



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
科学及文化组织

Address by Mr Guy Berger

**Director, Division of Freedom of Expression and Media Development
on the occasion of the 62nd IPDC Bureau Meeting**

Accra, Ghana, 30 April – 1 May 2018

Dear Bureau Members,
Distinguished guests,
Ladies and gentlemen,

As Secretary of IPDC, I am honored to address you on the occasion of the 62nd Session of the IPDC Bureau meeting in Accra, Ghana, which this year coincides with the celebration of World Press Freedom Day. As you will remember, earlier this year the IPDC Chair, Ms Albana Shala, proposed to hold the event here so that Bureau members could also have the opportunity to attend this important annual event.

Moreover, holding the meeting in May granted additional time for pending contributions from donor countries to be confirmed. This in turn allowed the IPDC Secretariat to organize the on-line evaluation of project proposals with a fixed budget ceiling, in line with a request many of you had made in the past.

Lastly, holding the Bureau meeting in Africa presented the opportunity to conduct an IPDC project site visit, helping Bureau Members to get a glimpse of the impact of IPDC support on the ground.

This is only one of the many initiatives of the IPDC Chair which have contributed to making an IPDC programme that is dynamic and open to change. May I use this occasion to pay tribute to Ms Shala and to her outstanding action these past years and to wish her a very prompt recovery. We will miss her energy, passion and commitment during this meeting.

I wish now to highlight four key developments since our last Bureau meeting that are worthy of your consideration. These cover (i) IPDC project support; (ii) special initiatives on safety of journalists, media and internet related indicators, journalism education and knowledge-driven media development: follow-up to SDGs; (iii) the evaluation of IPDC; and (iv) the upcoming Council meeting this November.

On the first item, IPDC project support:

Allow me here to thank all of our donors, whose long-standing support has enabled us to continue sparking changes in over 40 countries through media development interventions.

In 2017, we were entrusted with generous contributions from Andorra; Denmark; Finland; Latvia; Lithuania; Malaysia; Mongolia; Netherlands; Norway; Spain; and Sweden, totalling more than 2 Million US\$ for both the Special Account and FIT projects. In 2018, we have been able to collect 3 Million US\$.

This is three times more than in recent years, so I can only express our deep gratitude to the donors and congratulate the IPDC Chair, the Secretariat and all of you on this outstanding achievement.

These financial contributions have allowed IPDC's project support to continue playing a vital role in the CI Sector, providing the strategic seed-funding that, amongst other things, also helps UNESCO field offices to maintain a sustainable line of action in the media development field at the local level.

As you know, this is especially crucial for countries that are not priorities for bilateral donors.

In 2017, 49 projects were approved and financed with non-earmarked donor contributions, including 3 special allocations to support IPDC's Special Initiatives. In addition, 14 projects were financed with earmarked contributions, reaching a total of 63 projects for an amount of US\$1,515,607.

Africa continued to be the region receiving the highest support from non-earmarked contributions, although Asia received more earmarked support. Moreover, 83% of IPDC workplans contributed to one or several CI gender equality expected results, the highest percentage in the CI sector, as recently revealed by a 39 C/5 RP Workplan Analysis conducted by the Division of Gender Equality.

Community media, safety of journalists and gender in the media were the most supported areas in 2017, followed by investigative journalism and legislative and policy reform on press freedom law – all of which are central to the CI Sector as a whole. Key outputs of these projects are presented to you in the report that will be discussed later.

Ladies and gentlemen,

Beyond its role in supporting projects, the IPDC has been active in other areas of its normative work, to which I now turn.

This brings me to the second issue signalled at the outset: IPDC's Special Initiatives

These Special Initiatives indeed have been strengthened in many ways, as we will see later in the report dedicated to this matter. Allow me only to briefly emphasise the following points:

1. IPDC's Monitoring and Reporting Mechanism on the Safety of Journalists and the Issue of Impunity, 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, continued to evolve. 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. Following the IPDC Council Resolution in 2016, the report is to expand in 2018 in order to include best practices in this field as well as gender disaggregated information. For this purpose, a template was developed to assist Member States in their data collection efforts. A new report will be submitted to IPDC Council in November this year.
2. In connection with Media and Internet-related Indicators, and thanks to a FIT contribution from SIDA/Sweden, the CI Sector has continued to promote the Internet Universality concept. The project "Defining Internet Universality Indicators" was launched in 2017 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 completed the first phase of consultation (May-October 2017) which was concerned with the general principles, consulting more than 1,000 Internet policy stakeholders. The second phase of consultation (November 2017-March 2018) provided an opportunity where 14 events, including four regional for a, canvassed views, and almost 150 stakeholder groups and individuals gave online feedback, on the proposed indicator framework and indicators. With the IPDC Member States requested to contribute insight, the eventual outcome will be presented to the 31st IPDC Council for possible endorsement later this year.
3. As regards the Global Initiative for Excellence in Journalism Education, IPDC has successfully developed new reference materials for specialized journalism courses, including the development of a new guidebook, "Getting the Message Across: A Guidebook for Journalist Reporting on Climate Change and Sustainable Development in Asia Pacific", and a syllabus on 'fake news', which shall be published in the next few weeks. IPDC's collection of

journalism curricula is now recognized and followed by universities worldwide.

4. With respect to the Knowledge-Driven Media Development initiative: Follow-up to SDGs, UNESCO's role as the custodian agency of SDG indicator 16.10.2 on access to information and as contributing agency for SDG indicator 16.10.1 on the safety of journalists has been enhanced through IPDC's global monitoring and reporting mandate, which is currently focusing on seeking more buy-in by stakeholders at national level, as well as increased use by them of the findings related to the monitoring.

All together, these four Special Initiatives have allowed the IPDC Programme to build an important knowledge base to strengthen these programmatic fields while making use of its normative capacity to produce international normative content, tools and instruments that can guide the work of Member States in these different fields.

Parallel to this, the IPDCtalks initiative has continued to serve as a high profile event, demonstrating that public access to high quality information, along with strengthened media institutions and civil societies that help ensure such access, is key to achieving the SDGs. In addition to the main event at UNESCO HQ, the IPDCtalks took place in Afghanistan, the Democratic Republic of the Congo, Jordan, Mongolia, Pakistan, Palestine, Samoa, South Africa, Sudan, Uruguay and Yemen.

The eleven field events combined attracted approximately 2,500 participants, including high-level officials of Member States, international organizations, NGOs, media professionals and journalist students. On Twitter, the hashtag #IPDCtalks generated over than 31 million potential impressions and became trending topic in ten different countries. The live webcast of the IPDCtalks in Paris counted more than 700,000 viewers during the event. Building on these successful events, the IPDC Talks will be organized again on 28 September this year as UNESCO's most extensive activity to mark the International Day for Universal Access to Information.

Ladies and gentlemen,

I turn now to the third issue signalled earlier: the evaluation

Here I wish to recall the decision made during 30th session of the Intergovernmental Council of IPDC (November 2016) to commission a new IPDC evaluation. The evaluation, made financially possible through an earmarked contribution from Finland, commenced after the 61st Bureau Meeting. It included the phase of an Inception Report open to comments by Member States, and concluded in September 2017 when a second information meeting took place. The full report on the IPDC evaluation and

the road map for the implementation of recommendations are part of the documents that will be discussed during this meeting. I would only like to emphasize that the External Evaluation concludes that the unique benefits and outcomes of the IPDC Programme visible in recent years justify the specific governance costs incurred over those years, responding therefore in a clear way to a crucial question that was raised by a previous CI audit.

The Evaluation also concludes that the unique potential of IPDC is its ability to combine several distinct features in a manner that generates a higher level of outcomes, and sometimes different types of outcomes, than would otherwise be possible. The evidence available shows convincingly that IPDC interventions have achieved significant outcomes in several key focus areas, such as the safety of journalists and the issue of impunity, media sector reform and development, and work on SDG Indicators.

The evaluation also identifies a number of challenges that need to be addressed, as well as a set of strategic recommendations that the Programme will now need to follow. I am confident that this Bureau meeting will find ways to ensure that these important issues are properly addressed so that the Programme can continue to grow in the years to come.

The fourth issue I wish to signal is the upcoming Council meeting.

This meeting will be important for decision-making on the Evaluation, and the deliberations at this Bureau will help prepare the ground in advance. The same applies to the governance recommendations. Also significant will be the Council's decision on the new research instrument developed under IPDC mandate – the Internet Universality indicators. In addition, the proposed thematic debate for the Council will enable Member States to consider how to strengthen IPDC's work in fulfilling UNESCO's special status as convening agency concerning the monitoring of SDG indicator 16.10.2. Finally, the Council will also of course be electing a new chair and Bureau, and we will be contacting the chairs of UNESCO delegation regional groups to highlight the opportunity to nominate in this regard.

Ladies and gentlemen,

These remarks have covered 1. Project support; 2. Special initiatives on safety, indicators, journalism education, SDGs and IPDC talks; 3. The Evaluation, and 4. The upcoming Council meeting.

Once again, I would like to extend UNESCO's thanks to our donors for marking all of this work possible. It is my hope that, given what I have reported, more of our Member States will take forward with their capitals the opportunities entailed through supporting IPDC activities, either through the Special Account (both earmarked or non-earmarked contributions) or the Funds-In-Trust (FIT) modalities. This really is an opportunity for your nation

to make a big difference and to shine as a donor to this prestigious and influential programme.

In conclusion, I would like to wish you very productive deliberations and success during this IPDC Bureau Meeting. Thank you for your attention.