

Intergovernmental Council of the
International Programme
for the
Development of Communication

(Twenty-third session)
Paris 26 – 28 March 2003

Final Report

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I – Opening of the session

1. The twenty-third session of the Intergovernmental Council of the IPDC was held at UNESCO headquarters in Paris from 26 to 28 March 2003 under the Chairmanship of Mr Torben Krogh, Chairperson of the Council. All the Member States of the Intergovernmental Council attended the session along with observers from various governmental and non governmental organizations and the Advisers for Communication and Information, who were invited to take part in the debate on the projects presented to the Council. (*See annexe for the list of participants*).

II – Tributes to Mr Claude Ondobo and to Mr Reinhard Keune

2. After welcoming all participants to the Council, Mr Torben Krogh paid a moving tribute to Mr Claude Ondobo, Director of the IPDC, who died suddenly on 15 August 2002, in which he praised him for his major accomplishments as well as for the courage and tenacity he had shown in conducting the necessary reforms of the IPDC. Briefly retracing the main milestones of Claude Ondobo's career, Mr Krogh recalled that he had been a university graduate in Political Science and Communication and had joined UNESCO in 1979. Appointed Assistant Director of the IPDC in 1983, he became Director of the Programme in 1988. Two years ago, he was promoted to the rank of Director of the Communication Development Division and Deputy Assistant Director-General in charge of the overall Communication/Information Programme. After having paid tribute to Claude Ondobo's commitment to his mission, on a more personal level, Mr Krogh referred to the warm loyalty he showed his associates and all those with whom he had been called upon to work.
3. Mr Krogh then went on to say that as fate would have it, only a few short months later, we learned of the untimely death of Mr Reinhard Keune, Chairperson of the Intergovernmental Council of the IPDC from 1998 to 2002, which occurred on 21 November last while he was on mission in Kuala Lumpur. An eminent communication professional, he had devoted much of his career to the *Friedrich-Ebert Stiftung* Foundation. He had occupied numerous positions of responsibility in Africa, at the United Nations headquarters in New York, in Geneva, and had accomplished a large number of missions throughout the world. Mr Krogh highlighted Mr Keune's commitment to the IPDC, whose Council he had chaired during difficult times. A man of dialogue, he leaves behind the memory of a man who was deeply committed to the promotion of media pluralism, mainly in emerging countries.
4. The Council observed a minute's silence in memory of Mr Claude Ondobo and of Mr Reinhardt Keune.

III – Adoption of the agenda and organization of work

5. In submitting the agenda to delegates for their consideration, Chairperson Torben Krogh informed the Council that the Director-General of UNESCO, Mr Koïchiro Matsuura, would address the Council during the closing session on Friday 28 March—an exceptional event, which underscored his particular interest in the activities of the Programme. After approving a minor change in the order of its items, the agenda was unanimously adopted.

IV – Chairperson’s Report on the activities of the Bureau since the twenty-second session of the Council

6. In the words of Mr Krogh, the period just elapsed had indeed been a very difficult one, particularly owing to Mr Ondobo’s demise. However, the work of the Programme had proceeded satisfactorily with the communication development related activities and those of the IPDC having been taken over by Mr Abdul Waheed Khan, in his capacity as acting Director. Mr Krogh also commended the entire Secretariat staff on all they had been able to accomplish in the circumstances.
7. The Chairperson said that the IPDC’s current situation was clearly very worrying as financial contributions to the Special Account were in net decline. The in-depth, far-reaching reform process that had been implemented had not yet made it possible to achieve a return to the levels of contributions of eight or ten years ago. Although the response to the reforms had been positive, commitment of financial contributions remained limited. The next two years would be decisive for the future of the IPDC. He added, however, that on the basis of contacts he had had with interlocutors from various donor countries, funds paid into the Special Account could possibly be expected to reach US \$2,500,000.
8. He pointed out that the priorities of donor countries could change with time. Hence his undertaking to define the nature of the reforms conducted by the IPDC in the course of his discussions with “traditional” donors and potential contributors, including the European Union Permanent Delegates and the Arab Gulf States, by insisting on the specificity of the activities carried out by the IPDC, that must be distinguished from the recently created “Information for All” Programme.
9. The activities aimed at finding new sources of funds had evidently been seriously affected by Mr Claude Ondobo’s passing. However, thanks to the efforts of the Assistant Director-General Mr Abdul Waheed Khan, of Mr Valéri Nikolski, Programme Specialist, as well as of all the staff of the IPDC and the Communication Division, decisions of the last Council

session were implemented and the present session prepared in the best possible fashion.

10. Since the last Council session, continued Mr Krogh, all efforts had been focused on clarifying the Programme's financial situation, which now presents a clear picture of available resources. In addition, the Chairperson informed the Council that all previously approved projects, including those that had been approved before the moratorium, had received the necessary funding—a part of the “reserves” having been used to bring the financial situation up to date.
11. A decision was taken to review the presentation of financial reports with a view to making them more rational and easily readable.
12. At its previous session, the Council had approved the principle of an independent evaluation of the activities of the IPDC. However, an evaluation report of the activities of the IPDC was produced by communication specialists from the University of Oslo, at the initiative of the Norwegian Ministry of Foreign Affairs. The report, which was thought to be highly constructive and of great interest, was given due consideration during the Bureau meeting of December last.
13. The Bureau also considered a revision of the Programme's basic texts, and a proposal along those lines was circulated to the members of the Council.
14. In concluding his report, and in response to the concerns expressed by donors, Mr Krogh said that he would like to see a common thread running through all projects funded by the IPDC. The Programme's mission was to implement a coherent policy, and not to be a mere framework for a series of individual, unrelated projects. In this regard, the development of independent, pluralistic media is, in and of itself, an essential activity for good governance.
15. The IPDC should seek to highlight the fact that, in many instances, its sometimes very modest contributions have constituted seed capital facilitating the start up of projects with the potential to act as catalysts for developments with a much broader scope.
16. The Chairperson of the Council called on potential beneficiaries to relay information to the donor community on the essential role played by the IPDC not only in the development of their electronic media, but, in essence, in promoting democracy in their countries.
17. Lastly, Mr Torben Krogh expressed his deep concern about the future of the IPDC, because if it were to prove impossible to strengthen financial contributions to the Programme, the present donor institutions would

perhaps be reluctant to continue bearing the burden on their own. It is, therefore, necessary to rekindle the interest of former donors and identify new ones. The Chairperson undertook to devote all his efforts to this task, with the support of the Secretariat, but he also appealed to all members of the Council, as total contributions of less than US \$1500,000 would discourage those who currently support the Programme. A Programme that is global in scope and which, over the years, has amply proven its usefulness and effectiveness in the service of countries most in need. Mr Torben Krogh launched a final forceful appeal to the Council urging it to ensure that everything is done to keep the Programme alive.

V – **Report from the Representative of the Director-General on the activities of the IPDC since the twenty-second session of the Council**

18. After welcoming the members of the Council, Mr Abdul Waheed Khan, Assistant Director-General for Communication and Information, presented, on behalf of the Director-General of UNESCO, the report on the activities of the IPDC since the 22nd session.
19. Mr Khan began by expressing his sorrow at the untimely passing of Mr Claude Ondobo, praising his collegiality, professional integrity, expertise and experience, which would all be sorely missed in managing the IPDC and UNESCO communication programme activities.
20. He also expressed sadness at the sudden death of the former Chairperson of the Intergovernmental Council, Mr Reinhard Keune, and joined communicators the world over in honouring the memories of these two distinguished personalities in the field of communication and the international arena.
21. After referring to the spirit of reform currently underpinning the Programme, Mr Khan mentioned the evaluation report of the IPDC produced at the initiative of the Norwegian Ministry of Foreign Affairs to the Council members. He invited delegates to share their views on the document, which constitutes a first step in the implementation of the reform process undertaken by the IPDC.
22. At the 45th Bureau meeting held last December, 42 projects were pre-selected for presentation to the Council. The Assistant Director-General took the opportunity to commend the Communication Advisers from all the regions concerned for the preparatory work done and for submitting to the Secretariat project documents which were generally of great interest.
23. The Council was therefore invited to consider document referenced CI-03/CONF.207/INF.5 providing detailed information on the implementation of over one hundred recent projects.

24. The project implementation rate has increased compared to a similar period last year, particularly in Asia, the Pacific and the Arab States. In the case of the African continent, the situation is expected to improve with the appointment of new Advisers for Communication and Information to the various regional offices currently affected by staff changes.
25. Mr Khan stressed that the Secretariat's aim is to implement projects in as short a timeframe as technically feasible (within around 18 months of approval of funding).
26. At its meeting last December, the Bureau approved funding for 40 new projects; in addition, a special amount was allocated to each new project to facilitate effective and efficient participation by the Advisers for Communication and Information in their implementation.
27. Regarding ongoing projects, the Assistant Director-General asked the Advisers for Communication and Information to ensure that their activities are fully implemented by October 2003.
28. With the assistance of UNESCO Central Services, a considerable number of terminated projects have been closed, and the remaining balances transferred to the Special Account.
29. Mr Khan told the Council that since the last session, the IPDC had received contributions from Denmark, Finland, India, Luxembourg, Norway, the Netherlands and Portugal. The Assistant Director-General made special mention of Finland's return to the fold of IPDC donors and of Egypt's pledge to contribute to the Special Account of the IPDC. Mr Khan also expressed his gratitude to the Republic of Korea and to the Russian Federation for providing IPDC with training courses for media professionals on an on-going basis.
30. In conclusion, the Assistant Director-General emphasized that contributing to the achievement of the objective of poverty alleviation, endorsed by UNESCO, through appropriate means of communication such as community radio and television and public service media, should be an important criterion in assessing projects submitted to the Council for approval. He also stated that this tied in with UNESCO's active participation in the preparation of the World Summit on the Information Society scheduled to take place in Geneva later this year and that IPDC had a significant role to play in the process.

VI – Procedure for the recruitment of a Director of the IPDC

31. After in-depth discussions with the Director-General of UNESCO and the Assistant Director-General Mr Khan, Mr Krogh raised the issue with the Bureau so as to be able to submit a recommendation to Council on the appropriate *modus operandi*. In keeping with the Statutes, the Director of the IPDC is appointed by the Director-General on the recommendation of the Intergovernmental Council. His/her function is now combined with that of Director of Communication Development.
32. It was not possible to propose the name of one candidate to the Council, or even to present a short list, as the deadline for submission of applications had been set at 15 March and some 400 applications had been received to date. If one were to adhere strictly to the letter of the Statutes, an extraordinary Council session would have to be convened to arrive at a recommendation.
33. In this context, the Rapporteur Mr Nacer Mehal (Algeria) informed the Council of the Bureau's proposal to entrust the Bureau and the Chairperson with a mandate to examine the applications and to consult the Director-General.
34. There being no objection from the Council, the procedure was adopted.

VII – Award Ceremony for the 2001 IPDC-UNESCO Prize for Rural Communication

35. Mr Torben Krogh, Chairperson of the Intergovernmental Council of the IPDC presented the IPDC-UNESCO Prize for Rural Communication to the two laureates, Argentina for the “*Maestro Pablo Pizzurno*” School, and Peru for “*Radio Quispillaccta*”.
36. In his address to the Council, Mr Torben Krogh reiterated that the underlying philosophy behind the IPDC-UNESCO Prize for Rural Communication is to acknowledge and reward meritorious, innovative activities aimed at improving communication and facilitating the participation of rural populations, particularly in developing countries, in the economic, cultural and social life of their countries.
37. Community-type radio stations, managed by communities themselves, constitute the most appropriate tool for social empowerment of members of the community, stated Mr Krogh, who went on to say that this provides a perfect summary of the activities undertaken by the two laureates: the “*Maestro Pablo Pizzurno*” School and “*Radio Quispillaccta*”.
38. In Argentina, the “*Maestro Pablo Pizzurno*” School runs the “*Huanacache*” radio network that brings together all the schools and communities in the

northern part of the Mendoza province, 90% of which is situated in a desert area. In addition to broadcasting cultural, educational and literacy programmes, the station also offers training of trainers and encourages initiatives aimed at stimulating the participation of associations and socio-cultural groups.

39. “*Radio Quispillaccta*” has been producing programmes in the Quechua language for the entire farming community of the Ayacucho region, south-east of Lima, Peru for the past ten years. Its programmes revolve around transfer of knowledge related to farming techniques, the preservation of Andean culture and the strengthening of a sense of community through, *inter alia*, the production of contact programmes. Its audience rating is between 80 to 85% of a potential listening public of around 450,000 inhabitants.
40. In accepting, for Argentina, the Prize awarded to the “*Huanacache Network of Desert Radios*”, Mr Ricardo Danton Croce, Director of the “*Maestro Pablo Pizzurno*” School which manages the vast FM network, expressed his thanks to the IPDC for conferring this Prize on the teaching activities of the *Desert Radios*. Thanks to this network which reaches several thousands of people, continued Mr Croce, isolated communities have a means of communicating, sharing their experiences and uplifting the Huarpe culture. Instead of accepting cultural uniformization as a by-product of advances in communication technologies, we ought on the contrary, he concluded, to take advantage of these high performance media tools to revitalize local cultures.
41. Speaking on behalf of Peru, Mr Jose Galindo Vilca, Chairperson of the Quispillaccta Communal Council, thanked the IPDC for awarding the Prize to the community radio station from his district. The head of Radio Quispillaccta, Ms Marcela Machaca Mendieta said how proud she was to have the opportunity to speak, on behalf of her community, at the prestigious UNESCO headquarters. The Quispillaccta community is Quechua speaking, and a radio station broadcasting in their language fits perfectly with the expectations of the population, both in terms of the conceptualization of programmes and of the results obtained in strengthening their sense of identity. After fourteen years of war and destruction, most of the victims of which belong to the peasant community, itself totally divorced from the stakes of the conflict, it was vital for the community to rebuild its identity around its own traditions and culture, and take fullest advantage of the radio broadcasting medium to promote the transfer of knowledge, particularly as regards farming matters, environmental and water conservation. Radio Quispillaccta thus constitutes one of the essential components of Peru’s community rebuilding strategy.

42. Mr Krogh responded by saying that the IPDC was proud to encourage activities of this kind, which have the merit of being essentially designed and implemented successfully by the people themselves.
43. Mr Diego Gradis, Chairperson of the NGO “*Traditions for Tomorrow*” joined in paying a warm tribute to the two winners of the IPDC-UNESCO Prize for Rural Communication. He hailed the efforts of UNESCO, and in particular of the IPDC to promote and consolidate the cultural diversity of populations. Such diversity, he pointed out, had been greatly undermined over the centuries, through colonization, invasions, wars, and also by education programmes. And today, the globalization of communication has joined the fray making its own very decisive contribution to the destruction of this precious cultural diversity. Mr Gradis said that he was pleased to see the IPDC rewarding local initiatives undertaken in the face of all the forces of cultural levelling. He ended by reaffirming his conviction that people can take their destiny into their own hands when they have the will—and the capacity—to take up the challenge.

VIII – Debate on the projects pre-selected by the 45th Bureau for preliminary approval by the Council*

44. The following list details the decisions by the Council taken on each project:

	PROJECT N°	PROJECT TITLE	
		RADIO BROADCASTING	
1.	PDC/23 MLW/01	MALAWI: Capacity Building for Private and Community Radios	Approved
2.	PDC/23 SEN/01	SENEGAL: FAGGARU FM 98.2 « Radio Dimbéli Xalèyi »	Not approved
3.	PDC/23 SOM/02	SOMALIA: Radio South West Community Baydao	Not approved
4.	PDC/23 ZAM/02	ZAMBIA : Mkushi Community Radio Station	Approved (additional information requested)
5.	PDC/23 RAS/04	AIBD :Diversifying information and improving radio programme production through the digitalisation of radio archives	Approved
6.	PDC/23 RAS/05	PANOS: Training on Radio, Digital and On-line Technologies for South Asian Media	Approved
7.	PDC/23 FIJ/01	FIJI: Community Broadcasting Development Project	Approved
8.	PDC/23 SOI/01	SOLOMON ISLAND :Digitalisation of SIBC archives	Approved
9.	PDC/23 THA/01	THAILAND: Community Media Advocacy and media democratization	Approved
10.	PDC/23 RLA/01	AMARK: Community radio training for trainers	Approved
11.	PDC/23 RLA/03	CODE Foundation: New Communication and Information Technologies for the Improvement of Radio Production	Approved
12.	PDC/23 BRA/01	BRAZIL: Strengthening women’s leadership role in community development through Radio Internet	To be revised and

	PROJECT N°	PROJECT TITLE	
			resubmitted
13.	PDC/23 CHI/01	CHILE: Training in strategic planning and management to non commercial mass media	Approved
14.	PDC/23 ECU/01	ECUADOR: Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana	Approved
		TV-BROADCASTING	
15.	PDC/23 URT/01	TANZANIA: Capacity building for TVT	Approved
16.	PDC/23 RAS/01	ABU: Training and Co-Production For Children's Television	Approved
17.	PDC/23 RAS/02	PINA: Pacific Television Programming for Community Development	Approved
18.	PDC/23 RAS/3	AMIC: Promoting Editorial Independence and Media Pluralism	Approved
19.	PDC/23 BOL/01	BOLIVIA: Development of a mobile training unit for rural community television centres	Approved
		PRINT MEDIA	
20.	PDC/23 CMR/02	CAMEROON : Strengthening the independent newspaper "LE MESSENGER"	Approved
21.	PDC/23 IND/02	INDIA: Expanding PII Community Feature Network and Grassroots publication	Approved
22.	PDC/23 MAL/01	MALAYSIA: AIDCOM: Sensitizing and Educating the Rural Journalists on Press Freedom and Pluralistic Society	Approved (evaluation of Phase 1 requested)
23.	PDC/23 MON/01	MONGOLIA: Sustainability and Empowerment of the Ezegetei women's magazine	Approved
24.	PDC/23 ALB/01	ALBANIA : Initial and advanced training courses for journalists	approved FIT-France
		MULTIMEDIA	
25.	PDC/23 AFG/01	AFGHANISTAN: Further development of a women in media network	Approved
26.	PDC/23 AFG/02	AFGHANISTAN: Establishment of a training centre at radio-television Afganistan	Approved
27.	PDC/23 CAM/01	CAMBODIA: Affiliation of the Cambodia Communication Institute with the Royal University of Phnom Penh	Approved
28.	PDC/23 IND/01	INDIA : Training on Converging Media	Approved
29.	PDC/23 TAD/01	TAJKISTAN : Ressource Centre for Tadjikistan Journalistes	Approved FIT-Germany
30.	PDC/23 RLA/04	IIHR: Strengthening and promotion of freedom of expression and of the press	Approved
31.	PDC/23 RLA/05	CBU and CMC: In-service Multi-media Training to upgrade the professional skills of practicing journalists in the Caribbean	Approved
32.	PDC/23 ARG/01	ARGENTINA: Community media and human development resources	Approved
33.	PDC/23 BHA/01	BAHAMAS: Building Community Media Capacity Environmental Stewardship	Approved
34.	PDC/23 MEX/01	MEXICO: Dissemination of and training for the execution and compliance of the Federal Law on Transparency and	Approved (additional

	PROJECT N°	PROJECT TITLE	
		Access to Governmental Public Information	information requested)
35.	PDC/23 RAB/01	ASBU: Enhancing training potential and facilities for ASBU members through the use of new technologies	Approved
36.	PDC/23 INT/01	IFEX: Narrowing the Digital Divide: Increased Press Freedom Campaigning Through ICT Capacity Building.	Approved
		COMMUNITY MULTIMEDIA CENTRES	
37.	PDC/23 BDI/01	BURUNDI : Women Using Media for Peace in Burundi (DUSHIREHAMWE «Let's Reconcile» Peace Documentation Centre and CMC)	Approved
38.	PDC/23 CMR/01	CAMEROON: Multimedia centre for the young people of Garoua	Approved
39.	PDC/23 DMI/01	DOMINICA: Reinforcing the capacity to produce and disseminate local content mass media material within the framework of community multimedia centres	Approved
		NEWS AGENCIES	
40.	PDC/23 AFG/03	Bakhtar Information Agency Reform & Afghan Journalist Training Project	Approved
41.	PDC/23 RLA/02	ANDI: Latin American Communication Network for Children's Rights	Approved
42.	PDC/23 MAU/01	MAURITANIA: Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)	Approved clarifications requested

*At the end of the year (December 2003), on the basis of the amount of voluntary contributions made to the IPDC Special Account, the IPDC Bureau during its meeting will proceed with the approval of the IPDC budget, the final approval of the projects and financial allocations to the projects. The number of projects preliminarily approved by the Council for financing from the Special Account could be reduced by the Bureau if the available funds are not sufficient for their appropriate implementation.

IX – Financial Situation of the Programme and Budget for 2003 **Announcement of new contributions and fund raising related activities**

45. In initiating the general debate on the Programme, Chairperson Torben Krogh stressed the particular importance of the ensuing exchange of views within the Council, in the light of the number and importance of the subjects to be discussed.
46. In presenting the activity reports at the start of the session, Chairperson Torben Krogh and the Representative of the Director-General Mr Khan informed the Council of the Programme's worrying financial situation, owing to the decline in the number of donor countries and the considerable reduction in the financial contribution of those that continue to participate.
47. The Special Account of the IPDC and the funds-in-trust, before the announcement of new contributions, show a small but positive balance of US

\$129,000 which will be utilized for new projects. The document circulated to the Council members clearly illustrates the financial situation of the IPDC.

48. Consideration of this item provided an opportunity for a number of representatives to announce the financial contributions of their countries. The delegate from **Luxembourg**, opining that support for the IPDC should not be limited to mere declarations of good will but should be demonstrated through concrete actions, announced that Luxembourg's contribution for 2003 would amount to €148,800 (or around US \$165,000), divided between the Special Account and the funds-in-trust. The representative of Denmark told the Council that his country intended to make a contribution of 2.5 million Danish Kroner (or around US \$370,000) to the Programme for the 2003 financial year. For its part, **Germany** stated that its contribution to the IPDC for this year would be €85,000 (or around US \$94,000), divided evenly between the Special Account and the funds-in-trust. The representative of **Nigeria** informed the Council of her country's decision to contribute financially to the IPDC, in an amount to be communicated subsequently

X – General evaluation of the IPDC

49. The Intergovernmental Council acknowledged that the IPDC provides not only considerable assistance but also extensive expertise acquired from its long experience in the field of communication and information to the benefit of a large number of countries. Council members expressed the view that it remained vital and indispensable to maintain the activities of this tool that fosters *rapprochement* between peoples.
50. Nevertheless, Council members insisted on the need to review the working methods of the IPDC, so as to make them more effective and transparent. It was agreed that implementation of the reform process, taking account of the evaluation report produced by the University of Oslo for the Norwegian Ministry of Foreign Affairs, would be closely monitored.
51. To that end, the Bureau decided to hold an extraordinary meeting in June 2003. It was proposed that a working group be set up and entrusted with conducting an in-depth analysis of the evaluation report presented by Norway and a review of working methods of the IPDC with a view to drawing conclusions in the form of concrete proposals aimed at improving the efficiency and transparency of the Programme's activities.
52. The floor was then opened for a general debate, which gave many delegates the opportunity to make their contribution to improving the working methods of the Programme.

53. The first speaker on the list was the delegate from Finland. Ms Ullamaija Kivikuru started by reminding the meeting that the experience accumulated by the IPDC has proven particularly valuable at a time when the World Summit on the Information Society (WSIS) is being prepared. An information society, she specified, is not a society made up of computers, but rather a society that takes advantage of new technologies to provide appropriate information to populations both rich and poor. The IPDC can offer UNESCO unique competencies in this field and must be closely involved as a partner in the preparatory work for the Summit.
54. Ms Kivikuru welcomed the implementation of the reform process undertaken by the IPDC. In this regard, the very comprehensive evaluation report prepared by Norway offered a number of excellent ideas. This is an example of constructive criticism, particularly in so far as the working methods of the Programme are concerned. We firmly support, she continued, the idea of the setting up of a small group of experts to deal with the selection of projects. The present system does not function along professional and methodical lines, as we saw yesterday. And one might also consider a sizable reduction in the size of the Council so as to increase its efficiency.
55. Convergence of the IPDC with the “Information for All” Programme (IFAP) could also be looked at in the context of growing interaction between the media as we know them and the Web, as they are tending towards a degree of complementarity. In such a scenario, there would on the one hand be the responsibility of the media and their content, and on the other, the public and their rights.
56. Ms Kivikuru went on to say that it was important to maintain the high standard and quality of work and to establish a database of the experience acquired in communication development.
57. The delegate from Finland ended by noting with satisfaction the improvements made to the IPDC Web site while pointing out, nevertheless, that there was still room for further improvement, particularly regarding the accessibility and presentation of project documents submitted to the Council.
58. According to Mr. Thomas Pfanne, representative of Germany, the existence of independent media, free to air critical analyses, is one of the essential factors for guaranteeing diversity of opinion and a culture of tolerance. The mass media are a powerful tool, and can, therefore, be particularly dangerous in the wrong hands, as they can strongly influence attitudes and behaviour. It is thus essential to systematically provide them with support in order to ensure that this enormous potential is used responsibly. And the question is: is the IPDC an effective instrument to achieve that end?

59. Germany welcomed the evaluation report presented by the Department of Media and Communication of the University of Oslo. He noted, however, that some hopes placed in the IPDC had not been met. The drop in resources is evidence that new guidelines need to be sought as a matter of urgency. The changes taking place both around the IPDC and in the global communication landscape require that new approaches be devised, internal to UNESCO yes, but always mindful of the changing parameters in the international arena.
60. The representative of Germany proposed that consideration be given to the possibility of the IPDC working in tandem with other institutions or NGOs in a broader context—communication being but one component in the fight against poverty, Education for All and sustainable development.
61. Lastly, Mr Pfanne suggested the development of synergies between bilateral and multilateral financing possibly involving various United Nations Agencies, thus making it possible to extend the scope of projects to the sub-regional and regional levels, the objective being to achieve the widest possible recognition of the IPDC label among intergovernmental organizations.
62. Speaking for Sri Lanka, Mr Kumar Abeysinghe expressed the view that the evaluation report produced by Norway contained some worrying elements. Having said that, one could look at it as the starting point of a new stage in the life of the IPDC. The ideals on which the IPDC was built as well as its objectives are today more topical than ever if one considers the global communication and information context. Sri Lanka, for its part, firmly supports this Programme aimed at consolidating democracy by actively seeking to promote freedom and pluralism in the media. He, therefore, expressed his conviction that the IPDC should play an enhanced role in the future, despite its present difficulties. Lastly, he proposed the launch of a campaign to encourage donors, suggested improving the presentation of project documents and advocated broadening the process of evaluation.
63. From the outset, the representative of the Netherlands reminded the assembly that his country had always maintained a critical yet constructive attitude to the IPDC, taking into account the global scope of the Programme's activities. Dr Hollander remarked that some of the suggestions made by his country, and echoed in the Norwegian evaluation report, have not yet been taken on board, for instance, the selection of projects by the Bureau and not by the Council, the number of participants in the Council, relations with IFAP and increased transparency of the IPDC procedures. He stressed that reform was indispensable and suggested that implementation of the new procedures be speeded up. And after having commended Mr Torben Krogh, the Bureau and the all the Secretariat staff for the work

accomplished, he concluded his intervention by informing the Council that his country had decided to suspend the payment of its financial contribution to the IPDC.

64. Mr Niels Rafn, delegate from Denmark, in his turn, said that he was very interested in the report presented by the Norwegian Ministry of Foreign Affairs. His country's attachment to the work of the IPDC was demonstrated in a concrete fashion through the financial contribution pledged.
65. The representative of Luxembourg expressed her concern about the future of the IPDC. However, the reforms undertaken provided reason to hope that the Programme's financial situation would return to a sound footing, and consequently, its efficiency would be enhanced. Today's most urgent priority was thus the implementation of a strategy to garner resources. In order to regain the confidence of donors, the very bases of the operations of the IPDC would need to be reviewed with the aim of tightening management control, increasing transparency and stepping up operational dynamism along the lines indicated by the Council. Against that backdrop, Ms Elizabeth Colotte welcomed the evaluation by Norway. She ended her intervention by observing that renewed confidence and the reforms introduced allow for some optimism regarding the future of the Programme.
66. On behalf of Portugal, Mr Francisco Rui Cádima concurred with previous speakers on the overall strategies that the IPDC needed to put in place. He acknowledged the important evaluation exercise conducted by the researchers from the University of Oslo. Further, he noted that the projects submitted to the Council covered a broad range of disciplines, such as freedom of expression, professional ethics, new technologies, media in the service of development, etc. He, therefore, felt that thought needed to be given to the role of the IPDC in relation to other UNESCO Programmes, with a view to achieving greater convergence between the various sectors of the Organization involved in communication.
67. The representative of France Ms Corinne Matras began by recalling her country's attachment to the activities of the IPDC since its creation, proof of which lay in its unwavering financial support. She praised the excellence of the work accomplished by Norway in its extremely constructive evaluation document. The work of the IPDC remains important, it has its own specific criteria, and the delegate of France endorsed the constructive suggestion by the delegate from Germany, that these criteria be clearly identified, so as to avoid confusion of the IPDC priorities with those of other programmes like "Information for All", and thus better tailor the projects submitted to the Council.
68. Nonetheless, there is one point to which France attaches particular importance, namely the provision of information to donors. The latter would

like to have more complete information on the implementation of projects funded, by way of follow-up reports and final reports allow for better insight into the utilization of financial contributions. These reports are provided for in the texts and donors deplore the fact that they don't receive them, because they are extremely important for assessing their financial contributions. Ms Matras said that she would like to see the conclusions of the evaluation report prepared by Norway duly taken account of by the IPDC. Further, she agreed with the proposal to establish a working group as suggested by the Bureau. Lastly, she proposed that a greater role be given to the Regional Advisers, notably as regards the prospecting of potential donors, and underscored that the visibility of operations and the dissemination of concrete results of project implementation were likely to attract donor financing.

69. Ms Inyingi Dappa, representative of Nigeria, reiterated her country's attachment to the IPDC and said that she refused to entertain the possibility of its disappearance. She deplored the Programme's shrinking resources, and confirmed her country's intended financial contribution to the IPDC.
70. Chairperson Torben Krogh then addressed the Council, stressing the fact that the statements made during the debate constituted the basic foundation for the work of the Assistant Director-General, the Bureau, the IPDC Secretariat and himself in his capacity as Chairperson of the Intergovernmental Council. Mr Krogh expressed agreement with most of the opinions expressed by delegates and noted that there was consensus on the important points, which opens the way for a new phase of reforms to be finalized by the Bureau.
71. Mr Krogh reminded Council members that if they failed to increase their contributions to the IPDC substantially (the operational objective having been fixed at US \$2,500,000), it was to be feared that existing donors would become somewhat discouraged. Lastly, he stressed that the donor members would be doing the IPDC a great service by clearly stating their position in respect of financial contributions, if possible before the Bureau meeting, so as to facilitate planning of the Programme's activities.
72. Taking the floor in his turn, the Representative of the Director-General Mr Abdul Waheed Khan remarked that at the last Council meeting, he had expressed the conviction that the IPDC was today the most appropriate body to deal with the major communication issues, and that, furthermore, had been the conclusion drawn at the end of the Council debate. He added that he had not come across any structure comparable to the IPDC in any intergovernmental organization. The mission of the IPDC seemed to him to have less to do with the so-called "digital gap" than with what he termed "the knowledge gap", in so far as the Programme represented a tool for progress and social integration.

73. Nonetheless, he stressed that the IPDC now had an obligation to carry out the necessary structural reform, without which it would not be able to pursue its activities. He specified, further, that steps had already been taken to clarify the Programme's financial mechanisms and working methods. On this point, Mr Khan highlighted the excellent quality of the evaluation report produced by Norway, and promised that it would be largely taken into account in the restructuring process of the Programme. Referring to the issue of relations between the IPDC and the "Information for All" Programme, the Assistant Director-General announced the publication of a guide outlining the specificity of the IPDC and the features that distinguish its mission from IFAP's. He ended his intervention by reminding the assembly of the steps being taken to provide donors and, more generally, all Council members with more complete communication and a smoother information flow.

74. Chairperson of the Council Mr Torben Krogh read out a resolution drafted at the Bureau meeting held that same morning, just before the resumption of the work of the plenary session, which he submitted to the Council for its approval:

The Council has decided to request the Bureau to present to its next session a series of proposals on the reform of the working methods and decision-making procedures of the IPDC based on the recommendations of the evaluation report prepared for the Norwegian Ministry of Foreign Affairs, with special attention to new procedures for the selection and approval of projects. To that end, a Bureau meeting will be convened within the next three months.

75. The debate continued with an intervention from the representative of Malawi. Mr Robert Ngayaye conveyed his support for the reforms put in place, and endorsed the suggestions aimed at better informing IPDC Member States on the follow-up and evaluation of projects funded. After reminding colleagues that, not so long ago, Malawi had hosted the Bureau meeting, Mr Ngayaye paid tribute to the work of the IPDC in his country mentioning the setting up of community radio stations and the benefits derived from them by the Malawian population. He also reiterated the extent to which many emerging countries still needed the IPDC.

76. The delegate from Sri Lanka made the following suggestion to the Council: since the time factor had been taken into account with the convening of another Bureau meeting within the next three months, why wait until the next session of the Council, which would only take place in a year's time, to approve the decisions? When the proposals were finalized by the Bureau, would it not be sensible to circulate them to all Member States

electronically, requesting their opinions and comments at the same time, thus enriching the debate and at the same time accelerating the reform mechanism?

77. Mr Torben Krogh welcomed the constructive proposal, and announced that it was so decided: once the working group had finished its work, its conclusions would be sent to all Council members by e-mail.
78. The delegate from Zimbabwe, Mr Dawson Munjeri made reference to the conclusions of the *ad hoc* working group set up during the previous session. He observed that its conclusions were found in the evaluation report produced by Norway, and that it should be possible to gain time by linking the recommendations of the *ad hoc* Commission and the proposals of the Norwegian report. He concluded by saying that the IPDC had made satisfactory progress in the direction of the envisaged reforms.
79. The Chairperson of the Intergovernmental Council accepted that there was sometimes a time lag between the intentions expressed and the actual implementation of measures; Mr Claude Ondobo's unexpected passing was, in this regard, particularly prejudicial to the process underway and led to delays. The Secretariat is understaffed, but in spite of this numerical deficiency in human resources, a huge volume of work has been carried out. The reform process is now underway, with first of all the reduction of the deficit. The purpose of convening the Bureau meeting is to accelerate the pace of progress.
80. Mr James Bentley, representative of Fiji, took the floor to express the gratitude of the Fijian media to the IPDC and UNESCO, as well as to all the financial contributors to the Programme, principally European. The work of the IPDC in the area of human resource development and technical infrastructure is particularly valuable to the media of the island countries of the Pacific region, of which seventeen are members of UNESCO. It assists these geographically isolated countries make up the ground separating it from the rest of the global communication community. He closed by expressing the hope that a happy solution would be found to the present problems making it possible for the IPDC to continue its vital mission.
81. The delegate from Cuba supported the proposal to set up a working group entrusted with deepening the reform process, taking into account, *inter alia*, the findings of the Norwegian report. Further, Mr Leyva Ráfull suggested that the task of selecting projects could possibly be handled jointly with other sectors of the Organization or other United Nations Agencies in a spirit of decentralization.
82. Mr Torben Krogh then reminded the meeting that the working group's mandate was not limited exclusively to examining the proposals contained

in the Norwegian report, and that it was largely open to all the opinions and suggestions that did not necessarily appear in the Norwegian report.

83. The representative from Malaysia, Mr Naharudin Abdullah endorsed the evaluation report from Norway and expressed satisfaction that the reform process would be piloted by a working group. He also expressed his conviction that, under these conditions, the IPDC would be in a position to meet the challenges facing it.
84. The delegate from Mozambique introduced his intervention by expressing his total support for the Norwegian report, a tool that would assist the IPDC in putting in place appropriate solutions to the current difficulties. Mr Felisberto Tinga referred to the major role played by the IPDC in encouraging and facilitating freedom of expression and, consequently, democracy. He talked about the IPDC's achievements in his country and touched on all that remained to be done around the world in the field of communication. He closed by stating that it was absolutely vital for the IPDC to be given the means to pursue its work.
85. Mr Victor Joseph Douyeme, representative of Benin, said that it was evident that the reforms undertaken had to be fully implemented in order to enable the IPDC to carry out its mission effectively. No dissenting voice was heard in the consensus that greeted the evaluation report produced by the University of Oslo for the Norwegian government. The background document had thus become an incontrovertible reference. Benin joined in the efforts to reorganize the working methods of the IPDC, suggested the launch of a reasoned campaign to motivate partners and donors and approved the necessary review of the basic texts of the IPDC, noting that this last point was included on the agenda of the present session.
86. Chairperson Torben Krogh referred to the "Newsletter" that had been sent to all IPDC Member States in the wake of the previous year's consultation, detailing the decisions taken by the Bureau in respect of implementation of the planned reforms. Naturally, he added, the same thing would be done this year.
87. Ms Carolina Rossetti, delegate from Chile, thought it very necessary that the IPDC undertake a vast, promotional media campaign, in order to publicize its accomplishments, successes and most noteworthy achievements wherever they have had a significant and lasting impact. Further, Chile put forward the idea of setting up a human resource base comprising experts from the various countries that had received training with the assistance of the IPDC as well as the constitution of a technical equipment fund by involving the private sector. Lastly, Ms Rossetti asked that efforts be made to ensure that project documents reach recipients at least two weeks ahead

of meetings, so as to allow them to study the documents and formulate any observations and comments they may have.

88. The representative of Panama, Mr Adán Esquivel added his voice to the consensus reached in relation to the evaluation report from Norway and to the vital need for reform. He went on to say that the IPDC must continue its work, particularly with a view to reducing the technological gap that still isolates a number of emerging countries. Exhaustive activity reports, highlighting the practical scope and measurable impact of activities made possible thanks to their contributions would go a long way towards encouraging donor countries. Lastly, he endorsed the concern raised by the delegate of Chile regarding the timely receipt of documents to be examined and discussed by the Council.
89. The delegate from France expressed her agreement with the proposal from the Bureau to establish a working group and supported the proposals made by the delegations from Sri Lanka and Cuba. She also advocated the involvement of IFAP in the examination of projects presented to the Council. Lastly, on the subject of information to donors, Ms Matras said that she did not think it necessary to wait for another new meeting to put this into practice.
90. The last speaker in the debate was the representative from Croatia, Ms Zrinjka Peruško, who affirmed her endorsement of the conclusions contained in the evaluation report prepared by Norway. In addition, she insisted on the need to maintain a clear distinction between the “Information for All” Programme and the IPDC, without which, over the long term, the latter might come to an end. Award of the IPDC-UNESCO Prize for Rural Communication was testimony to the contacts between the IPDC and the people themselves, above and beyond the beneficiary institutions. Ms Peruško brought her intervention to a close by reiterating her support for the ongoing reforms, and expressing the hope that the IPDC would continue to be a place where international solidarity was cultivated.

XI – Basic texts of the IPDC

91. In conformity with the decision taken at the 22nd session of the Council and in order to present a draft resolution to the General Conference, the Bureau submitted to the members of the Intergovernmental Council a draft modification to the basic texts of the IPDC. This document was approved by the Council as follows:

The Intergovernmental Council:

Recalling the resolution 4/21 concerning the International Programme for the Development of Communication (with annexes) adopted by the General Conference of UNESCO at its twenty-first session in 1980;

Stressing the importance of the New Communication Strategy, unanimously adopted by the General Conference of UNESCO at its twenty-fifth session in 1989, which requested the Organization “*to encourage the free flow of information, at international as well as national levels, to promote its wider and better balanced dissemination, without any obstacle to the freedom of expression, and to strengthen communication capacities in the developing countries in order to increase their participation in the communication process*”;

Noting with satisfaction that the International Programme for the Development of Communication became the main operational instrument of the New Communication Strategy, funding hundreds of projects in developing countries with the main objective of developing communication capacities, both human (through training) and structural (through technology upgrades);

Taking into account the resolution A/C.2/51/L.45 on “*Communication for development*”, adopted by the United Nations General Assembly in 1996, which, inter alia, “*stresses the need to support two-way communication systems that enable dialogue and that allow communities to speak out, express their aspirations and concerns and participate in the decisions that relate to their development*” and “*recognize the relevance for concerned actors, policy-makers and decision-makers to attribute increased importance to communication for development and encourage them to include it ...as integral component in the development of projects and programmes*”;

Recalling the Resolution 4.6 on “*Promotion of independent and pluralist media*” adopted by the General Conference of UNESCO at its twenty-eighth session in 1995, as well as resolutions 34 and 35 adopted by the General Conference of UNESCO at its twenty-ninth session in 1997 which “*stressed the outstanding importance of and endorsed the declarations*” of regional seminars to promote press freedom, and independent and pluralistic media (Windhoek, Almaty, Santiago, Sana’a and Sofia) and invited the members

of the Intergovernmental Council of the International Programme for the Development of Communication to take the Declarations into account when selecting the projects that will be financed by this programme;

Reminding the resolutions “Information in the Service of Humanity” (55/136, 56/64, 57/130) adopted by the United Nations General Assembly respectively at its 55th, 56th and 57th sessions in 2000, 2001 and 2002, which urge all countries, organizations of the United Nations system and all others concerned “to provide full support for the International Programme for the Development of Communication of the United Nations Educational, Scientific and Cultural Organization, which should support both public and private media”;

Bearing in mind that traditional media, especially radio, reinforced by innovative applications of ICTs, is capable of reaching the entire populations with knowledge and information, contributing to the achievement of the Millennium Development Goals, and that therefore reiterates that media development continues to be of vital importance to many countries that have limited access to the advanced modes of news and information dissemination;

Stresses that the objective of the IPDC is to contribute to sustainable development, democracy and good governance by fostering universal access to and distribution of information and knowledge through strengthening the capacities of the developing countries and countries in transition in the field of electronic media and print press;

Notes with satisfaction that the IPDC on-going reform process, launched in the framework of UNESCO’s comprehensive reforms, has already allowed improving a number of important aspects of the IPDC functioning and recalls the decisions approved by the Council at its 22nd session on the reform of the working methods of the IPDC, on new procedures related to preparation, selection, implementation, monitoring and evaluation of IPDC projects, promotion of the best practices and projects achievements, as well as on proactive fund-raising policy;

Expresses its gratitude to the donor countries, which have already supported the Programme through their contributions to the IPDC Special Account as well as through funds-in-trust and contributions-in-kind;

Expresses also its gratitude to all those who have contributed to the IPDC reform process, and particularly the Norwegian team of evaluators, which has produced a valuable report “Media in Development: An Evaluation of UNESCO’s International Programme for the Development of Communication (IPDC)”;

Recommends to further concentrate the Programme on a limited number of well-defined innovative and catalytic projects and reaffirms that the highest priority is given to national, regional and interregional projects in the following areas:

- Promotion of freedom of expression and media pluralism,
- Development of community media,
- Human resource development,
- Promotion of international partnership;

Refers to the decision adopted by the Intergovernmental Council at its 22nd session stating that “*the IPDC Council should proceed with a revision of the IPDC Statutory documents and updating the rules and regulations of the programme*”;

Decides to amend the Statutes of the Intergovernmental Council of the International Programme for the Development of Communication in the following way:

Article 2

1. The Council shall be composed of 39 Member States¹ of the United Nations Educational, Scientific and Cultural Organization, elected by the General Conference, taking into account the need to ensure equitable geographical distribution and appropriate rotation.
2. Unchanged
3. Each retiring member shall be replaced by a member belonging to the same regional group.
4. Unchanged
5. Unchanged

¹ See resolution 22 adopted by the General Conference at its 28th session.

6. The persons appointed by Member States as their representatives on the Council shall preferably be specialists in the fields covered by the International programme for the Development of Communication.

Article 5

a, b, c, d, e, f unchanged

- (g) seeking the necessary resources for the implementation of the Programme.

Article 6

1. At the beginning of its first session, and subsequently whenever the membership of the Council is changed by the General Conference in accordance with Article 2 above, the Council shall elect a Chairman, three Vice-Chairmen, a Rapporteur and three other members; these shall form the Council's Bureau. The members of the Bureau who are representatives of Member States of UNESCO shall preferably be specialists in the fields covered by the International Programme for the Development of Communication. They shall remain in office until a new Bureau has been elected.
2. Unchanged
3. Unchanged.

Article 7

1. Unchanged
2. Unchanged
3. The Council shall lay down the conditions under which other international governmental or non-governmental organizations, public and private foundations and other bodies concerned may be invited to participate in its proceedings without the right to vote. The Council shall also lay down the conditions under which certain particularly well-qualified persons might be consulted on matters within their competence.

Article 8

1. The Secretariat of the IPDC Intergovernmental Council shall be provided by the Director-General of UNESCO, who shall place at the Council's disposal the staff and other means required for its operation.
2. Unchanged

Article 9

1. Unchanged
2. Member States shall bear the expenses of the participation of their representatives in sessions of the Council, its Bureau and working groups.
3. Voluntary contributions to the International Programme for the Development of Communication shall be accepted to the established IPDC Special Account as well as funds-in-trust and contributions-in-kind for concrete projects and activities, in accordance with the Financial Regulations of UNESCO.

Further decides to amend the Rules of Procedure of the IPDC Intergovernmental Council in the following way:

“Rule 13 – Working Languages

Arabic, Chinese, English, French, Russian and Spanish shall be the working languages of the Council. Simultaneous interpretation may nevertheless be limited for any particular session of the Council, without prejudice to the efficient conduct of the meeting, to the languages used by the members of the Council. Working documents shall be prepared in English and French.”

Urges further practical efforts to increase IPDC cost-efficiency and improve IPDC fund-raising and working methods and invites its Bureau to continue to study ways and means in this regard and to report to the Council on these matters at its next session.

Invites the Director General and the Bureau of the Intergovernmental Council to give special attention to strengthening international partnerships and building strategic alliances of major stakeholders in the field of communication media development.

XII – Proposals for the thematic debate for the 24th session of the Council

92. Chairperson Torben Krogh introduced the debate on proposals of suitable themes for discussion at the next Council session.
93. Croatia proposed the theme of relationship between the IPDC's mission in communication development and the convergence of new technologies, which blurs the line between these various disciplines.
94. The representative from the Netherlands seconded the suggestion from Croatia for a debate in the spirit of the position articulated by Mr Khan regarding the need for clarification between IFAP's activities and IPDC's sphere of competence.
95. The representative of the International Association for Mass Communication Research (IAMCR) made reference to the upcoming World Summit on the Information Society (WSIS) and made the following suggestion: "*IPDC in the debate on the information society: what plan of action?*".
96. The delegate from Algeria proposed a theme related to "*NEPAD, good governance and communication*".
97. In the opinion of Lithuania, a constructive debate could be organized around the following question: "*What reform strategy do we want for the IPDC, why and how?*".
98. The exchange of proposals that just took place, concluded Chairperson Torben Krogh, was not for the purpose of reaching a final decision today on the thematic debate, but simply of getting an overview of the kinds of issues that it would be useful to focus on in greater depth. Mr Krogh thanked the various speakers and reminded members that the final choice of subject would be made by the Bureau, which would take account of the suggestions just put forward.

XIII – Speech by the Director-General of UNESCO

99. At the end of the debate, the Assistant Director-General Mr Abdul Waheed Khan, Chairperson of the Intergovernmental Council Mr Torben Krogh and the Council meeting in plenary session had the privilege of welcoming Mr Koichiro Matsuura, Director-General of UNESCO, who had come to greet the delegates from IPDC Member States before the deliberations of the 23rd session were brought to a close.

100. In bidding the Director-General of UNESCO welcome on behalf of the Council, Mr Torben Krogh briefly summarized for him the salient points of the session.
101. In his speech, Mr Koichiro Matsuura expressed his pleasure at having the opportunity to address the Council for the first time. He paid special tribute to Mr Torben Krogh, who had agreed to Chair the Council at a difficult moment in IPDC's history, committing himself fully to the reform process underway. He also honoured the memory of Mr Claude Ondobo, whose name would long be associated with IPDC.
102. Opining that none would question the validity of the mission assigned to the IPDC, for which no further proof was necessary, the Director-General reiterated that the Programme remained a vital instrument for narrowing the gap between North and South in the communication sphere, and that it had a decisive impact on the strengthening of democracy and development as well as in poverty alleviation.
103. This is why at the next World Summit on the Information Society, UNESCO would be vigorously defending a number of principles to which it holds, centred on the link between education for all, universal access to information, freedom of expression and cultural diversity.
104. IPDC is an essential partner in this campaign but it must be capable of adapting to the demands of an ever-changing global environment. Thus, to contribute to its full potential, it must, like UNESCO, undertake a sweeping reform of its operational procedures, review its procedures, while at the same time ensuring transparency and efficiency.
105. The Director-General alluded to the legitimate concern within the IPDC about the steady decline in contributions. He pledged to make every effort to convince potential donors to support the Programme, which remains vital and irreplaceable for many developing countries. Proof of this, he stated, lay in the around 1,000 projects implemented in 135 countries over the 22 years of the Programme's existence, representing an overall investment of US \$90 million. The great majority of these projects responded to real needs defined in the poorest countries.
106. However, this record of achievements does not free the IPDC from the obligation to seek the causes underlying the decline in contributions. Donors have criticized IPDC for the complexity and slowness of its selection and management procedures. In this respect, the Director-General underscored the fact that the recommendations of the *ad hoc* working group were in perfect agreement with those contained in the important evaluation report—the quality of which he

wished to highlight—prepared by the University of Oslo at the request of the Norwegian Ministry of Foreign Affairs.

107. Mr Koichiro Matsuura stressed the need for internal reform within the IPDC, along the lines of the reform launched more than three years ago in the Organization as a whole. He expressed commendation for the efficient efforts by Mr Abdul Waheed Khan to ensure greater overall consistency of the various activities within the sector of which he was in charge, and called for greater synergy between IFAP and IPDC activities.
108. The Director-General issued an appeal to decision-makers and donors, in particular, Member States, foundations, business enterprises, professional associations and trade unions to support IPDC in the way they deemed most fitting at this juncture when the Programme is undertaking a major reform process. Mr Matsuura also took the opportunity to express his gratitude to the many donor countries that have, for so many years, demonstrated their support for and confidence in IPDC.
109. Lastly, the Director-General congratulated the jury of the IPDC-UNESCO Prize for Rural Communication, for their selection of two Latin American radio stations, *Radio Quispillaccta* of Peru and the radio station of the *Maestro Pablo Pizzurno* School in Argentina, which are doing an exceptional job in offering to their catchment populations not only educational programmes and channels of expression and communication, but also helping to safeguard local languages and the cultural traditions.
110. It is with this real-life image in mind that the Director-General of UNESCO concluded his address, expressing the hope of meeting with the IPDC again soon, and of seeing the reform process convince many partners of the IPDC that the Programme remains an essential instrument for the emergence of the communication media that the developing world so badly needs.

XIV – Date and place of the 47th meeting of the Bureau and of the 24th session of the Intergovernmental Council

111. Chairperson Torben Krogh informed the members of the Council that the 47th meeting of the Bureau would take place in Paris at UNESCO headquarters from 3 to 5 December 2003, while the 24th session of the Intergovernmental Council was scheduled to take place from 30 March to 2 April 2004, also at UNESCO headquarters in Paris.

XV – Closing of the session

112. The Assistant Director-General Mr Abdul Waheed Khan addressed members of the Council to thank them on behalf of the Director-General. From the deliberations which were drawing to a close, he had retained the

conviction that there was unquestionably a demand for the approach and methodology developed by the IPDC and implemented for so many years to the benefit of the most disadvantaged countries. Perhaps, he added, the IPDC had not sufficiently emphasized the relevance of its activities, although the Programme seemed ideal in its field. And he promised that this matter would be pursued in a very dynamic fashion.

113. Mr Khan sincerely thanked the Chairperson of the Intergovernmental Council, the Bureau members, the Council members, the observers, the Regional Advisers for Communication and Information, the Directors of the Regional Offices, the members of the Secretariat, who had successfully undertaken the huge task of organizing the session, and last but not least the simultaneous interpretation teams. (Applause).
114. Mr Torben Krogh added his voice to the tributes paid by the Assistant Director-General. In conclusion, he stated that the meeting that was coming to an end, marked a constructive milestone in the life of the IPDC. He said that what was needed was to continue along the same path. After thanking everyone once again, Chairperson Krogh adjourned the meeting.

Annex I

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

CI-03/CONF. 207/4
14 February 2003
Original: English

**Decisions of the 45th meeting of the
IPDC Bureau
(Paris, 11 - 13- December 2002)**

Twenty-third session



UNESCO HEADQUARTERS, PARIS

26 - 28 MARCH 2003

The Bureau of the Intergovernmental Council of the International Programme for the Development of Communication (IPDC) held its forty-fifth meeting at UNESCO Headquarters in Paris from 11 to 13 December 2002, chaired by Mr Torben Krogh (Denmark) and in the presence of Mr Abdul Waheed Khan, the representative of the Director-General of UNESCO. All the Members of the Bureau were present at the meeting: Luxembourg, Malaysia, Malawi, the Russian Federation, Uruguay, Yemen, as well as the rapporteur, Mr Nacer Mehal (Algeria).

At the opening meeting, the Bureau paid a tribute to the late Mr Claude Ondobo, Director of the IPDC, and to the late Mr Reinhard Keune, former IPDC Chairman, who both had sadly past away since the last Bureau meeting in April 2002.

I. The agenda of the meeting was adopted as follows:

- Report by the Chairperson
- IPDC financial situation
- Allocation of funds to projects approved by the 21st Council session
- Preselection of a maximum 50 projects by the 45th Bureau for submission to the 23rd Council session
- IPDC fund raising plan
- Selection of projects to be evaluated on the basis of implementation reports
- An overall evaluation of the IPDC
- Preliminary proposals by the Chairperson concerning modification of the IPDC basis texts
- Date and place of the next meeting of the Bureau
- Provisional agenda and timetable for the 23rd session of the Intergovernmental Council
- Any other business

II. Report by the Chairperson and IPDC financial situation

Mr Torben Krogh reported on his activities since the last Bureau meeting in April 2002 and presented the document on IPDC financial situation.

III. Allocation of funds to projects approved by the 21st Council session

The Bureau decided to allocate the funds of the Special Account available at the end of 2002 as follows:

BUDGET 2002 (IN US DOLLARS)

38 PROJECTS (21ST SESSION)	900,000
EVALUATION OF IPDC PROJECTS:	30,000 (6-8 PROJECTS)
FUND-RAISING ACTIVITIES:	20,000
MONITORING OF IPDC PROJECTS:	10,000

TOTAL (SPECIAL ACCOUNT):	960,000
2 PROJECTS (21ST SESSION)	
WILL BE FINANCED BY FIT - LUXEMBOURG	67,000
GRAND TOTAL:	1027,000

The Bureau decided to allocate the following amounts to projects approved by the 21st session of the Council held in Paris in March 2001 :

Project N°	Project Title	FUNDS allocated US\$	Comments and Use of funds
<u>AFRICA</u>			
PDC/21 CMR/02	CAMEROON: Community Radio for the Rural Women of Meyomessala	-	Technical problems To reformulate
PDC/21 CMR/03	CAMEROON: Community radio for women of South Cameroon	25,000	Training + broadcasting and production equipment
PDC/21 CVI/01	CAPE VERDE: Installation of an internal communication network at the Inforpress news agency	10,000	Training only is needed (Equipment already available)
PDC/21 ZAI/02	D. R. OF CONGO: DTP Equipment for the newsletter <i>Tribune de la Femme</i>	7,000	DTP equipment
PDC/21 ETH/01	ETHIOPIA: Human capacity building of the Ethiopian mass media training institute	35,000	Training of trainers
PDC/21 GAM/01	THE GAMBIA: Archiving for GRTS Radio	-	Project document is not clear Reformulate and re-submit
PDC/21 GHA/02	GHANA: Strengthening "Radio Univers"	25,000	Internet connection, studio equipment and training
PDC/21 KEN/01	KENYA: Development of free press institutions	20,000	2 workshops
PDC/21 LIR/01	LIBERIA: Enhancing training media personnel	20,000	Equipment and training for Com. Department of the University
PDC/21 MLW/01	MALAWI: Training of Malawi's News Agency	25,000	Computers + training US\$ 10,000 already allocated from RP
PDC/21 MLW/02	MALAWI: Printing press for Malawi Polytechnic's Journalism Department	-	US\$ 50,000 already allocated from RP
PDC/21 MLI/01	MALI: Community radio in the service of local development	25,000	Equipment and training
PDC/21 SEN/01	SENEGAL: FM « Sans Voix » the radio of vulnerable groups	30,000	<u>FIT Luxembourg</u>
PDC/21 SEN/02	SENEGAL: "Le Temoin", ECOWAS new area of citizenship	15,000	Training + equipment
PDC/21 SEY/01	SEYCHELLES: Replacement of radio recording and editing equipment	15,000	Equipment component reduced.
PDC/21 SAF/02	SOUTH AFRICA: Women's net training	-	Too heavy, to reformulate and re-submit
PDC/21 SWA/01	SWAZILAND: Development of media resource centre for the national association of journalists	20,000	DTP equipment + training

Project N°	Project Title	FUNDS allocated US\$	Comments and Use of funds
PDC/21 SWA/02	SWAZILAND: Swaziland News Agency	-	Equipment and consultancies budget too heavy. To re-formulate
PDC/21 TOG/02	TOGO: Project in support of training courses for Togolese journalists at the Journalism Centre of Lomé	10,000	Training courses
AFRICA		TOTAL:	US \$ 252,000 + US\$ 30,000 (FIT)
<u>ASIA AND THE PACIFIC</u>			
PDC/21 RAS/01	AIBD: Cyber journalism for Women broadcast journalists	22,000	Workshop in computer assisted reporting
PDC/21 RAS/05	SEAPA: Monitoring and evaluating press freedom in Southeast Asia	28,000	Three workshops + manual
PDC/21 BHU/01	BHUTAN: Establishment of community media production centres	20,000	Training + training equipment
PDC/21 CAM/01	CAMBODIA: Increasing community participation in national radio FM96	24,000	Training+ production equipment
PDC/21 INS/02	INDONESIA: East Lombok Ketangga women community radio	18,000	Training + transmission equipment
PDC/21 KZH/01	KAZAKHSTAN: Distance education training via Internet technologies	15,000	Distance learning course for journalists + web server
PDC/21 KIR/01	KIRIBATI: Nei Tabera Ni Kai video unit development project	35,000	Training + video production equipment
PDC/21 LAO/01	LAOS: Networking local radio station and using online information sources to improve news and programmes	37,000	<u>FIT Luxembourg</u> Training work stations and software
PDC/21 MAS/01	MARSHALL ISLANDS: Human resource development for the media	20,000	Training + video editing unit
PDC/21 MON/01	MONGOLIA: Improvement of National Radio and Television services	30,000	Training of trainers
PDC/21 NEP/01	NEPAL: Training activities for Nepal TV	20,000	Training courses
PDC/21 PNG/01	PAPUA NEW GUINEA: Electronic media training facility	12,000	Training equipment
PDC/21 UZB/01	UZBEKISTAN: Innovative training and learning programme for journalists	25,000	Seminars
PDC/21 VIE/01	VIETNAM: Catalysing talent and application of modern technologies for a free flow of information	31,000	Training course + equipment for the editorial department
ASIA AND THE PACIFIC		TOTAL:	US\$ 300,000 + FIT US\$ 37,000

Project N°	Project Title	FUNDS allocated US\$	Comments and Use of funds
<u>LATIN AMERICA AND THE CARIBBEAN</u>			
PDC/21 RLA/05	Eastern Caribbean Internet newspaper	48,000	Training + training equipment
PDC/21 RLA/06	REDIPAZ AND RADIPAZ: Strengthening of communication networks for a culture of peace	25,000	Training + production equipment
PDC/21 RLA/07	CELAP: Investigative journalism and ethics: Strengthening democracy	30,000	Training
PDC/21 BOL/01	BOLIVIA: Strengthening of education Radiofonica de Bolivia (ERBOL)	20,000	Training + production equipment
PDC/21 CHI/01	CHILI: Radio broadcasting service for the development of the Easter Island (Rapa Nui)	25,000	Training + training equipment
PDC/21 ECU/01	ECUADOR: Supply of equipment for the municipal radio "La voz de Imbabura"	-	Reformulate and re-submit
PDC/21 PAN/01	PANAMA: Continuing education programme for journalists	20,000	Training + training equipment
LATIN AMERICA AND THE CARIBBEAN		TOTAL: US\$ 168,000	
<u>ARAB STATES</u>			
PDC/21 RAB/02	CMFMENA: Training in defence of media freedom in the Arab world	25,000	Training, follow-up to Sana'a Declaration
PDC/21 IRQ/01	IRAQ: Development of a media resource centre	-	Similar activities have been implemented with regular programme funds (\$ 50,000); The Bureau considered that it was no longer necessary to provide funds to this projects.
PDC/21 JOR/01	JORDAN: Developing the training capacity of the Arab women's media centre	30,000	Radio training equipment + desk-top publishing equipment + training
PDC/21 MAU/02	MAURITANIA: Mobile rural radio production and broadcasting unit	35,000	Radio production equipment
PDC/17 ALG/01	ALGERIA: Computerization of Algeria Press Service (APS)	25,000	Computers
ARAB STATES		TOTAL: US\$ 115,000	
<u>EUROPE</u>			
PDC/21 AZN/01	AZERBAIJAN: Improvement of media pluralism and promotion of press freedom	15,000	Training + training equipment

Project N°	Project Title	FUNDS allocated US\$	Comments and Use of funds
EUROPE		TOTAL:	US\$ 15,000
<u>INTERREGIONAL</u>			
PDC/21 INT/02	JOURNET: Global training project	50,000	Curricula development workshop (Interregional consultation on-line)
INTERREGIONAL		TOTAL:	US\$ 50,000
Total : US\$ 967,000			

38 projects to be financed from the IPDC Special Account
2 projects to be financed by FIT (Luxembourg)
Reformulation requested on 7 projects

IV. Preselection of a maximum 50 projects by the 45th Bureau for submission to the 23rd Council session

The Bureau discussed 52 projects submitted by the deadline of 20th November 2002 and pre-selected 42 projects for consideration and preliminary approval by the Council.

	PROJECT N°	PROJECT TITLE	+	-
			Yes	No
		RADIO BROADCASTING		
1.	PDC/23 MLW/01	MALAWI: Capacity Building for Private and Community Radios	+	
2.	PDC/23 MLW/02	MALAWI: Strengthening Public Radio Broadcasting		-
3.	PDC/23 DRC /01	D.R. of CONGO: Consolidation of the Sauti Ya Rehema radio station		-
4.	PDC/23 SEN/01	SENEGAL: FAGGARU FM 98.2 « Radio Dimbéli Xalèyi »	+	
5.	PDC/23 SEN/02	SENEGAL: Strengthening of <i>Sud Banlieue 91.7 FM Radio</i>		-
6.	PDC/23 SOM/02	SOMALIA: Radio South West Community Baydao	+	
7.	PDC/23 ZAM/02	ZAMBIA : Mkushi Community Radio Station	+	
8.	PDC/23 RAS/04	AIBD :Diversifying information and improving radio programme production through the digitalisation of radio archives	+	

	PROJECT N°	PROJECT TITLE	+	-
			Yes	No
9.	PDC/23 RAS/05	PANOS: Training on Radio, Digital and On-line Technologies for South Asian Media		+
10.	PDC/23 FIJ/01	FIJI: Community Broadcasting Development Project		+
11.	PDC/23 SOI/01	SOLOMON ISLAND :Digitalisation of SIBC archives		+
12.	PDC/23 PAK/01	PAKISTAN: Establishment of Punjab University Community Radio		-
13.	PDC/23 THA/01	THAILAND: Community Media Advocacy and media democratization		+
14.	PDC/23 RLA/01	AMARC: Community radio training for trainers		+
15.	PDC/23 RLA/03	CODE Foundation: New Communication and Information Technologies for the Improvement of Radio Production		+
16.	PDC/23 BRA/01	BRAZIL: Strengthening women's leadership role in community development through Radio Internet		+
17.	PDC/23 CHI/01	CHILE: Training in strategic planning and management to non commercial mass media		+
18.	PDC/23 COS/01	COSTA RICA: Strengthening the Indigenous Community Radio Stations		-
19.	PDC/23 ECU/01	ECUADOR: Restructuring of the Radio Station of the Casa de la Cultura Ecuatoriana		+
		TV-BROADCASTING		
20.	PDC/23 URT/01	TANZANIA: Capacity building for TVT		+
21.	PDC/23 RAS/01	ABU: Training and Co-Production For Children's Television		+
22.	PDC/23 RAS/02	PINA: Pacific Television Programming for Community Development		+
23.	PDC/23 RAS/3	AMIC: Promoting Editorial Independence and Media Pluralism		+
24.	PDC/23 BOL/01	BOLIVIA: Development of a mobile training unit for rural community television centres		+
		PRINT MEDIA		
25.	PDC/23 CMR/02	CAMEROON : Strengthening the independent newspaper "LE MESSENGER"		+
26.	PDC/23 IND/02	INDIA: Expanding PII Community Feature Network and Grassroots publication		+

	PROJECT N°	PROJECT TITLE	+	-
			Yes	No
27.	PDC/23 MAL/01	MALAYSIA: AIDCOM: Sensitizing and Educating the Rural Journalists on Press Freedom and Pluralistic Society	+	
28.	PDC/23 MON/01	MONGOLIA: Sustainability and Empowerment of the Ezegtei women's magazine	+	
29.	PDC/23 ALB/01	ALBANIA : Initial and advanced training courses for journalists	+	
		MULTIMEDIA		
30.	PDC/23 RAF/01	AMWIK: Role of New Information, Communication and New Technologies in Conflict Resolution and Information Dissemination in the Eastern Africa region		-
31.	PDC/23 AFG/01	AFGHANISTAN: Further development of a women in media network	+	
32.	PDC/23 AFG/02	AFGHANISTAN: Establishment of a training centre at radio-television Afghanistan	+	
33.	PDC/23 CAM/01	CAMBODIA: Affiliation of the Cambodia Communication Institute with the Royal University of Phnom Penh	+	
34.	PDC/23 IND/01	INDIA : Training on Converging Media	+	
35.	PDC/23 TAD/01	TAJIKISTAN : Ressource Centre for Tajikistan Journalists	+	
36.	PDC/23 TON/01	TONGA: Improved access to information through TBC radio and TV		-
37.	PDC/23 RLA/04	IIHR: Strengthening and promotion of freedom of expression and of the press	+	
38.	PDC/23 RLA/05	CBU and CMC:In-service Multi-media Training to upgrade the professional skills of practicing journalists in the Caribbean	+	
39.	PDC/23 ARG/01	ARGENTINA: Community media and human development resources	+	
40.	PDC/23 BHA/01	BAHAMAS: Building Community Media Capacity Environmental Stewardship	+	
41.	PDC/23 MEX/01	MEXICO: Dissemination of and training for the execution and compliance of the Federal Law on Transparency and Access to Governmental Public Information	+	
42.	PDC/23 RAB/01	ASBU: Enhancing training potential and facilities for ASBU members through the use of new technologies	+	
43.	PDC/23 INT/01	IFEX: Narrowing the Digital Divide: Increased Press Freedom Campaigning Through ICT Capacity Building.	+	
		COMMUNITY MULTIMEDIA CENTRES		
44.	PDC/23 BDI/01	BURUNDI : Women Using Media for Peace in Burundi (DUSHIREHAMWE «Let's Reconcile» Peace Documentation Centre and CMC)	+	

	PROJECT N°	PROJECT TITLE	+	-
			Yes	No
45.	PDC/23 CMR/01	CAMEROON: Multimedia centre for the young people of Garoua		+
46.	PDC/23 DMI/01	DOMINICA: Reinforcing the capacity to produce and disseminate local content mass media material within the framework of community multimedia centres		+
		NEWS AGENCIES		
47.	PDC/23 BEN/01	BENIN: Strengthening the communication system of AGENCE BENIN PRESSE (ABP)		-
48.	PDC/23 ZAM/01	ZAMBIA: News Agency Restructuring Project		-
49.	PDC/23 AFG/03	AFGHANISTAN: Bakhtar Information Agency Reform & Afghan Journalist Training Project		+
50.	PDC/23 RLA/02	ANDI: Latin American Communication Network for Children's Rights		+
51.	PDC/23 MAU/01	MAURITANIA : Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)		+
52.	PDC/23 CUB/01	CUBA : Completamiento de la red del Centro de Información para la Prensa		-

The Bureau requested additional information and/or modifications on the following projects:

	Project number	Project title	Comments
1	PDC/23 SOM/02	SOMALIA: Radio South West Community Baydao	-Budget to be presented in a more comprehensive way -Training component to be increased
2	PDC/23 ZAM/02	ZAMBIA : Mkushi Community Radio Station	-Work plan to be revised taking into account that, in case of approval, funds will be available at the beginning of 2004 -Information on broadcasting licence to be obtained -More detailed information on equipment to be provided
3	PDC/23 FIJ/01	FIJI: Community Broadcasting Development Project	More detailed information on equipment to be provided
4	PDC/23 SOI/01	SOLOMON ISLAND : Digitalisation of SIBC archives	Budget to be presented in a more comprehensive way
5	PDC/23 BOL/01	BOLIVIA: Development of a mobile training unit for rural community television centres	Clarifications to be provided on the feasibility of the project within the requested budget
6	PDC/23 CMR/02	CAMEROON : Strengthening the independent newspaper "LE MESSENGER"	Budget to be reformulated to include the training component

7	PDC/23 TAD/01	TAJIKISTAN : Ressource Centre for Tajikistan Journalistes	Clarifications to be requested on the beneficiaries of the projects
8	PDC/23 RLA/05	CBU and CMC: In-service Multi-media Training to upgrade the professional skills of practicing journalists in the Caribbean	Clarifications to be provided on the budget line "Satellite time for television"
9	PDC/23 RAB/01	ASBU: Enhancing training potential and facilities for ASBU members through the use of new technologies	Budget to be reformulated to include the training component
10	PDC/23 CMR/01	CAMEROON: Multimedia centre for the young people of Garoua	Clarifications to be provided on equipment for FM Mobile radio

V. IPDC fund raising plan

Mr Torben Krogh summarized the reasons for the current state of affairs and proposed a plan of action including the setting up of a working group, following deliberations by the Bureau on various forms of fund raising activities:

- Prepare with the Secretariat the modalities for missions by the Chairperson and Vice-Chairpersons to potential donors.
- Draw up a framework for contacts with the private sector (foundations, companies, etc.).
- Organize evaluation and monitoring missions involving donor countries' representatives.
- Identify, within the limits of financial resources available, types of promotional materials on the IPDC best practices and results achieved.
- Assist in promoting the model of a multi-annual cooperation agreement as signed between Luxembourg and the IPDC.

VI. Selection of projects to be evaluated on the basis of implementation reports

The Bureau considered the document containing 100 implementation reports on recent IPDC projects and established a preliminary list of projects to be evaluated before the 24th Council session. The final list of 6-8 projects will be approved by the Chairman after additional examination and consultations with the Secretariat.

VII. An overall evaluation of the IPDC

The Bureau exchanged views on the evaluation report prepared by Norway. The Bureau concluded that this document was of high interest for the IPDC reform process and should be submitted for consideration by the Council.

VIII. Preliminary proposals by the Chairperson concerning modification of the IPDC basic texts

With reference to the decision of the 22nd session of the Council, the Bureau decided that the first draft of proposals concerning modification of IPDC statutory documents should be prepared and submitted to the 23rd Council session.

IX. Date and place of the next meetings of the Bureau

It was decided to hold the 46th meeting of the Bureau on 25 March 2003, at 10.00 a.m., at UNESCO Headquarters in Paris, a day before the opening of the 23rd session of the Intergovernmental Council, and to hold the 47th meeting of the Bureau, from 3 to 5 December 2003.

X. Provisional Agenda and Timetable of the 23rd session of the Intergovernmental Council

The Provisional Agenda and Timetable of the 23rd session of the Intergovernmental Council were adopted without changes.

XI. Any other business

Deadlines for preparation of projects for the 47th IPDC Bureau meeting

It was decided that:

1 July 2003 would be the closing date for project submission by potential submitters to ACIs or Programme Specialists

1 September 2003 would be the closing date for submission of finalised version of projects (in English or French) to the IPDC Secretariat by ACIs / Programme Specialists.

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Mr Abdul Waheed Khan

Secretary of the meeting/Secrétaire de la réunion

Mr Vladimir Gai, Chief/Chef COM/CD

Division of Communication Development/Division du développement de la communication

Mr Lluís Artigas de Quadras (*Latin American and Caribbean projects*)

Ms Lalla Chérif Garcia, Secretary

Ms Rosa Gonzalez (*European projects*)

Ms Stella Hughes, Chief/Chef, COM/MS

Mr Gervasio Kaliwo (*Arab States projects*)

Mr Valeri Nikolski, IPDC Secretariat

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ANNEX II
ANNEXE II

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LISTE DES PARTICIPANTS**

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