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Agenda item: STATUS REPORT ON THE IPDC'S KNOWLEDGE-DRIVEN MEDIA DEVELOPMENT (KDMD) INITIATIVE

INFORMATION NOTE

SUMMARY CONTENT OF DOCUMENT

This document presents an update on activities undertaken within the framework of the Knowledge-Driven Media Development (KDMD) Initiative endorsed as such by the 57th IPDC Bureau.

STATUS REPORT ON THE KNOWLEDGE-DRIVEN MEDIA DEVELOPMENT (KDMD) INITIATIVE

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1. BACKGROUND

This status report is for the information of the IPDC Council on work carried out since the endorsement by the 57th IPDC Bureau of the *Knowledge-Driven Media Development* (KDMD) Initiative in March 2013. The rationale behind the initiative is that the IPDC, as a result of supporting the implementation of over 1600 media development projects in 140 countries, has accumulated much *data* and *information* that can be marshalled into *knowledge* in a way that enables UNESCO to become an even better learning organization¹ by recognizing the

¹ In the words of Peter Senge, who coined the concept in 1990, a learning organization is one "... where people continually expand their capacity to create the results they truly desire, where new and expansive patterns of thinking are nurtured, where collective aspiration is set free, and where people are continually learning to see the

importance of knowledge and creating the right environment to capture it and use it for enhanced impact. In this case, information arising from IPDC project implementation becomes actionable knowledge through being 'shaped, organised and embedded in some context that has a purpose ... leading one to understand something about the world'.²

2. UPDATE: BUILDING A COHERENT KNOWLEDGE BASE FOR GLOBAL MEDIA SUPPORT

Firstly, in terms of mobilising *international partnerships* in favour of the initiative, key activities included the following:

- The IPDC Secretariat collaborated with the Permanent Delegation of Germany, the German Commission for UNESCO and Deutsche Welle to host a public lecture under the title *Forging an Agenda for Knowledge-Driven Media Development*. Speakers included Getachew Engida, UNESCO's Deputy Director-General, who spoke on behalf of the UNESCO Director-General Irina Bokova. Others were Günter Nooke, Personal Representative of the German Chancellor for Africa at the Federal Ministry for Economic Cooperation and Development (BMZ), Peter Limbourg, newly appointed Director-General of Deutsche Welle, Danny van Heck, General Manager of SAP's Public Services in Europe, the Middle East and Africa (EMEA), and Verena Metze-Mangold, Vice-President of the German Commission for UNESCO. The lecture was attended by over 60 participants, including representatives of the UNESCO Permanent Delegations of Canada, Brazil, Gabon, Lithuania and Zambia. Subsequently, plans have been developed with the Deutsche Welle Akademie for a project titled "Enhancing Knowledge to Support Sustainable Media. A Project to Reinforce the Business Side of Media Development". Support is being requested from BMZ, the German Federal Ministry for Economic Co-operation and Development. The 58th IPDC Bureau meeting expressed encouragement for this project in line with the Knowledge Driven Media Development initiative.
- To build a coalition of international media development organisations aimed at promoting a shared understanding of media development, the IPDC cooperated with the World Association of Newspapers and News Publishers (WAN-IFRA) and the World Bank Institute to develop non-binding *Media Development Data Sharing Principles* as an attempt at shaping the way the international development community shares data holdings on their respective media development efforts. These Principles are available at:
http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/IPDC/Media_Development_Data_Sharing_Principles_FINAL.pdf. In terms of the Initiative's potential to contribute to the post-2015 development agenda, such a *data*-based approach is significant, in that the question of reliable data is prominently raised by the report of the High-Level Panel of Eminent Persons on the Post-2015 Development Agenda, which calls for "a data revolution for sustainable development".

Secondly, in terms of generating a *systematic knowledge base* for media development, the following activities can be highlighted:

- A pioneering *Analytical Report* was prepared for the 58th IPDC Bureau on the basis of IPDC implementation reports received for the previous year's projects. As part of that effort, the format of the IPDC implementation reports was revised to reflect the focus of the KDMD. The Analytical Report will contribute towards the emerging body of knowledge on media development, and is being shared broadly with other actors in the field of media support, thereby living up to our undertakings spelt out in the *Media Development Data Sharing Principles*. A summary Analytical Report was presented to the IPDC Bureau and is accessible at:

whole together". See Senge, P. M. (1990). *The art and practice of the learning organization. The new paradigm in business: Emerging strategies for leadership and organizational change*, 126-138. Retrieved from http://www.giee.ntnu.edu.tw/files/archive/380_9e53918d.pdf. 16/01/2014.

² Cited in Stoll, L., Fink, D., and Earl, L. (2003). *It's about Learning (and It's about Time): What's in It for Schools?* London: RoutledgeFalmer., page 6.

http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/IPDC/analytical_report_for_ipdc_bureau.pdf. Several key lessons are evident in the overall reporting. Firstly, the IPDC project design should anticipate potential problems by way of a more rigorous pre-project- submission assessment of the technical and organisational capabilities of implementing partners, including a sounder risk analysis of the wider context. Secondly, the background to IPDC project documents should include a more nuanced reflection on the conceptual framework of the project, as a way of incorporating the perspectives of partners into UNESCO's normative view of free, independent and pluralistic media in society. Thirdly, the implementation strategy of IPDC project proposals should include a clear, fact-based understanding of the wider political economy of journalism in each context, which includes how cultural-institutional factors could potential re-configure project implementation. Issues relating to power relations within and without media organisations, gender considerations and their potential impact on project implementation, inter-generational issues, etc. could be part of this political-economic analysis. And finally, IPDC applicants should be encouraged to include an institutional analysis that forecasts the organisational arrangements to be deployed to leverage IPDC support sustainably, and that projects build in foresight that provides for wider sharing and institutionalisation of competencies learned or other results, beyond the immediate beneficiaries of the project. The Bureau noted the findings and conclusions of the Analytical Report as forming an important knowledge component of IPDC media assistance within the framework of the Knowledge-Driven Media Development initiative.

- In terms of the KDMD initiative and the post-2015 development agenda, the IPDC has contributed towards stimulating an informed debate about the correlation between free, independent and pluralistic media and sustainable development, through the production of think pieces on the subject. (This is the topic of a separate but related report on the post-2015 process).
- The IPDC project database continues to be enhanced with new features that reflect the focus of the KDMD Initiative.

3. CONCLUSION

The IPDC, by contributing evidence-based insights to the ongoing media development efforts, has an opportunity to demonstrate global intellectual leadership on the role of free, independent and pluralistic media as a catalyst for human development overall. The focus on *knowledge* can pave the way for the international media development community to become more visible to the key architects of international development policies, and thus enrich the mainstream debate on sustainable media development.

4. COUNCIL ACTION

The Council, having discussed this document, may wish to:

- Note the status report and welcome continued work on the *Knowledge Driven Media Development* special initiative of IPDC.