



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

CI-14/CONF.202/9
30 September 2014

Agenda item: THE UNESCO-IPDC PRIZE

SUMMARY CONTENT OF DOCUMENT

This document presents general information on the UNESCO-IPDC Prize for Rural Communication and provides background to the IPDC Bureau's recommendation to terminate the Prize.

IPDC BUREAU RECOMMENDATION REGARDING THE TERMINATION OF THE UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

INTRODUCTION

Prizes have been a part of UNESCO's programme for decades. The number of prizes reached a peak in 2005, with 33 prizes. In order to enhance the effectiveness of prizes and their alignment with UNESCO's mission, a strategy for prizes was adopted in 2005 by the UNESCO Executive Board. Since the beginning of its implementation, the number of active prizes has considerably decreased.

UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

The UNESCO-IPDC Prize for Rural Communication has a 29-year long history, having been established in 1985 by the Executive Board of UNESCO in pursuance of a Decision of the Intergovernmental Council of the IPDC at its 5th session. This UNESCO-IPDC Prize, consisting of a sum of US\$20,000, has been awarded every two years.

The purpose of the UNESCO-IPDC Prize for Rural Communication is to draw attention to meritorious and innovative activities undertaken by public or private institutions or by persons or groups of persons working on a personal basis or as staff members of such institutions with a view to improving communication in all its forms - and more particularly local newspapers, radio and television programmes, printing equipment and films in rural communities, primarily in developing countries.

The Prize-winner(s) is selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by the Jury, composed of the members of the Bureau of the IPDC Intergovernmental Council.

The budget required for the Prize is of US\$38,000, which includes the monetary value of the Prize (US\$20,000) and staff support, operating/management costs and costs related to the award ceremony and public information activities (in total US\$18,000). These combined amounts are normally transferred every two years to the Special Account for the UNESCO-IPDC Prize for Rural Communication, which is established under the financial regulations for the Prize, from the IPDC Special Account.

For further details please consult the IPDC website:

<http://www.unesco.org/new/en/communication-and-information/intergovernmental-programmes/ipdc/unesco-ipdc-prize/>

BACKGROUND AND JUSTIFICATION

A proposal for the renaming of the UNESCO-IPDC Prize for Rural Communication was submitted to the IPDC Council at its 28th session in March 2012 but was not discussed due to lack of time.

At its 57th meeting in 2013, the IPDC Bureau considered the proposal to rename the Prize UNESCO/IPDC World Radio Day Prize. A decision was taken by the Bureau to return to discussion on this subject at the following IPDC Bureau meeting in 2014.

At its 58th meeting in 2014, the Bureau members discussed the future of the UNESCO/IPDC Prize for Rural Communication. The decision was taken to recommend to the IPDC Council the termination of the Prize on the basis of Article 8 of the Prize Statutes – Sunset clause –mandatory renewal of the Prize:

“8.1 After a period of six years, the Director-General of UNESCO together with the Chairperson of the Intergovernmental Council of the IPDC will undertake a review of all aspects of the Prize and decide on its continuation or termination. The Director-General will inform the Executive Board of UNESCO of the results of this review”.

The following reasons guided the Bureau’s decision:

- Lack of visibility and modest impact of the Prize on UNESCO/IPDC’s prestige and credibility;
- Existence of the UNESCO / Guillermo Cano World Press Freedom Prize in the CI Sector under the responsibility of the FEM division;
- Necessity to concentrate IPDC’s limited resources on the financing of extra-budgetary projects;
- Lack of human resources for Prize administration at the IPDC Secretariat and in the FEM division.

It was also noted that the most recent review of the Statutes of the UNESCO/IPDC Prize took place six years ago in 2008 at the 26th session of the IPDC Council.

CONCLUSION

The Council is invited to approve the Bureau’s proposal to terminate the Prize and to recommend to the Director–General to endorse this decision and to inform the Executive Board of UNESCO accordingly.