

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Using the law of access to information as a journalistic tool
2.	NUMBER	IPDC/59 CO/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	4. Capacity Building of Journalists
4.	IPDC PRIORITY AREA	Capacity Building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	\$ 25.833
8.	AMOUNT REQUESTED FROM IPDC	US 20.000
9.	BENEFICIARY BODY	Fundación para la Libertad de Prensa (FLIP) Colombia
10.	IMPLEMENTING OFFICE	UNESCO-Quito Office
11.	PROJECT LOCATION	Colombia
12.	PROJECT PREPARED BY	Fundación para la Libertad de Prensa (FLIP) Colombia

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In March 2014 Colombian President Juan Manuel Santos, signed the Law on Transparency and Access to Information (hereinafter 1712 Law) after five-years of work by various individuals and organizations of civil society, mainly Alliance More Info More Rights (<http://masinformacionmasderechos.co/>), which is formed by organizations such as Transparency for Colombia, DeJusticia, Ocasa, FLIP and Proyecto Antonio Nariño Alliance–PAN (which groups within it, for purposes of the right to freedom of

expression and access to information to The Foundation for a New Iberoamerican Journalism -FNPI- Andiaros, Fescol and FLIP).

The law, in essence, seeks for every citizen to know of the existence and content of information that is in the possession or control of public entities, with very limited exceptions, and to be able to access it in a timely, transparent and complete manner. Its spirit is in line with the creation of an open society and the strengthening of citizen control.

National entities have six months from March 2014 to implement the guidelines proposed by this new law. Beyond that, the main challenge is related to the obligations of government officials on how to enable citizens to access public information according to the law. It will require several years of work to create a civic culture that accompanies and supports change. Therefore, organizations consider it important to start contributing to this process through the raising of awareness of this law among the different stakeholders.

This dynamic work with journalists is essential in two-ways:

- 1) Firstly, it is a target in itself. The sSocial responsibility of journalists involves seeking all possible access to public information, which constitutes a key input of their daily work. This dimension joins developing phenomena such as Open Government, Big Data, Data Journalism, and the like, resulting in the need to bring into play different variables related to the issue of access to information scenarios, not only the classical approach rights.
- 2) To contribute to a multiplier effect by disseminating the message about the need for citizens to appropriate public information, with the understanding that the 1712 Law is not a law just for journalists, but for the public in general.

2. DESCRIPTION OF THE TARGET GROUP

The main target group are journalists and news media professionals (30 men, 15 women)from across Colombia, mainly in the regions outside the capital, and from all types of media: radio, internet-based, newspapers and television.

3. DEVELOPMENT OBJECTIVE:

The development objective of this project is linked to Indicator 1.2 (on the right to information) and Category 4 (Professional capacity building) of the UNESCO/IPDC Media Development Indicators (MDIs). The project intends to build the capacities of local media in the use of Law 1712 of 2014 on Transparency and Access to information as a tool for enabling them to carry out stronger and better informed investigations.

4. IMMEDIATE OBJECTIVE:

Build awareness and capacity among 45 journalists on the use of the Law on Transparency and Access to Information in Colombia (Law 1712, 2014) through three one day workshops, one in the capital and two in regions different than capital.

5. PROJECT OUTPUTS:

- At least one spot or short, graphic and audiovisual educational piece to be broadcasted over the internet, through social networking and events and activities conducted by the alliance More Information, to

promote ways in which journalists can make use of the 1712 Law to request public information under the standards to which the law requires.

- At least two communication pieces with the same objective to be published in the local media and on social networks.
- 30 regional journalists (20 men and 10 women) and 15 national journalists (10 men and 5 women) to be trained in the use of the 1712 Law as a tool for journalism.

6. ACTIVITIES:

- Creating an audiovisual spot on the importance of the right of access to public information and the 1712 Law.
- Posting on the Internet (Youtube) of the audiovisual spot and carrying out a campaign to promote viewing
- Preparation of two communicative pieces with practical messages of the usage of the law
- Dissemination of communication pieces between local media and social networks
- Two one-day regional workshops with 30 journalists in total (20 men and 10 women) on the use of the 1712 Law as a tool for journalism.
- A one-day national workshop involving 15 journalists (10 men and 5 women) on the use of the 1712 Law as a tool for journalism.

7. PROJECT INPUTS:

- One communication expert to develop the campaign's concept and integrate the message into all project actions.
- A graphic consultant to design the communication pieces
- Producer and director of the audiovisual spot
- Two trainers for the national and regional workshops capable of delivering training in matters of access to information and freedom of expression
- 45 access to information manuals

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Work plan	x									
Creating a visual spot		x	x	x						
Posting on the Internet audiovisual spot and carrying out a campaign					x	x	x	x	x	x
Preparation of two communicative pieces with practical messages of the usage of the law		x	x	x						
Dissemination of communication pieces between local media and social networks					x	x	x	x	x	x
3 workshops with journalists				x			x			x

9. INSTITUTIONAL FRAMEWORK:

Implementing Organization:

Foundation for Press Freedom

Established in 1996, the Foundation for Press Freedom (FLIP, in Spanish) is a non-governmental organization that systematically monitors violations to press freedom in Colombia, develops activities that contribute to the protection of journalists and the media, and promotes the fundamental right to information. FLIP strives for the protection of journalists, access to information, prevention of indirect censorship and fight against impunity.

FLIP will provide the following personnel and know-how:

1. Administration personnel: FLIP will contribute by placing the foundation's financial advisor and the accountant on the service of the project.
2. Offices: FLIP will contribute with the office location and office spaces for the implementation of the project, for the location of implementing personnel and consultants.
3. Experience organizing events and taking advantage of relations with the media and communications strategy.

10. SUSTAINABILITY:

The project builds on existing strategic alliances which it will continue to consolidate. It will also be the gateway to building lasting cooperation between the media, the state and civil society. In addition, Alliance More Info More Rights has extensive experience in promoting this law within civil society. It is worth mentioning that its origin comes from a campaign that, given its strength, became a Platform; it has gained recognition internationally by networking with the Regional Alliance for Freedom of Expression and Access to Information, in which the platform is considered a reference point on the right of access to information Colombia.

11. PRIOR EVALUATIONS CARRIED OUT:

In 2007 FLIP began working in the field of access to information. This line of work involves the creation of workshops with journalists. The experience from those workshops has been used for the continuous improvement of the methodology and contents. Additionally, FLIP was part of the team that promoted Law 1712 and has closely followed up of its implementation. Its work has served to strengthen knowledge on the tools presented by Law 1712 to the media sector and society overall.

In addition, FLIP has made three campaign videos: one will explain the importance of journalists in the society, another explaining the freedom of expression as a human right and another explaining the guarantees needed by the press to cover protests.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

UNESCO Office in Quito oversees project implementation. FLIP will provide additional oversight to the process of monitoring and evaluation. In the first month of the project, a work plan will be developed. Monthly internal meetings are held to plan activities and monitor those taking place.

A narrative report will be provided to UNESCO on the fifth and tenth months of the project execution. FLIP will promote the activities and products from the project in social media and in FLIP's webpage. FLIP will send at least three weekly messages related to these subjects. The video will be published in FLIP's youtube channel and will be using in the different events organized by FLIP.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Mr. Pedro Vaca Villarreal, FLIP Executive Director, director@flip.org.co

D. BUDGET	
BREAKDOWN OF IPDC'S CONTRIBUTION	
(in U.S. dollars)	
Specific costs for two regional workshops with journalists Sub-total: 4.000	
Two National experts on access information and freedom of expression (USD150 x 2 x 2 days)	600
Local Air ticket (USD 600 x 2 national experts)	1.200
Food, lodging and local transportation for 2 national experts	800
Food and accomodation for participants (20 people x 50 USD x 1 day)	1.000
Material (20 people x 8 USD)	160
Local Transportation 6 people x 40 USD	240
Specific costs for the national workshop with journalists Sub-total: 1.140	
Two National expert on access information and freedom of expression (USD150 x 1 day)	300
Food and local transportation for participants (15 people x 50 USD x 1 day)	750
Materials (15 people x 6 USD)	90
Specific costs for other activities Sub-total: 13.552	
Communication expert (\$833 X 10months)	8.333
Audiovisual spot (An audiovisual expert with equipments)	4.108
Consultancy for preparation of graphic pieces. Design and layout. USD\$ 37 per day *30 days	1.111
Indirect expenses (Internet, phone bill, postage)	1.308
Total Cost	20.000

Breakdown of the beneficiary agency's contribution	
(in US dollars)	
Project Coordinator 10%	3.611
Administrative assistant 10%	2.222
Total Cost	5.833