



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

STRENGTHENING THE CONTRIBUTION OF MEDIA



FOR A **FUTURE OF SUSTAINABLE DEVELOPMENT**

WHAT IS THE IPDC?

The IPDC is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development in developing countries. The Programme not only provides support for media projects but also seeks an accord to secure a healthy environment for the growth of free and pluralistic media in developing countries.

Every year, IPDC supports an extensive range of projects in developing countries worldwide. The projects are submitted by local media organizations and are selected based on a rigorous screening process.

They must have a clear contribution to at least one of the IPDC's main priorities. Particular attention is always given to proposals from least developed, land locked and small island countries, as well as from those in conflict or post-conflict situations.

“The IPDC has mobilized some 105 million USD for over 1700 projects in more than 140 developing countries and countries in transition.”

IPDC's unique role has been continuously reaffirmed through resolutions adopted by the United Nations

General Assembly on “Information in the service of humanity”, which urge all countries, organizations of the United Nations system and all other stakeholders concerned to provide support through IPDC to both public and private media.



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IPDC

PRIORITIES

CAPACITY BUILDING FOR JOURNALISTS

AND MEDIA MANAGERS,

including improving journalism education (using UNESCO's Model Curricula for Journalism Education).

PROMOTING THE SAFETY OF JOURNALISTS

to protect them from attacks and intimidation and allow them to perform their work in a safe environment.



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SUPPORTING MEDIA PLURALISM

(particularly community media) and independence (improving self-regulation and professional standards).

SUPPORTING LAW REFORM THAT FOSTERS FREEDOM OF EXPRESSION

CONDUCTING MEDIA ASSESSMENTS AND RESEARCH

based on UNESCO's Media Development Indicators (MDIs), Gender Sensitive Indicators for the Media (GSIM), Media Viability Indicators or Journalists' Safety Indicators (JSIs).

COUNTERING HATE SPEECH IN MEDIA AND SOCIAL MEDIA,

promoting conflict-sensitive journalism practice and/or promoting cross-cultural/cross-religious dialogue among journalists.

IPDC PROJECTS: SOME EXAMPLES

Mexico: Training judges to understand free expression issues and improve journalist safety

Violence against journalists and the subsequent absence of justice for victims has set into motion a cycle of impunity in Mexico. Often, organized crime has infiltrated the local authorities making fair and thorough investigations into killings of journalists close to impossible. This is why IPDC supported a Massive Open Online Course (MOOC) related to the protection of freedom of expression and journalist safety in Mexico. Nearly 1,000 Mexican judges, lawyers and other operators of justice participated. This pilot project can be replicated in other Latin American countries or in other regions.



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Sri Lanka: Bridging the gaps between people after decades of civil war

Sri Lanka is a country that suffered under a devastating civil war for almost 30 years. Today, the population is still very divided. Thanks to IPDC, 61 local journalists were trained on reporting on post-conflict issues and on ways to help rebuild lives shattered by war. Guidelines for reporting on post-conflict related issues were made available in Sinhala, Tamil and English, and distributed to journalists across the country.

Myanmar: Facilitating dialogue among ethnic media groups

Myanmar is a country with more than a hundred distinct ethnic groups, and home to much ethnic-based conflict. Recent studies have cited the media among the drivers of conflict in Myanmar due to inaccurate reporting, misinformation, manifest bias and a preference for conflict stories. Within this context, IPDC is supporting a project to establish a common platform for ethnic media that facilitates the expression of views on the peace process, and a deeper understanding and appreciation of the history and culture of other ethnic communities. As such, ethnic media play a key role in informing and educating ethnic groups, resulting in stronger cultural understanding and tolerance and ultimately contributing to the democratic transition of Myanmar.



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Tunisia: Democratizing the media landscape after the Arab spring

Since the beginning of the Arab spring in Tunisia, many new media outlets have been launched. Challenges nevertheless remain in the media landscape of Tunisia and IPDC continues to support training and capacity development for journalists. Several workshops have been organised on the theme of applying codes of ethics, particularly regarding the use of social networks and gender balance.

Sierra Leone: Fighting Ebola through radio

IPDC helped local radio stations in Sierra Leone to increase their geographical coverage and broadcasting hours to ensure that people were well informed about Ebola-related issues during the recent humanitarian crisis. Through radio, experts shared information on Ebola in local languages and people were able to share their concerns and questions. Radio had a huge effect in helping to bring calm to the communities and dispersing fears. IPDC support consisted of new equipment for the radio stations and capacity building courses. Previously IPDC had supported the Independent Radio Network, which played a key role in the holding of independent and transparent elections in the country.



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Palestine: Female Journalists' Club makes women's voices heard

Because of the weak representation of women in media management and newsrooms, pluralism is lacking in the Palestinian media, both in the work place and in media content. In partnership with IPDC, Filastiniyat, a Palestinian NGO committed to promoting equitable participation of women and men in Palestinian media, launched the "Female Journalists' Club", which now consists of over 300 active members.



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Tanzania: Community radio connects remote Masai areas to the world

Ololosokwan is a Masai village in Tanzania eight hours away from Arusha, which is the nearest city. Roads are in bad condition and there are no regular buses to deliver newspapers. Back in 2009 people would queue on an ant hill to make phone calls or send text messages.

Access to radio signals was non-existent. Thanks to IPDC, the IrkiRamat Foundation was able to establish a local community radio. This also made the area finally visible for the rest of the world, many NGOs came and contributed to developing the area. Today Ololosokwan has internet connection, better radio reception and reliable telecommunication services.



WHAT MAKES IPDC UNIQUE?

MULTILATERALISM VS BILATERALISM:

IPDC operates in the name of the international community, rather than a single country or source of funds, based on a broad consensual approach to development and on international standards for free, pluralistic and independent media.

CREDIBILITY/UNESCO LABEL:

IPDC enjoys a “brand” and a unique status in supporting media development projects.

AN OUTSTANDING, UNIQUE KNOWLEDGE-BASE:

UNESCO’s knowledge base, built on years of experience in the fields of education, culture, science and communication, nourishes IPDC on a permanent basis. IPDC itself has more than 30 years of lessons learnt.

EMPOWERING OTHERS:

IPDC empowers local organizations in direct bottom-up initiatives, which are locally owned.

FROM NORMATIVE WORK TO PROJECT DELIVERY: IPDC INTERVENES AT ALL LEVELS.

IPDC conducts holistic work in all aspects of media development: research, normative work, monitoring, standard setting and project implementation.

COMPETITIVE COST-EFFECTIVENESS:

IPDC is a very cost-effective investment for donors. IPDC does not top slice extrabudgetary grants for projects to cover the costs of staff time or meetings of governing bodies. UNESCO absorbs these costs.

VALUE-ADDING PARTNERSHIPS:

IPDC and its innovative work have developed widespread interest. This can be seen by the number of observers participating in meetings of its governing bodies, and in UNESCO’s leadership role in the media development sector as regards recent debates on the Sustainable Development Goals.

IPDC SPECIAL INITIATIVES

The IPDC has in recent years launched various initiatives that have reinforced its programmatic approach to media development.

► The IPDC has taken on a central role in promoting the safety of journalists and, in particular, in monitoring the judicial follow-up of the killings of media professionals. Every two years UNESCO's Director-General submits an updated report to the IPDC's Inter-governmental Council as a monitoring tool for follow-up. Conceived in the IPDC, the **UN Plan of Action on the Safety of Journalists and the Issue of Impunity** has won wide support. A pilot plan started in South Sudan, Iraq, Nepal and Pakistan. Currently, the UN Plan is also being implemented in six other countries: Jordan, Tunisia, Liberia, Honduras, Mexico and Guatemala.

► The **Media Development Indicators** (MDIs) were developed and approved by IPDC in 2008 to assess media landscapes, identify the strengths and weaknesses, and propose evidence-based recommendations on how to strengthen press freedom and media pluralism and independence. Since the creation of this initiative, MDI-based assessments have informed policy and action in 15 Member States.



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IPDC SPECIAL INITIATIVES



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► The **Global Initiative for Excellence in Journalism Education** contributes to improving journalism education in developing countries by drafting new curricula and syllabi for journalism schools.

The initiative seeks to promote international collegial discussion and acts as a platform for sharing pedagogical experiences to improve teaching, researching and practicing.

IPDC's Bureau regularly supports projects in journalism education and training.

► The IPDC values sharing of knowledge as key to learning how to better support media development globally. This is the core of the special initiative on **Knowledge-Driven Media Development**. The IPDC is constantly analyzing information generated from years of implementing media projects, using it as the basis for future support, and encouraging other media development actors to use it for their own purposes.

IPDC has also strongly motivated for media development to be mainstreamed in the Sustainable Development Goals, with partial success in Goal 16, target 10.



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HOW THE IPDC WORKS

An **Intergovernmental Council** composed of 39 Member States is elected by UNESCO's General Conference for a two-year period, and takes into account the need to ensure equitable geographical

distribution and appropriate rotation. The Council normally meets in a regular plenary session once every two years to set policy for IPDC.

The **Bureau** of the Intergovernmental Council of the IPDC is composed of a Chairman, three Vice-Chairpersons, a Rapporteur and three other members. Meetings of the Bureau are convened each year. The Bureau assumes full responsibility for project selection, approval and allocation of funds, and plans the organization of work of the Council session.

DONOR COUNTRIES THAT SUPPORTED IPDC ACTIVITIES IN 2010-2015



Andorra

Bangladesh

Belgium

Denmark

Finland

France



Germany

Ghana

India

Israel

Netherlands



Norway

Spain

Sweden

Switzerland

Thailand

United States
of America



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