

**CI-01/CONF. 605/1  
7 December 2001  
Original: English**

**INTERGOVERNMENTAL COUNCIL  
OF THE INTERNATIONAL PROGRAMME  
FOR THE DEVELOPMENT OF COMMUNICATION  
(IPDC)**

**PRELIMINARY PROPOSALS  
FOR THE REFORMS  
OF THE IPDC WORKING METHODS**

**AD HOC WORKING GROUP  
MEETING**



**Paris  
20 December 2001**

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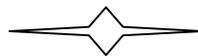
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## **Introduction**

**Over the last 20 years, following the decisions and guidelines of the Intergovernmental Council and its Bureau, IPDC focused its projects on the most urgent priorities in communication development in developing countries. The efforts of the IPDC have had a important impact on a broad range of fields covering, among others, the promotion of press freedom, media independence and pluralism, community media, modernization of national and regional news agencies, radio as well as television organizations; and development of human resources for the media. IPDC has mobilized some US\$ 85 million for over 900 projects in more than 130 developing countries.**

**The present document is intended to serve as a working document for the meeting of the Ad Hoc Working Group, set up by the IPDC Intergovernmental Council, and which has been entrusted to reflect on the ways and means of improving the IPDC working methods. The document contains the proposals submitted by the UNESCO Member States and the Secretariat susceptible to improve the financial situation and the impact of IPDC; the most important decisions and procedural practices of the Programme and the statistical data on IPDC. Some of the recommendations and proposals are reproduced several times in different parts of the document for more immediate access to the source material.**

**The meeting will be held on Thursday 20 December 2001 at UNESCO Headquarters in Paris, under the chairmanship of Mr Torben Krogh (Denmark), former Chairman of the IPDC Council and former President of the UNESCO General Conference.**



*"It was at its twentieth session, held in Paris in 1978, that, on the proposal of the delegation of the United States of America, the General Conference unanimously invited the Director General to convene "a planning meeting of representatives of governments, to develop a proposal for institutional arrangements to systematize collaborative consultation on communication development activities, needs and plans". Following the appropriate consultations, and, in particular, the holding in Washington in 1979, at the invitation of the Government of the United States, of a preparatory meeting of a group of experts brought together by UNESCO, the Director General convened in Paris, in April 1980, the Intergovernmental Conference for Co-operation on Activities, Needs and Programmes for Communication Development, known as the DEVCOM Conference. This Conference adopted, after thorough discussions and by consensus, a recommendation for the establishment of an International Programme for the Development of Communication.*

*This recommendation was approved by the General Conference at its twenty-first session, held in Belgrade from 23 September to 28 October 1980, by resolution 4/21, also adopted by consensus. According to the terms of the resolution, the aims of the International Programme are "to increase co-operation and assistance for the development of communication infrastructures and to reduce the gap between various countries in the communication field". The same resolution set forth the objectives, competence and measures necessary for the effective functioning of the Programme. These measures included the establishment of the Intergovernmental Council, which is defined as a coordinating body with the task of implementing the Programme's objectives, and the adoption of the Council's Statutes".*

**IPDC COUNCIL  
1ST SESSION  
(JUNE 1981)**

II.

**IPDC OBJECTIVES, PRIORITIES,  
CRITERIA, GUIDELINES,  
ORIENTATIONS, PRIORITY AREAS**

**UNESCO  
GENERAL  
CONFERENCE  
21ST SESSION  
(OCTOBER 1981)**

**Resolution:**

**“The main objectives of the Programme are:**

- (i) to assist developing countries, at their request, in the elaboration and implementation of their information and communication development plans, as well as in the identification of needs and priority areas;**
- (ii) to promote in developing countries, in accordance with their communication policies and development plans, the creation or extension of infrastructures for the different communication sectors, in order, in particular, to increase the contribution of the means of communication to endogenous economic, social and cultural development, as well as to promote improved international exchange of information;**
- (iii) to proceed with the analysis of technical and financial needs and resources in the fields of information and communication at national and international levels;**
- (iv) to ensure reciprocal consultation and better co-ordination among the parties interested in the development of communication and in various related programmes of co-operation;**
- (v) to pursue all available avenues, both public and private, for the securing of funds and other resources to support projects or classes of projects of communications development;**
- (vi) to bring together proposed projects with sources of financial and other help that it may have obtained or identified;**
- (vii) to encourage contributions to these projects from all possible financing sources, in accordance with such plans and common interests as may emerge;**
- (viii) to strengthen co-operation and co-ordination of UNESCO's activities with other Specialized Agencies concerned, especially with the International Telecommunication Union (ITU);**
- (ix) to give particular attention, at an early stage of its activities, to the promotion of viable regional institutional arrangements which should assist the programme in pursuing the above-mentioned objectives, through integrated regional co-operation in the field of communication development; in this**

<p style="text-align: center;"><b>UNESCO GENERAL CONFERENCE 21ST SESSION (OCTOBER 1981)</b></p>	<p>connection, regional communication institutions established with UNESCO's assistance should be encouraged to play an extensive role in the planning and execution of regional projects within the programme;</p> <p>(x) to provide consultative and advisory services to the developing countries in the field of communication development, with a view to making optimum use of available resources;</p> <p>(xi) to take measures to promote the awareness of all parties concerned (be they developing or developed countries, international organizations and agencies of the United Nations system, non-governmental organizations or other public and private bodies active in this field) of the important role that communication plays in the development process, thus contributing to mobilize technical and financial resources necessary to the pursuance of the objectives of the Programme;</p> <p>(xii) to encourage maximum co-operation, co-ordination and concentration of efforts among all who are interested in national or international communications development;</p> <p>(xiii) to support, particularly among developing countries, the conclusion of arrangements on the exchange of information, programmes and experience and on co-operation and co-production between radio and television organizations, news agencies and journalists' associations;</p> <p>(xiv) to prepare studies based on experience gained in international co-operation in the field of information and communication development, particularly between developing and developed countries.</p>
<p style="text-align: center;"><b>IPDC COUNCIL 1ST SESSION (JUNE 1981)</b></p>	<ul style="list-style-type: none"> <li>• Particularly in the early stages of IPDC, <u>top priority</u> should be given to regional projects. This will allow early action even while national needs and priorities are being determined.</li> <li>• Second priority should go to sub-regional projects, particularly those which have a major element of TCDC - i.e. technical co-operation among developing countries.</li> <li>• In the case of national projects, priority should go to those countries whose communication systems are least developed.</li> </ul>
<p style="text-align: center;"><b>IPDC COUNCIL 2ND SESSION (JANUARY 1982)</b></p>	<p>With regard to <u>general priorities</u> which should govern the approval and financing of projects, the Council decided that priority should be accorded to:</p> <ul style="list-style-type: none"> <li>• projects for the planning and implementation of rational policies and plans for the development of communication, as well as for research activities necessary to that end, especially in countries where</li> </ul>

<p style="text-align: center;"><b>IPDC COUNCIL 2ND SESSION (JANUARY 1982)</b></p>	<p>communication facilities are least developed;</p> <ul style="list-style-type: none"> <li>• the development and strengthening of the infrastructures necessary for the production, storage and utilization of supports, as well as for the production, storage, reception, transmission and dissemination of messages, with preference being given to the development of endogenous technologies and know-how;</li> <li>• projects aimed at the creation or improvement of national and regional structures and capacities for the production of messages for dissemination by any support or channel, such as news agencies, press, cinema, radio and television programmes, with the object of facilitating a free flow and a wider and better balanced exchange of news and cultural products;</li> <li>• the professional and technical training of human resources in the areas of research, planning, management and technology of communication systems, production and dissemination of messages;</li> <li>• regional and interregional co-operation in the sphere of communication, especially between developing countries;</li> <li>• the improvement and expansion of communication to serve other developmental activities such as education, agriculture, health and rural development;</li> <li>• regional projects, particularly at the early stages; sub-regional projects, particularly those which have a major element of technical co-operation between developing countries (TCDC); national projects of those countries whose communication systems are least developed; projects which facilitate access of developing countries to the latest communications technology such as satellites and data banks.</li> </ul>
<p style="text-align: center;"><b>IPDC BUREAU 7TH MEETING (SEPTEMBER 1983)</b></p>	<p>It was proposed, for purposes of preparatory screening, to give <u>priority</u> to the least-developed countries, and to give preference to projects unquestionably related to communication, taking also into account, as a weighting factor, the advantages that a project might have for other countries.</p>
<p style="text-align: center;"><b>IPDC COUNCIL 1ST SESSION (JUNE 1981)</b></p>	<p>The first <u>criterion</u> for national projects should be:</p> <ul style="list-style-type: none"> <li>• does the project figure in the national development plans of the country concerned?</li> <li>• self-reliance, one of the key factors referred to in the DEVCOM Recommendation, should be an important criterion.</li> </ul>

**IPDC COUNCIL  
2ND SESSION  
(JANUARY 1982)**

With regard to selection criteria governing the approval and financing of projects, the Council decided that:

Projects should:

- be in conformity with the objectives, principles, aims and purposes of IPDC and take into account the cultural identity, educational needs and orientations of the countries and regions concerned;
- be relevant to development, especially as reflected in regional, subregional and national development policies and plans;
- increase the self-reliance, equality and independence and capacity for endogenous development of developing countries in the field of communication and information;
- have some spin-off effect in the communications sector and/or the development process as a whole within a given country/countries;
- increase domestic and regional exchanges of information and, in particular, increase the capacity of developing nations to participate effectively in the international exchange of information;
- increase the capacity of individuals and groups to communicate, to receive and transmit information at both the rural and urban community levels;
- respond to the needs of countries whose communication systems are least developed.

Regional and interregional projects should have the support or sponsorship of two, and preferably more, countries of the regions concerned. It was agreed that these priorities and criteria were neither exhaustive nor exclusive and that they should be reviewed and revised in the light of experience.

**IPDC COUNCIL  
10TH SESSION  
(MARCH 1989)**

Recommendation:

The Intergovernmental Council should be considered as a guideline for the IPDC's general policy:

“An appropriate balance between Council practical action and activities to promote intellectual co-operation should be established and maintained. The creation and development of human and material resources for the production, dissemination and preservation of news and programmes should be emphasized. The Council noted that this recommendation should be understood and applied in the context of the basic principles and objectives of IPDC and of the UNESCO Constitution”.

**IPDC COUNCIL  
11TH SESSION  
(MARCH 1990)**

The Intergovernmental Council adopted a list of 15 major orientations relating to the following three areas: Development, Endogenous Capacity and Information Flow. Among these 15, 5 orientations take priority in the pre-selection process and are regarded as a prerequisite for the admissibility of national, regional and interregional projects. These orientations, including those given priority, should not be treated as the final expression of the IPDC's objectives. Changes and refinements, including a distinction between policy and operational objectives, should be envisaged at regular intervals

**DEVELOPMENT**

- Relevance to development, especially as reflected in regional, sub-regional and national development policies.
- The cultural identity, and the educational needs and orientations of the countries and regions concerned.
- The improvement and expansion of communication to serve other social developmental activities, such as education, agriculture, health and rural development.

**ENDOGENOUS CAPACITY**

- The development and strengthening of the infrastructures and resources necessary for the production, storage and utilization of supports, as well as for the production, storage, reception, transmission and dissemination of messages.
- An increase in the endogenous capacity by individuals and groups to produce, receive and transmit information.
- An increase in self-reliance, equality and independence and capacity for endogenous development of developing countries in the field of communication and information, including endogenous technologies and know-how.
- Access of developing countries to the latest communication technology such as satellites and data banks.
- A spin-off effect in the communications sector and/or the development process as a whole within a given country/ countries.
- The professional and technical training of human resources in the areas of research, planning, management and technology of communication systems, production, dissemination and conservation of messages.
- The planning and implementation of national policies and plans for the development of communication.

**IPDC COUNCIL  
11TH SESSION  
(MARCH 1990)**

	<p><b><u>INFORMATION FLOW AND EXCHANGE</u></b></p> <ul style="list-style-type: none"> <li>• A free flow of information at international as well as at national level, and a wider and better balanced dissemination of news and cultural products, without any obstacle to the freedom of expression.</li> <li>• Contribution to the freedom of the press and to the principles of independence, pluralism and diversity of the media.</li> <li>• An increase in domestic and regional exchanges of information: in particular in the capacity of developing nations to participate effectively in the international exchange of information.</li> <li>• Regional and sub-regional co-operation, particularly at the early stages of project development.</li> <li>• Technical co-operation between developing countries (TCDC).</li> </ul>
<p style="text-align: center;"><b>IPDC COUNCIL 13TH SESSION (FEBRUARY 1992)</b></p>	<p><b><u>Decision:</u></b> IPDC's <u>orientation</u> regarding freedom of the press and the pluralism and independence of the media must become a priority concern</p>
<p style="text-align: center;"><b>IPDC COUNCIL 20TH SESSION (MARCH 2000)</b></p>	<p>The <u>priority areas</u> established by the Council are:</p> <ul style="list-style-type: none"> <li>• Improvement of media pluralism and promotion of press freedom</li> <li>• Training activities</li> <li>• Creation and strengthening of community media</li> <li>• New information and communication technologies</li> </ul>
<p style="text-align: center;"><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001 )</b></p>	<p>A few, clearly defined <u>priorities</u> should be applied in approval of project proposals. With regard to national projects, only one from any given country could be approved per year. Highest priority should be given to projects which:</p> <ul style="list-style-type: none"> <li>• clearly promotes freedom of expression and media pluralism</li> <li>• concern themselves with development of community media</li> <li>• concentrate on human resource development (training, capacity building)</li> </ul> <p>Only if one or more of these criteria have been met, would it be possible to include the provision of equipment as part of a project.</p>
<p style="text-align: center;"><b>IPDC SECRETARIAT PRELIMINARY PROPOSALS (5 DECEMBER 2001)</b></p>	<p>During the next biennium, the IPDC Council should proceed with a revision of the IPDC statutory documents and updating of the rules and regulations of the Programme in the view of:</p> <ul style="list-style-type: none"> <li>• media/communication orientation of IPDC projects</li> <li>• financial realities of the Programme</li> </ul>

- **present situation of traditional media in the developing countries**
- **technological changes in the field of communication and information**
- **better correlation between IPDC objectives, priorities, criteria,**
- **guidelines, orientations, priority areas**
- **better correlation with the recently-created Information for all Programme**

*your notes*



III.	IPDC COUNCIL AND BUREAU MEMBERSHIP
<p data-bbox="116 383 381 568"><b>IPDC STATUTES</b></p>	<p data-bbox="416 322 1442 456">The Intergovernmental Council of the International Programme for the Development of Communication is established within the United Nations Educational, Scientific and Cultural Organization.</p> <p data-bbox="416 479 676 512"><b>Council Membership</b></p> <p data-bbox="416 535 1442 781">The Council is composed of 35 (39 since 28<sup>th</sup> UNESCO General Conference) Member States of UNESCO and elected by the General Conference, taking into account the Rule 1.1 of the need to ensure equitable geographical distribution and Rules of appropriate rotation. <u>The Council may make recommendations concerning its own Statutes membership to the General Conference.</u></p> <p data-bbox="416 804 676 837"><b>Bureau Membership</b></p> <p data-bbox="416 860 1442 1039">At the beginning of its first session, and subsequently whenever the membership of the Council is changed by the General Conference, the Council elect a Charman, three Vice-Chairman, a Rapporteur and three other members, who form the Council's Bureau.</p>
<p data-bbox="116 1093 381 1301"><b>IPDC COUNCIL 21ST SESSION (MARCH 2001)</b></p>	<ul data-bbox="432 1070 1442 1317" style="list-style-type: none"> <li data-bbox="432 1070 1442 1211">• The eventual re-structuring of the Bureau had to be looked into, which could involve the inclusion of representatives of donor countries and organizations</li> <li data-bbox="432 1234 1442 1317">• The Bureau has looked into the possibility of an eventual reduction in the number of Members of the Council, which is currently 39.</li> </ul>
<p data-bbox="116 1384 381 1608"><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001)</b></p>	<ul data-bbox="432 1361 1442 1816" style="list-style-type: none"> <li data-bbox="432 1361 1442 1503">• The Council should recommend to the UNESCO General Conference that the number of seats at the Council is reduced to no more than 24, taking into account a proper balance between recipient and donor countries.</li> <li data-bbox="432 1525 1442 1816">• An even more wide-ranging reform in this respect would be to suggest that the IPDC governing body should consist of only one entity (instead of both a Council and a Bureau). In this case one could recommend a Council/Bureau of 15 members with a provision that one session in the relevant commission at the UNESCO General Conference is set aside exclusively to discuss IPDC matters.</li> </ul>

**WORKING GROUP  
ADDITIONAL  
PROPOSALS  
(23 OCTOBER 2001)**

**On the suggestion to reduce the number of members of the Intergovernmental Council Bulgaria, Ghana and Jamaica express strong reservations, while France would like a further discussion on this matter.**

**IPDC SECRETARIAT  
PRELIMINARY  
PROPOSALS  
(5 DECEMBER 2001)**

- **There is no strong reason to change the number of IPDC Council and Bureau Member States.**
- **However, the donor countries which contributed to the IPDC during the past biennium should be entitled to special donor status and could be invited to Bureau meetings.**

*your suggestions:*



## IV.

# IPDC COUNCIL AND BUREAU FUNCTIONS

### IPDC STATUTES

#### Council functions

- guiding the planning and implementation of the Programme;
- considering proposals concerning the development and adaptation of the Programme;
- recommending priorities among the various activities or groups of activities constituting that Programme;
- reviewing and assessing achievements and defining the basic areas requiring increased international co-operation;
- reviewing ways and means whereby Member States might participate more effectively in the International Programme for the Development of Communication;
- devising an appropriate system of financing for the Programme;
- seeking the necessary resources for the implementation of the Programme and for the development of communication for the benefit of countries requesting assistance from the Programme.

#### Bureau functions

- The Bureau discharges such duties as the Council may lay upon it.
- It plans the organization of work of the session and verifies the admissibility of projects.
- It makes recommendations to the Council on the distribution of funds allocated from the Special Account for the Programme's general operating budget and the amounts allocated to projects approved by the Council
- The prize-winner of the IPDC-UNESCO Prize shall be selected by the Bureau of IPDC meeting as a jury

### IPDC COUNCIL 10TH SESSION (MARCH 1989)

#### Recommendation:

Projects submitted to the Council are pre-selected by the Bureau, which may, if it so wishes, seek the advice of external experts in order to avoid a situation in which too large a number of projects is examined by the Council in a very short period of time.

<p><b>IPDC COUNCIL 11TH SESSION (MARCH 1990)</b></p>	<p>On the Bureau's <u>recommendation</u>, the Council makes the final selection of the projects and determines the amounts to be allocated under the Special Account.</p>
<p><b>IPDC COUNCIL 17TH SESSION (MARCH 1997)</b></p>	<p><b><u>Decision:</u></b></p> <p>Recalling Article 6 (paragraph 2) of the Statutes of the International Programme for the Development of Communication which stipulates that “the Bureau shall discharge such duties as the Council may lay upon it”,</p> <ul style="list-style-type: none"> <li>□ Bearing in mind the debates of the sixteenth and seventeenth sessions of the Intergovernmental Council of the International Programme for the Development of Communication which reached the conclusion that the long delay between the date of submission and the date of approval of projects submitted to the Council should be reduced,</li> <li>□ Reaffirming the need to continue improving the decision-making process and its working methods in order to increase the efficiency of the Programme,</li> <li>• DECIDES as an experiment to confer on the Bureau the task of selecting and approving those projects which respond to the priorities of the International Programme for the Development of Communication,</li> <li>• DECIDES that the Bureau allocate to these approved projects a financial assistance to be taken from the Special Account and not exceeding two-thirds of the budget frame,</li> <li>• DECIDES that projects which, by their complexity, require an examination in the Council shall be referred by the Bureau to the Council for a final decision</li> </ul>
<p><b>IPDC COUNCIL 21ST SESSION (MARCH 2001)</b></p>	<ul style="list-style-type: none"> <li>• “Procedures for the financing of projects has to be revised. The confirmation of funding has to precede the approval of a given project, thus taking into account the resources available.</li> <li>• A clear distinction between the tasks of the Bureau and those of the Council should be established”</li> </ul>
<p><b>IPDC SECRETARIAT PRELIMINARY PROPOSALS (5 DECEMBER 2001)</b></p>	<ul style="list-style-type: none"> <li>• All IPDC projects should be prepared by Information and Communication (IC) Advisers and Programme Specialists of the CI sector in consultation with public and private media bodies and could be presented to the Council without any formal submission.</li> </ul>

- The IPDC Secretariat should coordinate the preparation of the projects in order to ensure that the number of projects submitted to Council does not exceed 39.
- The projects prepared and received by the IPDC Secretariat before the deadline should be submitted directly to the IPDC Council session for discussion and preliminary approval. At the end of the year, on the basis of the amount of voluntary contributions made to the IPDC Special Account, the IPDC Bureau during its meeting should proceed with the approval of the IPDC budget, the final approval of the projects including funding allocations. The number of projects preliminarily approved by the Council could be reduced by the Bureau based on the availability of funds, the quality of projects and the minimum amount of funds needed for their appropriate implementation. The financing of all approved projects could be made operational without any delay just after the Bureau meeting.
- With a view to facilitating the decision-making process of the Council and the Bureau, the following standard formula could be used during the discussion on the projects:

**During the Council session:**

- A. Preliminary approved
- B. Approved only for eventual funds-in-trust financing
- C. To be revised and resubmitted to next Council session
- D. Not approved

**During the Bureau meeting:**

- A. Approved for financing from the IPDC Special Account
- B. Approved only for eventual funds-in-trust financing

- Taking into account the very positive experience flowing from the debates on distance-learning projects during the last Council session, it is suggested that the projects submitted to the Council should be classified in the “Project documents” according to media categories and not by regional and national criteria in order to allow the Council members to have a better professional orientation of any discussion, thus putting projects in clearer perspective for funding purposes.

- At the same time, it is suggested to create a “Media solidarity action fund” to be financed by the interest earned on Special Account resources (US\$ 179,000 in 2000), by symbolic contributions of UNESCO Member States from developing countries and by eventual funds-in-trust contributions. At the initial stage, this fund could meet the requests (not exceeding US\$ 7,000) submitted to the IPDC Secretariat between two IPDC Council sessions. The utilization of this Fund could be under the authority of the IPDC Chairperson, and its financial status should be reported to the Council accordingly.

*your decisions:*

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V.

**SUBMISSION PROCEDURE OF  
PROJECTS  
LIMITATION OF THE NUMBER OF  
THE PROJECTS**

**IPDC COUNCIL  
2ND SESSION  
(JANUARY 1982)**

The Council decided that:

- projects should be submitted by the national authority responsible for relations with UNESCO, irrespective of whether such projects concern a national public or private body;
- regional projects should be submitted by at least two countries;
- interregional projects should be submitted by at least one country in each region;
- agencies of the United Nations system may submit projects to IPDC;
- projects proposed by other intergovernmental organizations should be brought to the attention of the Bureau, which will decide whether they should be submitted to the Council;
- projects proposed by non-governmental organizations having consultative status with UNESCO should be sponsored by at least one Member State and brought to the attention of the Bureau, which would decide whether they should be submitted to the Council.

**IPDC COUNCIL  
6TH SESSION  
(MARCH 1985)**

The Council amended the latter decision as follows:

- Projects proposed by non-governmental organizations in categories A and B, having consultative status with UNESCO, should be brought to the attention of the Bureau, which will decide whether they are to be submitted to the Council.
- Projects proposed by non-governmental organizations in category C, having mutual information relations with UNESCO, should be sponsored by at least one Member State and brought to the attention of the Bureau, which will decide whether they should be submitted to the Council

**IPDC BUREAU  
19TH MEETING  
(OCTOBER 1988)**

Recommendation:

To reduce the number of projects submitted, with a view to obtaining financing by the Special Account, the Bureau limited eligibility to a single interregional project, a single regional project per region and one national project for each of the least-developed countries (LDCs).

Two recommendations of a more temporary character were adopted by the Intergovernmental Council, to be applied only for as long as the IPDC's financial

	<p>situation remains precarious. Their purpose is to restrict the number of projects considered at any one session of the Council.</p>
<p><b>IPDC COUNCIL 10TH SESSION (MARCH 1989)</b></p>	<p><u>Recommendation:</u>  During each Council session a country may obtain financing from the Special Account for only one project, irrespective of its phase of execution.  This point may be reviewed when the financial position of IPDC improves.  The Council wished to underline that this recommendation was to be seen as a temporary limitation due to scarcity of resources at the present time.</p> <p><u>Recommendation:</u>  When a project includes several phases, their number and their nature should be mentioned at the time of the first submission to IPDC. Financing of the first phase of a project from the Special Account does not preclude financing of the subsequent stages by IPDC. Whenever a request is made concerning a new phase, precise information should be provided about the execution of the previous phase. A minimum period of two years should elapse between these requests</p>
<p><b>IPDC COUNCIL 11TH SESSION (MARCH 1990)</b></p>	<ul style="list-style-type: none"> <li>□ <b>Projects proposed by non-governmental organizations having consultative status with UNESCO (categories A and B) or mutual information relations with UNESCO (category C) should be brought to the attention of the Bureau, which will decide whether they should be submitted to the Council.</b></li> <li>□ <b>The Council approved application of the following procedures to limit the number of projects:</b> <ul style="list-style-type: none"> <li>• <b><u>In relation to interregional projects:</u> Only two projects should be approved under the Special Account for the twelfth session of the Council.</b></li> <li>• <b><u>In relation to regional projects:</u> A maximum of two projects within each region should be approved for financing under the Special Account. The Council's final selection of regional projects should be established within the regional groupings. The number of countries supporting a project should also be taken into account in the pre-selection and selection process.</b></li> <li>• <b><u>In relation to national projects:</u> All projects concerning least-developed countries will receive priority consideration by the Council as regards their approval and financing. There should be no restrictions on the periodicity of project submission.</b></li> </ul> </li> </ul>

<p style="text-align: center;"><b>IPDC COUNCIL 11TH SESSION (MARCH 1990)</b></p>	<ul style="list-style-type: none"> <li>□ Among the remaining projects meeting all five priority orientations, further pre-selection will be based on the number of orientations followed by each, the larger the number of orientations followed, the higher the priority awarded the project. The Council laid down:</li> <li>□ The maximum number of projects that it should take into consideration at its next session and the maximum number of projects to be financed under the Special Account. The reason for proposing a limitation of the number of projects is to ensure that all projects proposed are complete and well rounded and contain all the components essential to their success, including an adequate level of material and human resources.</li> <li>□ Any limitation of the number of projects proposed should therefore be seen only as indicative, subject to a final decision at each session of the Council, based on the level of resources available at that time. However, this indicative figure should be made known to all Council members, and to potential project sponsors and submitting agencies, immediately after the completion of each session of the Council, through regular IPDC channels and correspondence.</li> </ul>
<p style="text-align: center;"><b>IPDC COUNCIL 12TH SESSION (FEBRUARY 1991)</b></p>	<p><u>Recommendation:</u></p> <p>Considering possible procedures for resubmission of projects already approved, but not having received a financial contribution, the working group proposes that approved projects which have not received a financial contribution may now be resubmitted, following the normal procedures for new projects.</p>
<p style="text-align: center;"><b>IPDC COUNCIL 13TH SESSION (FEBRUARY 1992)</b></p>	<p><u>The Council decided:</u></p> <ul style="list-style-type: none"> <li>• that IPDCs orientation regarding freedom of the press and the pluralism and independence of the media must become a priority concern;</li> <li>• to make procedures for submitting projects more flexible so as to enable public bodies, international non-governmental organizations in categories A, B and C and foundations and similar institutions with which UNESCO maintains official relations to submit projects directly to the IPDC Bureau, in accordance with the rules and procedures of the Organization; in addition, to recommend that the Director-General continue at a faster pace to establish working relations with professional media organizations;</li> </ul>

	<ul style="list-style-type: none"> <li>• to encourage Member States and their National Commissions to submit projects originating from sources other than governmental sources;</li> <li>• that to make allowance for the new categories of submitting agencies, two projects per country could be selected by the Bureau, one at most relating to the public sector;</li> </ul>
<p><b>IPDC COUNCIL 21ST SESSION (MARCH 2001)</b></p>	<p>“It is necessary to consider a more limited number of projects to harmonize the approval process with the existing possibilities for funding.”</p>
<p><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001 )</b></p>	<ul style="list-style-type: none"> <li>• The presentation of project proposals should be changed in order to make them more concise. In each proposal it should be made quite clear, how it corresponds with the central criteria for project selection.</li> <li>• With regard to national projects, only one from any given country could be approved per year.</li> <li>• The number of projects approved annually by the Bureau and the Council must not exceed 30. Upon approval it should be confirmed that adequate funding will be available within six months.</li> </ul>
<p><b>WORKING GROUP ADDITIONAL PROPOSALS (23 OCTOBER 2001 )</b></p>	<ul style="list-style-type: none"> <li>• Again there is general agreement. It should be noted, however, that France is of the opinion that the two sentences in this paragraph may appear to be contradictory. France suggests that the questions raised during the approval procedure could go a long way in clarifying to what extent a project proposal is in accordance with the agreed criteria.</li> <li>• Bulgaria is of the opinion that in order to preserve flexibility a quantitative limit should not be established. The number of projects to be approved should depend on the financial means available. France, on the other hand, thinks that in light of the financial constraints at the moment the suggested limit of 30 projects is too high, and that it may be more prudent to fix it around 20.</li> </ul>
<p><b>IPDC SECRETARIAT PRELIMINARY PROPOSALS (5 DECEMBER 2001)</b></p>	<ul style="list-style-type: none"> <li>• All IPDC projects should be prepared by Information and Communication (IC) Advisers and Programme Specialists of the CI sector in consultation with public and private media bodies and could be presented to the Council without any formal submission.</li> <li>• The IPDC Secretariat should coordinate the preparation of the projects in order to ensure that the number of projects submitted to Council does not exceed 39.</li> </ul>

**IPDC SECRETARIAT  
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PROPOSALS  
(5 DECEMBER 2001)**

- The projects prepared and received by the IPDC Secretariat before the deadline should be submitted directly to the IPDC Council session for discussion and preliminary approval. At the end of the year, on the basis of the amount of voluntary contributions made to the IPDC Special Account, the IPDC Bureau during its meeting should proceed with the approval of the IPDC budget, the final approval of the projects including funding allocations. The number of projects preliminarily approved by the Council could be reduced by the Bureau based on the availability of funds, the quality of projects and the minimum amount of funds needed for their appropriate implementation. The financing of all approved projects could be made operational without any delay just after the Bureau meeting.
- It is suggested that starting from 2003 all important extra-budgetary media projects initiated by IC Advisers and Programme Specialists of the Communication Development Division that are to be financed from all non-regular programme sources should receive the formal approval of the Council and/or its Bureau.
- The Regular Programme budget (Workplans for 2002-2003) of the Communication Development Division should provide adequate funds for preparation and implementation of IPDC projects under the coordination of the IPDC Secretariat.

**IPDC SECRETARIAT  
PRELIMINARY  
PROPOSALS  
(5 DECEMBER 2001)**

- New form of project presentation ( See Annex VIII)

<p style="text-align: center;"><b>VI.</b></p>	<p><b>MORATORIUM ON ALL NEW PROJECTS</b></p>
<p style="text-align: center;"><b>IPDC COUNCIL 21ST SESSION (MARCH 2001)</b></p>	<p>On the occasion of its forty-third session, the IPDC Bureau, meeting at UNESCO Headquarters, Paris, on 28 March 2001, has taken a decision, subject to revision and evaluation at a later date, to implement a moratorium on all new projects for a period of one year. "The moratorium has arisen as an unavoidable necessity; the situation could only improve when IPDC has sufficient funds in its Special Account. IPDC is confronted therefore with the need to gather together all the sources of funding which would become available for its projects. The number of countries calling on the Programme for assistance bore witness to the indispensable nature of its action in favour of emerging nations. IPDC has therefore to act in a determined manner to redress the budgetary situation."</p>
<p style="text-align: center;"><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001)</b></p>	<p>The moratorium on new project proposals will be maintained, until the present backlog has been reduced to no more than 20 projects.</p>
<p style="text-align: center;"><b>WORKING GROUP ADDITIONAL PROPOSALS (23 OCTOBER 2001)</b></p>	<p>Regarding the duration of the moratorium, France suggests that instead of using a specific number of still not funded projects (20) as the target for lifting the moratorium, it should rather be measured according to the actual financial possibilities. This suggestion is very constructive. In that case it would be the task of the Bureau to decide on such a target at its forthcoming session. In relation to this question in general terms, at the end of November 2001 all the 57 projects approved in 2000 will receive the necessary funding. This leaves us with a backlog of the 46 projects approved for 2001. There is, however, no indication of further contributions during the remaining months of this year.</p>
<p style="text-align: center;"><b>IPDC SECRETARIAT PRELIMINARY PROPOSALS (5 DECEMBER 2001)</b></p>	<p>With reference to the it would be suggested that the Bureau, at its autumn meeting in 2002, will provide allocations to the projects approved during the 21<sup>st</sup> session on the basis of the funds to be available at the end of the year. During the 22<sup>nd</sup> session it would be possible to announce that the deadline for submission of new projects to 23<sup>rd</sup> session of the Council could be 20 November 2002.</p>

**VII.****CLASSIFICATION OF PROJECTS**

**IPDC COUNCIL  
5TH SESSION  
(MAY 1984)**

With a view to facilitating the work of the Commission set up to examine projects, the Council decided to classify projects by order of priority, as follows:

- Projects recommended for priority funding
- Projects recommended for funding if funds are available
- Projects requiring further technical examination before being considered for funding
- Projects not recommended for funding

(This classification into categories continued to be applied at the sixth and seventh sessions of the Council.)

**IPDC COUNCIL  
8TH SESSION  
(JANUARY 1987)**

The Council, the commissions of the Council adopted a three category of classification (not including category D) and in its final report the breakdown was as follows:

- Projects approved for funding from the Special Account.
- Projects recommended for financing and referred to the Secretariat for the seeking of funds outside the Special Account in the form of funds-in-trust or similar arrangements.
- Projects needing further technical examination before consideration for funding.
- Projects approved for funding and referred to the Secretariat for allocations from the Special Account if funds become available during the funding period.
- Projects withdrawn during the session.

**IPDC COUNCIL  
9TH SESSION  
(FEBRUARY 1988)**

The system for classifying projects was revised, and consisted of the following two categories:

**Recommendation:**

**Group 1: Projects approved for total or partial funding from the Special Account or under funds-in-trust;**

**Group 2: Projects considered as having a lesser degree of priority according to the aims and criteria of IPDC.**

**IPDC COUNCIL  
10TH SESSION  
(MARCH 1989)**

**Only projects which have received financing within the framework of UNESCO regulations shall be considered as IPDC projects.**

**IPDC COUNCIL  
21ST SESSION  
(MARCH 2001)**

**Summary of decisions:**

<b>Approved</b> <i>(To be financed from Special Account)</i>	<b>46</b>
<b>Approved</b> <i>(For eventual FIT financing)</i>	<b>11</b>
<b>Not approved</b>	<b>41</b>
<b>Decision postponed</b> <i>(Project document to be revised and resubmitted to the Bureau meeting in December 2001)</i>	<b>13</b>
<b>Recommended for intersectoral funding</b> <i>(CI + ED)</i>	<b>2</b>
<b>Total projects :</b>	<b>113</b>

**IPDC SECRETARIAT  
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PROPOSALS  
(5 DECEMBER 2001)**

- With a view to facilitating the decision-making process of the Council and the Bureau, the following standard formula could be used during the discussion on the projects:

**During the Council session:**

- A. Preliminary approved
- B. Approved only for eventual funds-in-trust financing
- C. To be revised and resubmitted to next Council session
- D. Not approved

**During the Bureau meeting:**

- C. Approved for financing from the IPDC Special Account
- D. Approved only for eventual funds-in-trust financing

- Taking into account the very positive experience flowing from the debates on distance-learning projects during the last Council session, it is suggested that the projects submitted to the Council should be classified in the "Project documents" according to media categories and not by regional and national criteria in order to allow the Council members to have a better professional orientation of any discussion, thus putting projects in clearer perspective for funding purposes.

<b>VIII.</b>	<b>FOLLOW-UP AND EVALUATION OF PROJECTS</b>
<b>IPDC COUNCIL 2ND SESSION (JANUARY 1982)</b>	A model format for evaluation of existing projects (which should be used when examining the new phases of a project) was also prepared after the second session of the Council
<b>IPDC BUREAU 11TH MEETING (FEBRUARY 1984)</b>	<p><u>The Bureau decided:</u></p> <ul style="list-style-type: none"> <li>(a) that the implementation of the projects should be entrusted to media institutes, through contracts concluded with IPDC;</li> <li>(b) that the Secretariat should indicate clearly which organization would be responsible for the implementation of the project;</li> <li>(c) that implementation of projects should be decentralized (particularly to the level of regional advisers for communication).</li> </ul>
<b>IPDC COUNCIL 5TH SESSION (MAY 1984)</b>	<p><u>The Council decided</u> that projects already under implementation would be evaluated at the end of each phase, according to standardized procedures.</p>
<b>IPDC COUNCIL 11TH SESSION (MARCH 1990)</b>	<p><u>The Council recommended that:</u></p> <ul style="list-style-type: none"> <li>• The IPDC should develop a systematic framework for monitoring session and evaluation, to cover the separate, but interrelated needs for formative, process and summative evaluation at both the project level and the overall programme level.</li> <li>• Monitoring and evaluation should take place twice yearly, with executing agencies reporting according to an agreed proforma; final reports of projects should similarly conform to an approved model, and a selected number of representative projects should be the subject of in-depth evaluation.</li> <li>• Records should be kept, and regularly updated, of the implementation of all earlier projects of the IPDC, including basic evaluation data on implementation rates, problems encountered, and success and failure rates.</li> </ul>

<p><b>IPDC COUNCIL 12TH SESSION (FEBRUARY 1991)</b></p>	<p><u>Recommendation of the working group:</u> The group recognizes that financial constraints upon evaluation have to be acknowledged, particularly in the case of smaller projects. Impact evaluations should be given priority in selected cases, and importance attached to obtaining feedback which can lead to concrete and practical results.</p>
<p><b>IPDC COUNCIL 14TH SESSION (OCTOBER 1993)</b></p>	<p><u>The Council decided</u> to approve the allocations for projects funded from the Special Account which include 5 per cent to 8 per cent for post-evaluation.</p>
<p><b>IPDC COUNCIL 15TH SESSION (NOVEMBER 1994)</b></p>	<p><u>The Council decided</u> to approve the allocations for projects funded from the Special Account which include 10 per cent for post-evaluation.</p>
<p><b>IPDC COUNCIL 21ST SESSION (MARCH 2001)</b></p>	<ul style="list-style-type: none"> <li>• A monitoring mechanism for projects should be put in place, from the planning stage through to implementation;</li> <li>• IPDC has to continue with its evaluation missions by independent consultants and their results should be communicated to potential donors.</li> </ul>
<p><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001 )</b></p>	<p>The requirement of evaluation of the projects should be strictly adhered to.</p>
<p><b>WORKING GROUP ADDITIONAL PROPOSALS (23 OCTOBER 2001 )</b></p>	<p>All responding countries are in agreement. France is emphasizing, however, that the evaluation process should be enlarged to include more projects and, especially, that the evaluations are utilized better in the future</p>

- **A project officer in cooperation with beneficiary bodies should prepare short reports on terminated projects. On the basis of these reports the Bureau will establish the list of the projects to be evaluated by independent consultants. The number of the projects to be evaluated should be determined taking into consideration the specific modality of each project and amount of funds to be allocated by the Bureau from IPDC Special Account for this purpose.**
- **The project budget should not automatically include 10 per cent of its funds for evaluation activities.**
- **The IPDC Secretariat should submit to the next Council session the document containing the short summaries of about 100 evaluation reports prepared by independent evaluators on IPDC projects during the last eight years in order to evaluate the IPDC evaluation experience.**

*your notes:*

IX.	STRATEGY FOR FUNDS-RAISING
<p><b>IPDC COUNCIL 21ST SESSION (MARCH 2001)</b></p>	<p><b>Recommendation:</b></p> <ul style="list-style-type: none"> <li>• To implement the previous recommendations aimed at initiating cooperation with the private sector in the area of funding.</li> <li>• To pursue efforts to gain access to European funding sources.</li> <li>• To intensify the search for funding from Member States.</li> <li>• To make it clear that large contributions were not the only ones which were welcome, and that lesser contributions were equally well received from Member States.</li> </ul>
<p><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001)</b></p>	<p>A focused strategy for fund raising should be developed. This should include negotiations with all potential donor agencies. Not only the chairman and the director, but also members of the Bureau should be engaged in this effort.</p>
<p><b>WORKING GROUP ADDITIONAL PROPOSALS (23 OCTOBER 2001)</b></p>	<p>Concerning fund raising the French comments include the suggestion that more should be done to make visible the approved projects in order to enhance the possibilities of attracting funds-in-trust as well as additional contributions to the Special Account. The Philippines makes the following observation: “The focused strategy on fund raising should take into consideration priorities of funding agencies such as (a) strengthening of local governance, (b) improving transparency, (c) ensuring active participation of women and children in development, (d) strengthening of peace-building initiatives and (e) eradication of poverty”.</p>
<p><b>IPDC SECRETARIAT PRELIMINARY PROPOSALS (5 DECEMBER 2001)</b></p>	<ul style="list-style-type: none"> <li>• The basic elements for successful fund-raising policy are: <ul style="list-style-type: none"> <li>➤ to have high quality innovative projects;</li> <li>➤ to have excellent results after their implementation;</li> <li>➤ to assure appropriate promotion of project achievements;</li> </ul> </li> <li>• However IPDC Council should create, on a permanent basis, a fund-raising task force in order to establish or re-establish direct contacts with potential public and private donors. The members of this task force should undertake, under coordination of the Chairperson, at least three well-focused fund-raising missions per year. Report on results of these missions should be presented to the Bureau. The members of the Council could be requested to provide the Chairperson with their concrete suggestions on this matter and to help in organization of eventual meetings.</li> </ul>

- It is suggested to create a “Media solidarity action fund” to be financed by the interest earned on Special Account resources (US\$ 179,000 in 2000), by symbolic contributions of UNESCO Member States from developing countries and by eventual funds-in-trust contributions. At the initial stage, this fund could meet the (not exceeding US\$ 7 000) submitted to the IPDC Secretariat between two IPDC Council sessions. The utilization of this Fund could be under the authority of the IPDC Chairperson, and its financial status is to be reported to the Council accordingly.

*your contributions to the IPDC Special Account:*

THE CHASE MANHATTAN BANK  
International Agencies Banking Centre  
270 Park Avenue, 43th floor  
NEW YORK, N.Y. 10017  
Etats-Unis d'Amérique  
Compte A/C n° 949-2-601225 (IPDC) SWIFT: CHASUS33;  
ABA n° 021000021

<b>X.</b>	<b>THEMATIC DEBATES</b>
<p><b>IPDC COUNCIL 14TH SESSION (OCTOBER 1993)</b></p>	<p>The Bureau was requested to prepare recommendations to encourage participation of expert who would contribute substantially to the Council debates on the orientation of its work in constantly evolving global context.</p>
<p><b>IPDC COUNCIL 15-21 SESSIONS (1995-2001)</b></p>	<p>The IPDC Council organized seven thematic debates in 1996 – 2001:</p> <ul style="list-style-type: none"> <li>• <b>DEVELOPMENT OF NEWS AGENCIES AND PLURALISM</b></li> <li>• <b>TOLERANCE AND NON-VIOLENCE ON TELEVISION</b></li> <li>• <b>SOCIETIES IN TRANSITION: CHALLENGES FOR THE MEDIA</b></li> <li>• <b>POLITICAL, TECHNOLOGICAL AND ECONOMIC CHALLENGES OF PUBLIC SERVICE BROADCASTING</b></li> <li>• <b>COMMUNICATION AND CIVIL SOCIETY - REACHING OUT TO PEOPLE, REACHING OUT TO REMOTE AREAS, REACHING OUT TO PLURALISM</b></li> <li>• <b>IPDC: 20 YEARS IN THE SERVICE OF MEDIA DEVELOPMENT – CHALLENGES AND ORIENTATIONS AT THE BEGINNING OF THE NEW MILENNIUM</b></li> <li>• <b>INTERNATIONAL PARTNERSHIP IN MEDIA DEVELOPMENT</b></li> </ul>
<p><b>WORKING GROUP PRELIMINARY PROPOSALS (7 JUNE 2001)</b></p>	<p>In the light of the challenges facing IPDC, the theme of the thematic debate in 2002 should be the following question: “Is there still a need for IPDC – and if yes, why?”</p>
<p><b>WORKING GROUP ADDITIONAL PROPOSALS (23 OCTOBER 2001)</b></p>	<p>Concerning the next thematic debate, there are different views. Jamaica is worried that the theme “Is there still a need for IPDC – and if yes, why?” may send a message that IPDC is in doubt about its own future. Instead it is suggested to look into the effects of Internet on still developing countries. France, too, would prefer another theme, suggesting the following: “What could be the role of UNESCO in the assistance of preparing the projects?” Ghana, on the other hand, is in favour of the proposed theme. So is The Philippines, suggesting that we open the debate to communication professionals outside of IPDC. Bulgaria has commented this point by stating that it would answer the proposed question in the affirmative.</p>

It could be suggested to change the periodicity of thematic debates and to organize them during the session, which follows the General Conference, in order to brief the new members of the Council on the most important issues in the field of media development as a whole.

*your recommendations:*

**“Is there still a need for IPDC – and if yes, why?”**