



United Nations
Educational, Scientific and
Cultural Organization

Organisation
des Nations Unies
pour l'éducation,
la science et la culture

Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
Объединенных Наций по
вопросам образования,
науки и культуры

منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item for discussion PROJECTS TO BE CONSIDERED BY THE BUREAU

1. Projects Earmarked by the Netherlands (pledged)
2. Projects Earmarked by Finland (pledged)
3. Projects Earmarked by Canada (pledged)

1. Projects Earmarked by the Netherlands (pledged)

1. IPDCtalks in the field 2018

Country	Activities	Outputs (projected by the end of 2018)	Funding (excl. 10 % Programme Support Costs)
<p>The global objective is to mobilize national and regional stakeholders to support the strengthening of media development and access to information initiatives in monitoring the progress of SDGs and holding governments accountable for their achievements. The IPDCtalks in the field provide a local platform to draw attention to regional and local issues around access to information and media development, as well as to provide the public with creative and innovative solutions in this regard.</p> <p>The IPDCtalks will take place in 6 to 10 localities, where the event was particularly successful in 2017, so as to give continuity and in new locations depending on submissions received from the field offices.</p>	<p>1. A whole day-event which adopts a creative and innovative platform, inspired by the TEDx Talks to generate high public interest and extensive social media coverage on a global level. 10 high-profile dynamic speakers from the public sector, media sector and/or civil society will present a short and powerful story-telling presentation that exemplify the power of communication and access to information and its pertinence for achieving a particular SDG, with gender-sensitivity throughout.</p> <p>2. Develop and implement an extensive local awareness campaign to foster continuous engagement from local and regional stakeholders in the topics of the event.</p>	<p>1. Sharing of knowledge and best practices is encouraged between key influencers and global stakeholders in the field of innovative and creative access to information and media development initiatives to monitor progress towards sustainable development.</p> <p>2. Local and regional actors are mobilized to support and implement creative and innovative initiatives to strengthen access to information, ICTs and media development, particularly to monitor the progress towards the SDGs.</p> <p>3. Profile for IPDC as a UNESCO vehicle that helps with media development as part of broader development</p> <p>4. Attention drawn to International Day for Universal Access to Information, and impetus towards the</p>	<p>EUR 89,090</p>

		monitoring as well as the legal and implementational steps to guarantee the right.	
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2. Establishment or reinforcement of national safety mechanisms for journalists

Building on the new phase of strengthening of the UN Plan on Safety of Journalists and the Issue of Impunity, this project aims to help consolidate Member States monitoring and reporting systems as an essential foundation for specialized mechanisms of prevention, protection and prosecution.

Country	Activities	Outputs (projected by the end of 2018)	Funding (excl. 10 % Programme Support Costs)
3-4 additional countries (e.g. Dominican Republic, Philippines and Yemen have all recorded journalist deaths in 2017)	1. Stakeholder seminars and training for focal points, development of action plans both regionally and nationally and reporting mechanisms strengthened by encouraging Member States to report on crimes against journalists.	<ol style="list-style-type: none"> 1. One national focal point in each country appointed (totalling 5). 2. In each country, 50 – 100 Government, civil society and media actors are mobilized and empowered to monitor progress towards SDG target 16.10.1 (Safety of journalists). 3. In each country, advocacy on SDG progress is conducted with 20 duty bearers and key stakeholders (Civil society, academia, media representatives) at national and regional levels, through a series of high-level round tables. 4. In each country, a national plan is developed with a coordinated response to building or strengthening mechanisms for the safety of journalists under the UN Action Plan (totalling 5). 	EUR 100,000

<p>Follow-up on safety mechanisms 2017 activities in:</p> <p><u>Afghanistan</u>, El Salvador, Guatemala, Honduras, Iraq, <u>Pakistan</u>, and regional East Africa (Somalia, Tanzania, Rwanda, <u>South Sudan</u>, Uganda, Kenya)</p> <p><i>*with emphasis on underlined countries in bold (possible collaboration with Dutch embassies)</i></p>	<ol style="list-style-type: none"> 1. Follow up of 2017 activities. Continue to strengthen reporting mechanisms and advocate for governments to institutionalize national safety monitoring and focal points so that crimes against journalists can continue to be investigated with the perpetrators brought to justice. Gender disaggregation and gender-sensitivity in participation is integrated into the activities. 2. Upscaling of the regional meeting that occurred in November 2017 with training for focal points, development of action plans both regionally and nationally and reporting mechanisms strengthened. Gender disaggregation and gender-sensitivity in participation is integrated into the activities. 	<ol style="list-style-type: none"> 1. Strong contributions from Member States regarding the reporting mechanisms to UNESCO, UPR and SDG 16.10.1, including particular attention to the situation of women journalists. 2. Journalism Safety Indicators (JSIs) implemented in 6 countries. 3. A total of 120 key government and non-government stakeholders (selected with gender sensitive considerations) are sensitized to journalist safety issues (including attention to the safety of women journalists), and agree to implement national monitoring plans through government focal points, as a result of round tables in each country attended by up to 20 people. 	<p>EUR 60,000</p>
TOTAL			<p>EUR 160,000</p>

Please note that gender is mainstreamed throughout these projects, not only those dedicated to promoting gender equality in and through media.

Summary of earmarked budget:

Project	EUR request
IPDCtalks in the field	89,090
Safety monitoring systems	160,000
<i>Total</i>	249,090
<i>10% Programme support costs</i>	24,910
Full total	274,000

(The amount above does not include a contribution to cover the travel expenses of the IPDC Chair of additional Euros 27,000)

2. Projects Earmarked by Finland (pledged)

#IPDCtalks in the MENA region – Concept Proposal

Within the framework of the third

International Day for Universal Access to Information

28 September 2018

Draft theme: Operationalizing Access to Information - moving from law to practice.

1. EXECUTIVE SUMMARY

Building on the success of the IPDCtalks in twelve different countries in 2017¹, this project aims to continue spreading the successful formula to other countries in the MENA-region in 2018 (Tunisia/Morocco; Yemen/Palestine; Jordan). The events mark UNESCO's primary commemoration of the International Day for Universal Access to Information. The result will be to promote the role of a free, pluralistic and independent media, ICTs and the right to information, as key contributors to the 2030 Development Agenda. Target groups are governmental and non-governmental stakeholders, raising awareness and sensitizing them of the links between media, freedom of information and the achievement of the Sustainable Development Goals.

2. BACKGROUND AND CONTEXT

The leadership of IPDC's governing bodies led to the successful advocacy by UNESCO to secure acknowledgement of communication and information within the 2030 Development Agenda. The result is Sustainable Development Goal (SDG) 16, target 10, "Public access to information and fundamental freedoms". UNESCO assesses this target not only as a key contributor to SDG 16, but also to all other SDGs. In order to have public access to information in a context of fundamental freedoms, a society needs freedom of expression, namely the right to impart, seek and receive information. Parallel to the recognition of these issues in the development agenda, UNESCO Member States agreed in 2016 to the recognition of each 28 September as the International Day for Universal Access to Information. This perfectly complements SDG 16.10, and reinforces much of UNESCO's work in this area such as on Right to Information laws and ICT policies conducive to actual access to information and communication platforms.

In this context, IPDC (in association with IFAP) organized the second IPDCtalks at UNESCO HQ as well as eleven decentralized IPDCtalks in Africa,

¹ Amman (Jordan), Apia (Samoa), Johannesburg (South Africa), Islamabad (Pakistan), Kabul (Afghanistan), Khartoum (Sudan), Kinshasa (DRC), Montevideo (Uruguay), Paris (France), Ramallah (Palestine), Sana'a (Yemen) and Ulaan Bataar (Mongolia).

Latin America and Asia Pacific on 28 September 2017. The events adopted a creative and innovative platform, inspired by the TEDx Talks-format, and rolled out extensive public awareness campaigns before and during the event. As a result, the hashtag #IPDCtalks on Twitter generated more than 31 million impressions and became trending topic in ten different countries. The twelve events combined attracted around 2,500 participants, with more than 700,000 viewers for the live webcast of the IPDCtalks in Paris. Consequently, wide attention both on the global and local level was drawn to the importance of media development, press freedom, ICTs and the role they play in the SDGs among governmental and non-governmental stakeholders. The events highlighted how the new International Day for Universal Access to Information provides an opportunity to link these issues to sustainable development.

3. JUSTIFICATION

While the SDGs are universal goals, developing countries have the greatest distance to cover and the greatest to gain. However, there is limited recognition of the role of media, ICTs and the right to information in many of these countries, if the 2030 Development Agenda is to be achieved. In many cases, the links are not made, and freedom of expression issues are seen by authorities as luxuries, or as political irritants. The challenge therefore is to draw attention to SDG 16.10, and to its significance for development, as well as to its implications for inter alia media development policies and right to information dispensations. Ultimately, IPDC also hopes to encourage states to recognise the value of monitoring and reporting on the indicator SDG 16.10.2 concerning adopting and implementing constitutional, statutory and/or policy guarantees for public access to information.

High profile, innovative and impactful events, that can mobilise all stakeholders, including public authorities, in selected countries (or combination thereof in a regional event), can effectively contribute to connecting the dots. The experience in 2017 with the IPDCtalks worldwide provides a reliable basis for continuation.

This current proposal aims to organize three decentralized IPDCtalks in the MENA-region, which will focus on the most relevant SDG challenges for Arab states, with discussions that link the general points to very concrete access to information situations and priorities. If this proposal is approved, the countries in the sample of possible options will be scrutinised for final selection. This will be decided on the basis of:

(1) insertion of the IPDCtalks into ongoing work by UNESCO and other stakeholders in the area of media / ICTs and sustainable development, such as supporting awareness of the value of a right to information law or capacity-building about implementation of such a law; the signalling of a lack of right to information in UNESCO's submissions to UPR and the Arab regional report for the World Trends in Freedom of Expression and Media Development (in production).

(2) organisational capacity and local partnerships. The countries to be chosen will be one of Tunisia/Morocco (which could also host a regional event); one of Palestine/Yemen; and Jordan where maintaining strong momentum makes sense in terms of impact.

4. ACTIVITIES AND RATIONALE

Goal: Observe in three countries in the MENA-region 28 September as the International Day for Universal Access to Information and relate this to the monitoring of the implementation of SDGs.

Objectives:

- * Demonstrate convincingly that public access to information and fundamental freedoms are key to the country achieving the SDGs in their totality.
- * Encourage national governments to support free, independent and pluralistic media, the right to information, and ICTs as part of overall national plans and policies for achieving SDGs in a creative, accessible and innovative way.
- * Raise public awareness about the media's important role in monitoring progress towards the SDGs and in holding authorities accountable for their role in achievement.
- * Promote support to strengthen media development and access to information initiatives in this direction, particularly in developing countries.
- * Add to national momentum as appropriate to advance media role in SDGs and Member State ownership of guarantees for public access to information and monitoring thereof in terms of SDG 16.10.2.

Format: Following the success of earlier editions of the IPDCtalks, the format of the IPDCtalks in the MENA-region are encouraged to remain the same: TEDx Talks-style format (speakers standing), filmed and disseminated through social media. The speakers will appear alone on stage and will be introduced by a skillful presenter. Each session should have approx. 2 to 5 speakers to allow more time for interaction with room and on-line audience. A proposed format for the IPDCtalks could consist of a morning session wherein government leaders, intellectuals and other experts deliver a strong message on the importance of access to information for the achievement of a selected Sustainable Development Goal. In the afternoon, media professionals, journalists and NGO's can speak about their work towards monitoring the progress towards sustainable development in general, education and informing people, and holding those with power accountable for the achievement of access to information.

Even though it is highly recommended to adopt the proposed format, mixed and other innovative and creative event formats that might attract (more) public attention are encouraged. The IPDC Secretariat can provide further support with the event organization by helping to set up roadmaps and sharing a list of tips and tricks.

Guest speakers: Prominent media professionals, journalists, NGOs, entrepreneurs, academics, business or community leaders who are working towards monitoring the progress of the SDGs and in holding governments accountable for their achievement. Government leaders who are relevant to media and ICT development and access to information initiatives are also important actors. It is recommended to select guest speakers who have proven to be strong and attractive public speakers. Guest speakers with a large social network (Twitter, Facebook etc.) are an advantage as they could use their social network to inform people about the IPDCtalks. Diversity and gender balance will be taken into account in finalizing the list of speakers. Their narrative can be supported by visuals and films.

The success of previous IPDCtalks can be attributed to the implementation of a wide-ranging public awareness campaign through social media to foster engagement from local and global stakeholders on access to information and media development. The social media campaigns of the IPDCtalks in 2016 and 2017 generated worldwide attention and extensive social media coverage: the hashtag #IPDCtalks generated more than 30 million impressions in 2017 (Trending topic on Twitter in ten countries) on 28 September.

Please find below some examples of promotional video materials for IPDCtalks' social media campaign 2017 ([CLICK](#) on the pictures to watch the videos):

[IPDCtalks 2017 After Movie](#)



[IPDCtalks 2017 –“Media can be the greatest force for peace”](#)



[IPDCtalks 2017 – Trailer](#)



[IPDCtalks 2017 – Announcement video](#)



The IPDCtalks will address these questions²:

1. How can public access to information support the realization of the SDGs in the country or region concerned?
2. What contribution can free, pluralistic and independent media, underpinned by policy and activity to develop media and ICTs, make to the SDGs?
3. What role should duty-bearers play to protect and promote press freedom, the right to access to information, and media/ICT development?
4. How can local rights-holders be encouraged to optimize and 'own' information about and for SDGs?

Regional and multi-stakeholder perspectives: IPDCtalks can be at regional, as distinct from national level, and can be held in partnership with many stakeholders.

Beneficiaries: The beneficiaries of these IPDCtalks will be stakeholders with interests in SDG 16.10 on public access to information. These include:

- Authorities (Members of Parliament, Government, Information commissions, media regulatory bodies);
- Media (journalists – including investigative journalists, and bloggers);
- Media-support NGOs and ICT actors;
- Civil society (activists for transparency, anti-corruption, environmental goals, etc.).
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Through social media campaigns, many more members of the public should be reached and benefit from the insights, thereby stimulating possible grassroots advocacy efforts for the right to access information.

² These questions guided the events in 2017. Further reflection and consultation with donors may add a particular angle for the 2018 edition.

5. INDICATIVE BUDGET LINES

Estimated budget for each event:

Venue (a partnership could supply this free of charge)	2 000 USD
Travel and per diem of 3 national speakers	2 000 USD
Travel and per diem of 3 international speakers	3 000 USD
Contract with Presenter (a partnership with a TV institution could include this as a voluntary contribution)	1 000 USD
Local interpretation where needed	2 000 USD
Production of materials and translation (visual identity, programme, promotional materials)	3 000 USD
Technicians & video casting (may be supplied by a partner)	5 000 USD
Coffee breaks/Hospitality	2 000 USD
Social media campaign	3 000 USD
Logistical assistance	2 000 USD
Total Budget	<i>25 000 USD</i>

Breakdown of Finland's contribution:

1 event in Morocco/Tunisia	23,090 USD
1 event in Jordan	20,000 USD
1 event in Yemen/Palestine	20,000 USD
Sub-Total	63,090 USD
10% PSC	6,369 USD
Total	70,060 USD

3. Projects Earmarked by Canada (pledged)

Geographical scope/benefitting country(ies):	GLOBAL (materials) Arab Region / Eastern or Western Africa (training workshop)
Duration (in months):	9 months
Name, Unit and contact details of Project Officer(s) :	Channeled through the IPDC Programme Implemented by: Tim Francis Associate Programme Specialist Section for Media Development and Society Communication and Information Sector t.francis@unesco.org / +33 1 45 68 18 11
Tentative budget inclusive of Programme Support costs:	US\$ 34,650

Summary

This project arrives at a timely moment when there is intense attention focused not only on preventing terrorism and violent extremism, but the consequences of these acts within the societies targeted. It focuses on improving the capacities of media to respond effectively to terrorism, taking into account their fraught position both as crucial providers of information and targeted intermediaries for the diffusion of information about terrorist violence.

The project will form an important next step in UNESCO's existing work in this area, taking the key lessons contained in *"Terrorism and the Media: A Handbook for Journalists"*, and developing them into a training kit for journalists and journalism schools, focusing on concrete issues in current terrorism reporting and encouraging greater reflection on the part of media professionals as to the sensitivities of the subject. It will also involve the deployment of a pilot 'training of trainers' workshop involving leading professional journalism training organisations, to ensure the kit is used extensively and effectively around the world.

Rationale and overall purpose

While terrorism and violent extremism have been around in various forms for centuries, today's media consumer could be forgiven for thinking that attacks are more frequent, widespread, and violent than at any time in recorded history. Of 20,000 young people surveyed in 20 countries in a 2016 study, 83% reported terrorism and extremism to be their greatest fear for the future.³

It has long been said that terrorism targets not just the direct victims of an attack, but the wider society watching – a phenomenon that predominantly plays out in the media. Attacks seem increasingly devised as staged theatrical atrocities designed to gain the widest possible global coverage. In turn, political actors are put into a position where some may engage in fear-mongering, thereby further polarising society and amplifying emotions as well as encouraging responses that violate basic human rights.

This is exacerbated by the technological shifts, fragmented audiences and financial pressures that are putting an immense burden on many media organisations to attract attention at any cost and be the first to report every breaking update. And in our globalised information society, someone in Montreal can watch an attack in Madrid play out as if it is happening down the street.

If the goal of terrorist groups is to spread fear amongst societies – to prevent people living their normal lives and, in some cases, to provoke a political and social backlash that serves their own interests – it is critical to work with media to provide greater awareness of the intensely delicate balance they need to strike. This includes highlighting specific issues in current coverage, and stimulating self-reflection and a wider conversation about the need to avoid sensationalism while maintaining the access to information for which media are so critical.

Some specific issues have been already well-documented, from rushing to publish unconfirmed reports, to releasing information that may endanger the lives of hostages, or getting in the way of investigators and first response teams.

Yet more generally, the sheer amount of coverage devoted to terrorist attacks contributes to the sense that society is under sustained, pervasive attack. Imbalances in coverage – for example in Western countries the strong focus on attacks in the West perpetrated by Muslims – imply a threat

³ Varkey Foundation, 2017

from outside forces. These disproportionalities and imbalances must be corrected to ensure the media do not inadvertently contribute to the stigmatisation of groups, exacerbation of divisions and the fostering of irrational fears and hatred through terrorism reporting.

WHY UNESCO?

As the lead United Nations agency for freedom of expression and media development, UNESCO can draw upon its wealth of experience in strengthening the capacities of media to ensure they are able to fulfil their important societal function. UNESCO has direct access through its Member States to public broadcasters around the world, and actively works to support community media, which by definition act to serve the interests of their audiences.

UNESCO also addresses, through its Programme Sectors, a wide variety of topics related to the Prevention of Violent Extremism (PVE). An intersectoral PVE working group ensures strong connections can be built with initiatives in education, culture and the social sciences.

Channeled via UNESCO's International Programme for the Development of Communication (IPDC), Canadian support for this project will benefit from the expert input of members of the IPDC Bureau, which represents eight Member States (elected by the IPDC Council that includes Canada). The stamp of approval by the Bureau will also reinforce the legitimacy of the initiative amongst both governmental stakeholders in the region concerned, as well as the media workers plus journalism educators and trainers who are involved.

The project activities and materials will be visibly branded with information that they are made available with the support of Canada. A report on the results, with quality photographs and/or video, will be provided so that Canadian taxpayers will be able to vividly see where their funds are allocated.

Links with 2030 Agenda



Target 16.10: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

Target 16.a: Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime

Implementation Strategy



The UNESCO Section for Media Development and Society has been active in promoting improved media coverage of terrorism and violent extremism, to provide concrete ground rules and sensitise media to the needs identified above. A handbook for journalists entitled “*Terrorism and the Media*” was released in early 2017, written by experienced journalist Jean-Paul Marthoz in consultation with media professionals around the world. A series of communication materials has also been developed and will be released in 2018 along with an online resource hub presenting relevant information in an accessible format for time-constrained journalists.

These initiatives have always intended to form the first steps in a wider strategy that involves training and capacity-building activities with journalists and media professionals. In this context, the project outlined here converts the useful insights contained in the book into a set of training materials covering such topics as: framing of attack narratives, the importance of word choice, ethical principles of journalism, avoiding sensationalism, and practical information when arriving on the scene of an attack (including personal safety precautions). Strong use will be made of real-world scenarios,

visual materials and model examples for terrorism reporting to illustrate the key concepts, and the kit will be made available in both hard-copy (to be used by trainers) and an engaging online format (for end-users). A special version will be created for journalism schools, so that the next generation of media professionals can enter the workforce with the skills needed to navigate this complex topic.

In order to ensure the training materials are applied throughout the world, it is also critical to hold a pilot “training of trainers” workshop, involving leading journalism training organisations, including those specialised in training journalists, newsroom editors and other media professionals in crisis and emergency response. The training will be regional in scope, held in a country in East or West Africa or the Arab Region, to ensure relevance to UNESCO’s priority areas. It will be held immediately before the final version of the training kit, so that feedback and lessons learned can be integrated into the released version.

Impact of the kit will be assured through surveys conducted before and after the workshop. This will be followed by monitoring the usage of the materials, including following up with workshop participants to gauge their own subsequent training efforts, and detailed reporting on online usage.

Budget

Development of training materials	USD 6,000
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Adaptation into journalism school curriculum	2,000
Development of online training website	3,000
Printing and distribution costs (500 copies)	1,500
Pilot “training of trainers” workshop	19,000
Sub-Total	31,500
10% PSC	3,150
TOTAL (incl. support costs)	34,650

Timeline

MONTH	1	2	3	4	5	6	7	8	9
Review of existing materials and engagement of consultant	●	●							
Development of training materials			●	●	●	●			
Pilot training workshop					●				
Creation of journalism school curriculum						●	●		
Development of online training website							●	●	
Final launch and distribution									●

