

Decisions taken at the 59th IPDC Bureau meeting
26-27 March 2015
Room VI, UNESCO Headquarters, Paris

1. Analytical Summary of Implementation Reports on IPDC-supported Projects -

The Bureau:

- Notes the findings and conclusions of the Analytical Report as forming an important *knowledge* component of IPDC media assistance within the framework of the Knowledge-Driven Media Development initiative.

2. New Special Allocations from IPDC Special Account: Applying UNESCO's Media Development Indicators (MDIs)

The Bureau:

- Approves a special allocation of US\$40,000 to the MDI Special Initiative to facilitate the implementation of the activities outlined above.
- Endorses the initiative to develop indicators of media sustainability and encourage their application.

3. New Special Allocations from IPDC Special Account: Knowledge-Driven Media Development (KDMD) initiative

The Bureau approves a special allocation of US\$10,000 to the KDMD initiative.

4. IPDC's support to the International Conference on Youth and the Internet: Fighting Radicalization and Extremism

The Bureau approves a special allocation of US\$ 10,000 to support the International Conference on Youth and the Internet: Fighting radicalization and extremism.

5. Earmarked contributions to projects under the IPDC Special Account

The Bureau recommends to the Council that earmarked contributions to projects/activities approved by Bureau are accepted under the IPDC Special Account provided that the general conditions of the Special Account are respected.

6. IPDC priority areas and project assessment criteria

The Bureau decides to:

- (i) Includes as a priority to "Promote projects by independent media or media-related institutions that

focus on journalism safety, or law reform fostering media independence, which also seek the active involvement and commitment of the State in the realization of the aims of the project”

- (ii) Discard the priority “Innovation in **convergence and integration of legacy (traditional) news media** and new communications”, while generally encouraging innovative approaches within projects.
- (iii) Create a distinction between small projects (normal maximum of \$10 000) and larger projects (normal maximum of \$35 000).
- (iv) Encourage project proposals that resonate globally, regionally, locally and involve several stakeholders, including state institutions, while preserving the media sector independence.
- (v) Encourage the submission of projects that apply Media Development Indicators (MDIs), Gender Sensitive Indicators for Media (GSIM) and/or the Journalists’ Safety Indicators.
- (vi) Encourage projects in areas of the Special Initiatives of excellence in journalism education and knowledge-driven media development.
- (vii) Advise UNESCO field staff about these modifications of the priorities and the new project assessment considerations.

7. Setting targets for fundraising and communication

Based on the latest fundraising and communication developments, the Bureau:

- (i) Requests the Chair and Bureau members to intensify efforts to fundraise for IPDC, including through in-kind contributions and by strengthening the Programme’s human resources (e.g. provision of interns, detached personnel).
- (ii) Urges its members to actively lobby their respective governments to fund the IPDC through its established modalities of Special Account and Funds-In-Trust, even if only through symbolic contributions. Symbolic contributions may then be used to support the Programme’s Special Initiatives and specific projects and contribute to a feeling of ownership by all members, particularly those who were beneficiaries in the past.
- (iii) Encourages its members to act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.
- (iv) Requests the Secretariat to continue to make materials available to facilitate the fund-raising and communication tasks of Bureau members, including the IPDC Chair.
- (v) Brings this issue to the attention of the Council with a view to further mobilizing the support of Council members as the current funding levels are alarmingly low and mean that IPDC is functioning below its optimum level of potential, scale and impact.