

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Building civil society's capacity for incidence towards the post-2015 agenda and the world summit on the information society +10
2.	NUMBER	IPDC/59 RLA/04
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Pluralism
4.	IPDC PRIORITY AREA	Promotion of pluralism, freedom expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Research and capacity building
7.	TOTAL COST OF PROJECT	USD \$39,700
8.	AMOUNT REQUESTED FROM IPDC	USD \$20,000
9.	BENEFICIARY BODY	Latin American Observatory for Regulation, Media and Convergence (Observatorio Latinoamericano de Regulación Medios y Convergencia, OBSERVACOM) – Comunicación Comunitaria A.C.
10.	IMPLEMENTING OFFICE	UNESCO, Montevideo, Guilherme Canela
11.	PROJECT LOCATION	Regional
12.	PROJECT PREPARED BY	Latin American Observatory for Regulation, Media and Convergence. Eduardo Rodríguez 46 Código Postal 12800. Contact person: Aleida Calleja, aleida.calleja@gmail.com

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The UNESCO publication “World Trends of Expression and Media Development” (WTEMD) states that Latin America has very high levels of commercial media concentration. Although efforts are underway to establish anti-monopoly regulations, the process is slow or has failed to generate results. In countries such as Peru, Chile, Argentina, Mexico and Uruguay, there are intense debates about the need for government intervention in order to avoid monopolization of ownership and control of the media by a small number of groups due to the impact that they have on the quality of democratic debate.

Following the World Summits of the Information Society of 2003 and 2005 and based on UNESCO’s WTEMD Regional Report, it was felt that digital TV transition processes were an opportunity for the development of more pluralist media and a more diverse media system. At the same time, experts warned that such developments could be a threat, generating higher levels of concentration with the resulting limitation of freedom of expression. Technological convergence increases the importance of this topic and the need to address it further.

These and other issues such as the establishment of spectrum reservations for community and public radio, the future of the digital divide, the promotion of pluralism and diversity in ownership and the content of the media, the creation of fair procedures for access to new services, and policies for supporting the needy so that they are not excluded from new technologies are key issues that must be included in public policy and national legislation.

Citizen participation should be a vital part of the development and implementation of new regulations and public policy on national communication in order to achieve more vigorous and inclusive democracies. It also is a central component of the Post-2015 Development Agenda. In order to play this important role, civil society must have more information, knowledge, and comparative experience and engage in dialogue to a greater extent. The Latin American Observatory for Regulation, Media and Convergence (OBSERVACOM) is in a position to provide these resources and tools.

UNESCO’s WTEMD Regional Report is an important input for this discussion, as it addresses the topics mentioned and the main trends. If it were presented and expanded and enriched through the gathering and analysis of new key information on the situation and trends of concentration in Latin America as well as the proposals and recommendations of experts, activists, researchers and social organizations from the region, it could become an important tool for collaborating on important processes. These include the drafting of the Post-2015 Development Agenda and WSIS +10 in the area of freedom of expression, media development and pluralism, and the generation of regulatory frameworks and adequate national public policies.

In the context of the International Programme for the Development of Communication (IPDC), OBSERVACOM thus proposes the implementation of sustained actions for the dissemination and expansion of the WTEMD Regional Report and the promotion of processes of dialogue and collaboration with experts, researchers, media outlets, regulators, and civil society organizations in the region.

OBSERVACOM also proposes gathering data, conducting comparative research and other studies, and formulating recommendations and promoting coordination among various stakeholders in order to

contribute to the strengthening of civil society's ability to have an impact, participate and develop proposals at the national level and to more active participation of Latin America as a region in the process of consultation and definition of the Post-2015 Development Agenda and WSIS +10.

The Latin American Observatory for Regulation, Media and Convergence uses its Website (<http://observacom.org>), newsletters and other tools and communication resources to contribute to these processes, facilitating open access to systematic and current information on pluralism and concentration in television, a regulatory database, recommendations, and comparative research and other studies. The Observatory also generates spaces for dialogue and collaboration among key stakeholders.

2. DESCRIPTION OF THE TARGET GROUP:

- Thirty social organizations and one hundred experts, activists and researchers from Argentina, Brazil, Mexico, Uruguay, Chile, Costa Rica, Paraguay, Ecuador, Bolivia, Colombia, Peru, Venezuela, Guatemala and El Salvador who work to develop plural media and to protect and promote freedom of expression, of which 60% are men and 40% are women.
- The Offices of the Special Rapporteurs for Freedom of Expression of the Inter-American Commission on Human Rights and the United Nations.

3. DEVELOPMENT OBJECTIVE:

To disseminate and expand the WTEMD Regional Report in order to allow it to become a tool that strengthens Latin American civil society's capacity to participate, develop proposals and have an impact in order to promote the exercise of freedom of expression, pluralism and media diversity.

4. IMMEDIATE OBJECTIVE:

- To disseminate the WTEMD Regional Report in Latin America, and particularly the aspects related to concentration and promotion of plurality and media diversity, and to open up spaces for discussion and debate with various stakeholders involved in the development of the media and freedom of expression in order to support civil society's participation in the construction of the Post-2015 Development Agenda and WSIS +10.
- To gather and publish information, conduct studies, and formulate recommendations in the area of diversity, pluralism and media concentration which complement and develop the WTEMD Regional Report so that they can serve as inputs for the development of national public policies and regulatory frameworks for the drafting of reports and decision-making by international agencies which protect and promote freedom of expression.
- To provide tools and inputs that allow experts, media outlets, researchers, activists and social organizations to strengthen their capacity to participate, develop proposals and have an impact at the national level and in the aforementioned international processes.

5. PROJECT OUTPUTS:

- Graphic adaptation and distribution of the WTEMD Regional Report through the OBSERVACOM network, newsletters, social networks and virtual discussions.
- Interactive Map on pluralism, concentration and television in Argentina, Brazil, Mexico, Uruguay, Chile, Costa Rica, Paraguay, Ecuador, Bolivia, Colombia, Peru, Venezuela, Guatemala and El Salvador.

- Database on regulations and public policies on pluralism, concentration and digital TV transition in the aforementioned nations with periodic updates.
- Open access through the OBSERVACOM Web platform to research, analysis, and indicators on the digital TV transition and policies for promoting pluralism in radio broadcasting in the region using the Media Development Indicators and UNESCO World Trend of Expression and Media as a reference.
- Regional report on pluralism, concentration and development of the audiovisual media in Latin America with reference to the Media Development Indicators and UNESCO's World Trend of Expression and Media, which will be submitted to the Special Rapporteurs for Freedom of Expression of the UN and IACHR as well as regional UNESCO Offices in Latin America.

6. ACTIVITIES:

- Dissemination of the WTEMD Regional Report through OBSERVACOM communications tools: newsletter in English, Spanish and Portuguese with analytical articles on the report that reach 700 email addresses as well as the development of six news pieces and monitoring through our media archive.
- Organization of three virtual fora with experts, researchers and representatives of social organizations from throughout the region. The events will involve at least 30 people, ten per event, and will be organized around sub-regions: Southern Cone (Argentina, Chile, Uruguay, Brazil), Andean (Peru, Ecuador and Colombia) and MesoAmerica (Mexico, Costa Rica, El Salvador and Guatemala). UNESCO and IACHR Office of the Special Rapporteur for Freedom of Expression representatives will take part in the fora.
- Gathering, updating and analysis of information on the situation, implementation processes, regulatory frameworks and public policies on pluralism and concentration in TV (especially digital TV) in the selected countries in collaboration with experts, universities and national counterpart organizations.
- Development of indicators and design of an Interactive Map on concentration and pluralism in television and the digital TV transition processes in selected nations in the region.
- Drafting of a Regional Report on pluralism, concentration and development of audiovisual media in Latin America.

7. PROJECT INPUTS:

- 2 researchers for creating the regulatory database on concentration and digital TV in 14 countries in the region
- 1 web designer for the development of the interactive map with indicators on pluralism, concentration and digital TV in Latin America
- 1 webmaster for updating information on the Observatory's Web platform
- 1 consultant to develop the Regional Report on pluralism, concentration and the development of audiovisual media
- 1 editor to review and edit newsletter articles
- 1 consultant to organize and run virtual fora
- 1 expert for the final project report and evaluation
- 2 translators to produce English and Portuguese versions of newsletter texts

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of experts and counterparts in the countries	X	X										
Development and dissemination of Web pages, newsletters and other products	X	X				X		X				
Updating of regulatory database			X	X	X	X	X	X	X	X	X	X
Gathering, analysis and publication of information	X	X	X	X	X	X	X	X	X	X	X	X
Development of indicators and design of interactive map				X	X	X						
Conversations with experts, organizations and others		X			X			X				
Drafting and presentation of regional report										X	X	
Final project report and evaluation												X

9. INSTITUTIONAL FRAMEWORK:

The Latin American Observatory for Regulation, Media and Convergence (OBSERVACOM) is an initiative of communications experts and researchers that engages in the systematic monitoring and analysis of the development of regulatory frameworks and public policy on communications. The purpose of OBSERVACOM is to produce analysis and information that allows its impact on freedom of expression, the development of the media, and diversity and pluralism in the region's media systems to be evaluated. Through our tools and information and advising services, we facilitate and promote the ability of social organizations and experts in the field to strengthen their incidence actions. OBSERVACOM is the region's most complete platform on regulatory frameworks and public policy on audiovisual media and digital transition. It is headquartered in Mexico through the legal entity Comunicación Comunitaria A.C.

10. SUSTAINABILITY:

OBSERVACOM enjoys the support of the Open Society Foundation, the Ford Foundation in Brazil, Fundación Friedrich Ebert through the program C3 para América Latina, and UNESCO's Office for Latin America. Our sustainability is also supported by resources obtained from the advising services that we provide to organizations, universities and institutions that address public policies and regulatory frameworks in the area of audiovisual media, convergence and freedom of expression.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Our communications strategy and the framework for monitoring the project progress will be based on the following indicators, which will be analyzed using applications such as Mail Chimp and other online monitoring tools:

- At least 80% of the organizations, academics, researchers and experts respond to the regional consultation and get involved in the discussion process through the three regional fora.
- Implementation of 100% of the regional fora, which will result in the development of proposals for participation and topics for the analysis of the WTEMD Regional Report and recommendations for the Post-2015 Development Agenda and WSIS+10.
- At least 60% of the members of the network of researchers and organizations in the OBSERVACOM database receive and read the newsletter containing analysis and proposals from the WTEMD.
- At the end of the project, there is a Latin American agenda for participating in the Post-2015 Development Agenda and WSIS+10.
- The Regional Report is submitted to the Offices of the Special Rapporteurs for Freedom of Expression of the IACHR and UN so that it can be used as an input for the issuing of international recommendations on pluralism and diversity.
- The database and Interactive Map are consulted by 70% of those who visit our virtual platform.

12. EVALUATIONS CARRIED OUT:

The project evaluation will be validated with our Editorial Committee and counterparts in the countries involved in information gathering activities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In principle, the beneficiary agency will present a progress report every four months.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1 consultant for developing the campaign and publicity materials (\$80 per day for 25 days)	2,000.00
1 consultant to coordinate the three virtual fora (US\$80 per day for 30 days)	2,000.00
1 editor to review and edit newsletter articles (US\$100 per day for 10 days)	1,000.00
1 webmaster to update the database and website in order to upload all of the data generated by the project (US\$80 per day for 25 days)	2,000.00
2 researchers to gather regulatory information on concentration and digital TV in 14 countries in the region (US\$100 per day for 40 days)	4,000.00
1 consultant to develop the indicators and design of the Interactive Map (US\$80 per day for 25 days)	2,000.00
1 web designer to develop the Interactive Map with pluralism, concentration and	2,000.00

digital TV indicators for Latin America (US\$80 per day for 25 days)	
1 consultant to draft the regional report (US\$100 per day for 30 days)	3,000.00
2 translators for newsletter texts (US\$333.33 per 6 text for translation into English and Spanish)	2,000.00
Total IPDC	US\$20,000.00

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
General Direction of OBSERVACOM (3 months)	8,400.00
OBSERVACOM Advocacy Coordination (3 months)	7,500.00
Administration (3 months)	900.00
General Assistance (3 months)	900.00
Communications Expenses (Telephone, Internet) (3 months)	2,000.00
Total	US\$19,700