in November 2017. Electronic copies were available during the roundtable discussions in Pakistan in December 2017 and in November 2017 in Buenos Aires, as part of the IPDC projects on Strengthening National Safety Mechanisms for Journalists. A Facebook Live video was made on 2 November 2017 as part of the commemorations for the International Day to End Impunity for Crimes against Journalists, with 4,200 views.³

2.2 Media-related Indicators: Media Development Indicators (MDIs), Journalists Safety Indicators (JSIs), Media Viability Indicators (MVIS) and Internet Universality Indicators (IUIs)

In terms of the **Media Development Indicators (MDIs)**, endorsed by the IPDC Council in 2008, they have become a well-established reference for media development stakeholders worldwide. Their scope of application is steadily increasing, with MDI applications concerning almost 40 countries to date. Since 2014, studies have been completed in 17 countries: Bolivia, Brazil, Curaçao, the Dominican Republic, Ghana, Haiti, Libya (partial assessment), Jordan, Madagascar, Mongolia, Morocco, Myanmar, Palestine, Serbia, South Sudan, Swaziland, and Uganda. From these, 10 have been published (Palestine, Jordan, Libya, South Sudan, Curaçao, Mongolia, Myanmar, the Dominican Republic, Madagascar, and Swaziland), while the rests are being finalized. Since 2016, new assessments have been taking place in Jamaica, Guyana, and Malawi.

One of the key components of the MDI reports are their recommendations, which provide a roadmap for media development interventions and legal and policy reform based on objectively identified needs, as expressed by national media stakeholders and with reference to international standards and good practice.

The MDI projects are also designed as capacity building exercises aimed both at building national research skills in the field of media and at providing media stakeholders with a better understanding of international standards related to media and freedom of expression. Nine training workshops on the MDI methodology have thus been organized since 2014.

At its 53rd (2009) and 59th (2015) meetings, the IPDC Bureau approved special allocations of respectively US\$ 100,000 and US\$ 40,000 for projects involving the application of the MDIs or

² Available at the project webpage: <https://en.unesco.org/an-attack-on-one>

³ Link to the video: <https://www.facebook.com/unesco/videos/10155868363968390/>

follow-up thereto. The allocations have contributed to supporting MDI applications in 15 countries. No special allocation was reserved for MDIs at its 60th and 61st meetings.

As regards **the Journalists' Safety Indicators (JSIs)**, these allow for a mapping of the key features that indicate the extent to which journalists are or are not able to carry out their work under safe conditions. The JSIs also serve to identify the actions that are taken by the various relevant stakeholders in promoting journalists' safety and fighting impunity at national level. These actors include State and political actors, civil society organizations and academics, the UN and international NGOs, and media and intermediaries. As such, the JSIs are an important tool for measuring progress in the implementation of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity.

Since 2014, six JSI assessments have been completed in Guatemala, Honduras, Kenya, Nepal, Pakistan, and Iraq in cooperation with local research institutions. Assessments are ongoing in Afghanistan and South Sudan, in addition to a regional study covering Kenya, Rwanda and Uganda.

Based on JSI findings, a national monitoring mechanism is now being developed in Pakistan, in order to support the safety of journalists in the country. The findings of the Guatemala report have been used locally in discussions with various stakeholders for the same purpose.

Through a partnership with the Deutsche Welle Akademie, UNESCO developed a new sub-set of indicators on media viability, which was submitted to a wide international consultation process in 2014-2015. The purpose of **the Media Viability Indicators (MVIs)** is to provide a tool to help assess the sustainability of media businesses and assist actors, through their application, in developing appropriate responses that can promote media viability as an important pillar of media development. However, due to lack of funding, the MVIs have not advanced further.

UNESCO launched the Internet Universality concept in 2013. The General Conference in 2015 later endorsed the concept including promoting research into law, policy, regulatory frameworks and the use of the Internet, including relevant indicators in the key areas of the study. This led to development of the **Internet Universality Indicators (IUIs)** that embrace four principles known as "ROAM". The ROAM Principles are: R – that the Internet is based on human Rights; O – that it is Open; A – that it should be Accessible to all; M – that it is nurtured by multi-stakeholder participation. The Internet Universality Indicators, once finalized, will assist governments and other stakeholders in assessing their national Internet environments and developing policies to advance these Principles.

The project "Defining Internet Universality Indicators" was launched in 2017 under the Swedish Fund in Trust (FIT), following the endorsement of the 29th meeting of the Intergovernmental Council of the IPDC, as well as calls from a number of Member States during the 30th Council meeting for IPDC to engage with Internet issues. The project commenced with the launch of a global bidding process (19 January – 28 February 2017) to seek the best expertise and research team to conduct the major expected deliverable, namely developing and finalizing a set of indicators through a global multi-stakeholder consultation online and offline. The project completed the first phase of consultation (29 March – 31 October 2017) which was concerned with the general principles. The second phase of consultation (1 December 2017 – 15 March 2018) aimed at providing an opportunity for stakeholders to comment on the proposed indicator

framework and indicators. With the IPDC Member States requested to contribute insight, the eventual outcome will be presented to the 63rd IPDC Council for possible endorsement. IPDC also envisages supporting pilot implementation of IUIs, and is currently seeking funding for this purpose.

2.3 Global Initiative for Excellence in Journalism Education

This section gives an update on work carried out within the framework of the Global Initiative for Excellence in Journalism Education.

The Bureau is reminded of the IPDC publication titled “Climate Change in Africa: A Guidebook for Journalists” (2013) which was first launched in Ghana by the country’s former President and current UN Special Envoy on Climate Change, John Kufuor. Using the guidebook, several key activities have unfolded, including the following:

- i) Collaboration with the French Agency for Media Cooperation (CFI) to train 18 African journalists, who then reported on the International Scientific Conference and the 21st session of the Conference of the Parties (COP21) events in July and December 2015 respectively.
- ii) Further COP21-linked work involved use of this guidebook by the IPDC Secretariat to work with the Franco-Russian think tank Destination Est and address a group of 15 Russian journalists on reporting the global problem of climate change. A related activity involved the Secretariat cooperating with UNESCO’s International Hydrological Programme (IHP) to co-host a media breakfast on the Intergovernmental Panel on Climate Change (IPCC)’s 5th Assessment Report.
- iii) Outside Africa, the guidebook was instrumental in two workshops held by the UNESCO Tehran Cluster Office in Iran and Turkmenistan.
- iv) The guidebook was translated into Tamil by the School of Linguistics and Communication of India’s Madurai Kamaraj University. New references relevant to the region were included in the translated version.
- v) The guidebook has served as a basis in the development of a new guidebook, the “Getting the Message Across: A Guidebook for Journalist Reporting on Climate Change and Sustainable Development in Asia Pacific”. The review of the manuscript took place during a two-day expert roundtable, which was part of the regional conference in Kuala Lumpur, Malaysia, from 8-10 November. The conference itself was jointly organized by UNESCO Office in Jakarta, the University Nottingham Malaysia Campus and the Universiti Sains Malaysia with the support from the Malaysia-UNESCO Cooperation Programme (MUCP).⁴

Another IPDC publication – “Model Curriculum for Journalism Education: A Compendium of New Syllabi” (2013) -- was translated into Chinese, with support from the Communication University of China (CUC), which hosted a review of the Chinese version. More than 100 experts and scholars participated in the review. It was also translated into the Mongolian and French languages, with the Mongolian version already published online.

⁴ The activity was part of the IPDC/fund-in-trust project “Post COP 21: Strengthening media capacity to monitor and report on climate change in Asia Pacific”, supported by Malaysia.

The IPDC's work continued with the Programme publishing "Teaching Journalism for Sustainable Development: New Syllabi" in Mexico City at the Universidad Iberoamericana. The launch was part of the annual conference of ORBICOM – the network of UNESCO Chairs in Communication. The publication was explicitly linked to UNESCO's role in advocating for the inclusion of media development within the newly-adopted Sustainable Development Goals (SDGs). There has since been a Myanmar translation of the publication, adding to its geo-local appeal while maintaining its global resonance.

Furthermore, with direct reference to the SDGs, UNESCO successfully launched the establishment of a new Chair in Communication and Sustainable Development at Pancasila University, Indonesia. As an early activity, the Chairholder hosted the 6th edition of the symposium by Orbicom in May 2017 in Jakarta, where UNESCO facilitated the participation of six African journalism educators.

Under a special allocation of US\$15,000 approved by the Bureau at its 61st meeting, IPDC has supported the production of a syllabus on 'fake news'. The syllabus analyzes the changing news ecosystem and the rise of 'fake news', while providing a basis for professional journalism, news literacy, etc. The manuscript has been completed and is being peer-reviewed. The theme of 'fake news' was taken up in several events that the IPDC Secretariat participated in. For example, building on the Model Curricula for Journalism Education, over 100 Nigerian communication professors took part in a workshop on reviewing the communication curriculum, convened on 8-9 September in Kano, Nigeria. The workshop brought together selected Nigerian communication professors, curriculum regulatory agencies, international organisations, employers and media related civil society organizations. It was co-convened by the Faculty of Communication of Kano's Bayero University and the Association of Communication Scholars and Professionals of Nigeria, with the UNESCO model curricula as the impetus behind the push for this national review of communication curricula.

2.4 Knowledge-Driven Media Development: Follow-up to SDGs

SDG 16 aims to "promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels".⁵ To this end, the 58th meeting of the IPDC Bureau reaffirmed commitment to the SDG process, culminating in the 29th session of the IPDC Council urging "IPDC Member States to ensure freedom of expression, free, independent and pluralistic media ... issues are integrated into the ... Post-2015 Development Agenda."

Since then, UNESCO has been designated as the custodian agency for Indicator 16.10.2, which calls on countries to ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements. UNESCO also serves as a 'contributing' UN agency for Indicator 16.10.1, with OHCHR taking the lead, under the general guidance of the Praia Group on Governance Statistics.⁶

⁵ See Sustainable Development Knowledge Platform. 2014. *Outcome Document - Open Working Group on Sustainable Development Goals*. Available [0]: <http://sustainabledevelopment.un.org/focussdgs.html>. Accessed 03/09/2014.

⁶ The Praia Group on Governance Statistics is headed by Cape Verde and works with UN agencies and other stakeholder groups to refine the measurement and reporting on the 'governance' indicators related to SDG 16.

As the custodian agency for Indicator 16.10.2, UNESCO, through the IPDC, is officially mandated to undertake the following:

- Collecting data from national statistical systems
- Providing a storyline for the annual global SDG progress report, including the High Level Political Forum's Global Sustainable Development Report
- Providing and regularly updating metadata
- Working on the methodological development and further refinement of the indicator
- Contributing to statistical capacity building in the area of the indicator
- Coordinating with other agencies and stakeholders who are interested in contributing to the indicator development

In order to effectively respond to this global reporting mandate, the Bureau approved at its 61st meeting a special allocation of US\$15,000. The implementation of the activity has started since December 2017 with the monitoring and reporting of progress of Member States towards the adoption and implementation of constitutional, statutory and/or policy guarantees for public access to information.

While UNESCO is currently at the early phase where it monitors and reports the number of countries that have adopted relevant guarantees, it seeks to expand its effort to the implementation aspect. This entails seeking more buy-in by stakeholders at national level as well as increased use by them of the findings related to the monitoring. This use of findings could be amplified more through UNESCO's International Day for Universal Access to Information each 28 September, as well as in advocacy so that Member States at the UN General Assembly consider also adopting the Day.

In 2018, IPDC will continue working in the building of such shared approaches and mechanisms in monitoring and reporting.

Other activities aimed at building awareness of access to information were the IPDCtalks, which was held on 28 September 2017 to celebrate the International Day for Universal Access to Information (IDUAI). The events were supported by the Kingdom of the Netherlands, Finland and Lithuania, and included cooperation with IFAP in the Paris meeting.⁷

3. EMERGING ISSUES

3.1 Media and Migration

In March 2016, responding to the unprecedented migratory crisis, the IPDC Secretariat organized a **thematic debate on Media and Migration** during the 60th Meeting of the IPDC Bureau. The debate aimed to better tune the work of IPDC with the needs of news media when reporting on migrants and the refugee crisis all over the world. The debate demonstrated IPDC's response to contemporary issues; focused attention on the media issues related to the Syrian refugee crisis in particular; clarified the roles played by news media and social media; and provided insight that could enrich discussion on future priorities for projects.

⁷ See document "IPDC Complementary Earmarked Projects updates".

After the debate, the IPDC Bureau agreed on follow-up action to promote best practices of professional reporting on this issue and high ethical standards in this field. The Bureau also set aside a special allocation of US\$10,000 at its 60th meeting. Assistance was then provided for the coverage of the current humanitarian crisis around the Rohingya refugees. From October to December 2017, reporters from Inter Press Service – IPDC’s implementing partner – reported from the border areas between Myanmar and Bangladesh, where over 800,000 Rohingya refugees are sheltered in appalling conditions. A series of seven reports were produced, along with a photo essay and a video report.⁸

Based on their findings and experiences in the refugee camps of the Rohingya, the reporters also developed a set of guidelines for journalists for future interaction with displaced communities and reporting on migration crisis. These are online and are being promoted.

3.2 Fighting Violent Extremism

UNESCO's Information for All Programme (IFAP) initiated an **International Conference on Youth and the Internet: Fighting radicalization and extremism**, at UNESCO HQ on 16-17 June 2015. The event was convened in association with IPDC, which also made a financial contribution to the Conference that enabled the convening of a panel of experts on issues particularly relevant to the IPDC Programme. The Conference provided a stage for launching UNESCO’s new Integrated Framework for Action – Empowering Youth to Build Peace: Youth 2.0 Building skills, Bolstering Peace. As a follow-up, a number of multi-stakeholder commitments to support effective international collaboration aligned with the UNESCO Framework have been mobilized.

In this regard and through the IPDC, the following activities have received funding from the UN Center for Counter-Terrorism (UNCCT) and the Canadian Government:

- Strengthening media capacity: training of young journalists and media trainers on conflict-sensitive reporting and cross-cultural/cross-religious dialogue, and production of online and offline training materials for media professionals to counter hate speech”.
- Amplifying new narratives through youth: creation of improved curricula in journalism schools, focused on the development of new narratives by youth, and new media spaces for youth building upon the alternative narratives

In 2017, with a special allocation approved by the Bureau at its 60th meeting, UNESCO in collaboration with the Public Media Alliance implemented a sub-regional project titled “Consultation on Developing Guidelines to Counter Hate Speech and Terror in South Asian News” on 22-23 October 2017 in Chennai, India. With a specific focus on Bangladesh, India, Nepal, Pakistan, and Sri Lanka, the consultation debated a collaborative set of guidelines for South Asian media on all aspects of terrorism coverage such as hate speech, language, significance and context as well as accuracy and balance. Bringing together 19 senior media managers, news editors & professionals, the consultations are the key outcomes to take forward included preparing a glossary of neutral terms that are acceptable to every community when discussing attacks. The consultation has agreed on a follow-up plan comprising several activities until 2019.

⁸ All reports are accessible from <https://en.unesco.org/news/media-coverage-migrations-and-refugees-rohingya-crisis-0>

4. CONCLUSION

IPDC's Special Initiatives, in several instances supported through special allocations, have produced a significant volume of knowledge on different aspects of media development and have led to the implementation of high-impact projects in different regions of the world. The IPDC contribution to the conceptualisation of sustainable development beyond 2015, coupled with a strong mandate from the UNESCO General Conference, the IPDC Bureau and the IPDC Council, helped the adoption of indicators within the 2030 Agenda that are relevant to freedom of expression and media development. UNESCO's role as a 'custodian' and 'contributing' agency for indicators 16.10.2 and 16.10.1 respectively, draw on the IPDC's diagnostic tools, namely the MDIs and the JSIs, among other data sources. The IPDC's Special Initiative on Safety of Journalists provides additional contributions to achieving SDG 16, and the IPDCtalks have highlighted how access to information is relevant to all the SDGs. Given the current progress, there is also a significant momentum for IPDC in the development of shared approaches and mechanisms in the monitoring and reporting of Member States' progress towards the adoption and implementation of guarantees for public access to information.

Similarly, the Global Initiative for Excellence in Journalism Education has continued to help facilitate the achievement of the 2030 Agenda for Sustainable Development.

Finally, the IPDC Emerging Issues have also enabled engagement with other media challenges of relevance to sustainable development, such as migration and refugees, as well as radicalisation and violent extremism.

5. BUREAU ACTION

The Bureau, having discussed this document, may wish to:

- Welcome the status report and encourage continual engagement by the IPDC Special Initiatives in contributing to the implementation of the 2030 Agenda for Sustainable Development by complementing other IPDC work and expected results in the Division for Freedom of Expression and Media Development.
- Request the Secretariat to continue to strengthen IPDC's Special Initiatives, particularly within the framework of the forthcoming strategic framework for the Programme, and to further position them so that they continue to contribute to Sustainable Development through impact on relevant dimensions of media development.
- Encourage the Programme to continue identifying and being responsive on Emerging Issues, also as part of its new strategic framework.