



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

Powering the SDGs with Public Access to Information

IPDC TALKS

Celebrating the first International Day for Universal Access to Information

PROGRAMME

26 September 2016

10 am - 6 pm

Room XII, UNESCO HQ (Paris, France)

In partnership with:



United Nations
Educational, Scientific and
Cultural Organization



Information for All
Programme

With the support of:



Kingdom of the Netherlands



United Nations
Educational, Scientific and
Cultural Organization

UNESCO

Netherlands National Commission for UNESCO



Republic of Lithuania



MESSAGE FROM MS IRINA BOKOVA,
DIRECTOR-GENERAL OF UNESCO

ON THE OCCASION OF THE INTERNATIONAL DAY FOR
UNIVERSAL ACCESS TO INFORMATION

28 September 2016

Over two thousand years ago, Aristotle wrote: “*All human beings by nature desire to know.*”

To know requires having access to information – this fundamental human right is part of what makes us human, it is essential for inclusion and dialogue, it is a foundation for the rule of law and good governance, and it is vital for crafting new paths to sustainable development.

This is the message of the first *International Day for Universal Access to Information*, as decided by UNESCO Member States -- this is why access to information is a key driver for taking forward the *2030 Agenda for Sustainable Development*, to promote human rights and dignity, to eradicate poverty, to build inclusive knowledge societies.

Equal and universal access to information is a powerful engine for positive change, widening opportunities to overcome inequalities, to reach the marginalised, to create and share knowledge, to discover other cultures, to strengthen the foundations of democratic institutions. In a globalising world, this right must be respected offline and online – the digital revolution must be a development revolution, drawing on the empowering force of new information and communication technologies, for inclusion and innovation.

This means breaking down all barriers to access, in connectivity, in skills. This is the importance of strong freedom of information laws and their effective implementation. It was 250 years ago that contemporary Sweden and Finland adopted the world’s first right to information legislation, as recognised in the *2016 World Press Freedom Day Finlandia Declaration*. To move forward, we must empower all women and men with awareness of their right of access to information, and we must advance media and information literacy skills so that all can harness this right for sustainable development.

These goals guide all of UNESCO’s action, to support governments and societies, to ensure every woman and man enjoys full and equal access to information that is essential for their rights, dignity and empowerment.

This is UNESCO’s message on this inaugural *International Day for Universal Access to Information*.

Irina Bokova
DIRECTOR-GENERAL OF UNESCO



MESSAGE FROM ALBANA SHALA,

IPDC CHAIR

ON THE OCCASION OF THE IPDC TALKS

26 September 2016



The 26th of September is a special day for UNESCO's IPDC.

During the past months, the Secretariat has produced an ambitious programme to put the first International Day for the Universal Access to Information onto the public agenda.

Distinguished scholars, journalists, entrepreneurs, civil society activists and politicians are coming to Paris to tell their stories and share their views about one common issue: how to create a better and sustainable world where peace, justice and equality prevail. They will communicate to us how to power development and how to accomplish this monumental task ahead. Their wisdom will be amplified worldwide through extensive use of social media during and after the event.

The reason why this concerns you and me is that the Development Agenda and the Sustainable Development Goals are our common goals. They concern all the humanity, young and old, living in cities and villages, in peace and in conflict, in wealth and in poverty, in ignorance and in enlightenment.

The Development Agenda concerns us and our children. We don't have to wait and see what the future will bring for us. As we speak and act, we create our future. Trillions of dollars are needed to reach the SDGs and a great deal of political will. The Development Agenda is very ambitious also because we aim to leave none behind.

Are we making history? I think we are.

As we celebrate the first International Day for the Universal Access to Information, we will dialogue about the conditions of the journey and the engines of development including the participation of the private sector.

IPDC is the only multilateral programme within UN designed to promote media development. We believe that the plans, the strategies and the good practices need strong media that can hold us accountable through the years ahead and shine light to what we do to address the many problems.

We also hope to inspire and to mobilize you to keep the conversation going within your community. Spread the word so that people can follow remotely, or better - join us in Paris and experience #IPDctalks live!

Albana Shala

CHAIR OF UNESCO'S INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION





Lionel Veer

AMBASSADOR OF THE KINGDOM OF THE NETHERLANDS TO UNESCO

“The next couple of years we will all be working to achieve the SDGs. Universal access to information and freedom of speech are a prerequisite in reaching these goals.

With these first IPDCtalks we hope to inspire you and provide you with tools for action and food for thought.

Enjoy the talks!”



Dr Arūnas Gelūnas

AMBASSADOR OF LITHUANIA TO UNESCO

“I strongly believe that SDGs can only be implemented if their message and spirit is clearly communicated throughout the Global Village of today. In this process truth, honesty and accountability have to become the keywords, and they can only be guaranteed by professional and free media, by well-informed and brave journalists feeling free to report successes but also challenges and failures in this process. Thus the role of UNESCO in this long and difficult but exciting journey to 2030 is paramount and the “IPDC Talks” is one of the first important steps.”



Andrée van Es

PRESIDENT OF THE NETHERLANDS NATIONAL COMMISSION FOR UNESCO

“Access to reliable information is crucial in our world. Digital technologies have improved the possibilities to share and access information, but have equally contributed to the dissemination of non-information and complot theories. Professional, free and critical media are crucial to enhance the circulation of reliable information and to stem disinformation, manipulation and propaganda.

That is why I look forward to the IPDC talks on September 26. I hope that it will prove an inspirational way to celebrate the International Day for Universal Access to Information.”



IPDC TALKS

26 SEPTEMBER 2016

GOAL

To commemorate the first International Day for Universal Access to Information which falls two days later (28 September) in the light of the 2030 Development Agenda and the Sustainable Development Goals.

OBJECTIVES

- To show that public access to information and ICTs, along with strengthening media institutions that help assure access, is key to achieving the SDGs in their totality.
- To encourage Member States to consider integrating the promotion of free, independent and pluralistic media, as well as universal access to information and knowledge via ICT, within their policies for implementing SDGs in a creative, accessible and innovative way.
- To raise public awareness about the media's important role in monitoring progress towards the SDGs and in holding governments accountable for their achievement, and seek support to strengthen media development and access to information initiatives in this direction, particularly in LDCs.

AGENDA

10.00-10.30 | WELCOME AND INTRODUCTION

Ms. Irina Bokova *Director-General UNESCO*

Ms. Albana Shala *Chair of UNESCO's International Programme for Development of Communication*

Mr. Lionel Veer *Ambassador of the Kingdom of the Netherlands to UNESCO*

Mr. Neris Germanas *Vice-Minister of Foreign Affairs of the Republic of Lithuania*

Presenter: Mr. Kayode Akintemi

Mr. Akintemi is a journalist, TV presenter and also General Manager Operations at Channels TV in Nigeria. He formerly served as host of the radio program 'Wake Up Africa' and the TV talk show 'Sunrise Saturday'.

10.30-13.00 | SESSION ONE: A SELECTION OF KEY SDGS

SDG 1 | End poverty in all its forms everywhere

Mr. Palagummi Sainath

Mr. Sainath is currently rural reporter, writer and journalism lecturer at the Sophia Polytechnic University in Chennai, India and previously at Princeton University. As a rural reporter, Mr. Sainath is considered an influential



voice in the public discourse on rural poverty with his ground-breaking work on farmer suicides. Mr. Sainath is founder of the People's Archive of Rural India, www.ruralindiaonline.org, which strives to serve as “*an archive and living journal of history of rural India*”. He has won over 40 global and national awards for his reporting on rural poverty.

Mr. Sainath will elaborate on the importance of journalism and public access to information in ending poverty.

Watch Mr. Sainath speak on global inequality:
<https://www.youtube.com/watch?v=U42zOfxzICs>

SDG 2 | End hunger, achieve food security and improved nutrition and promote sustainable agriculture

Ms. Alexandra Silfverstolpe Tolstoy

“My passion is to make sure that development resources are spent in the most effective ways to achieve greater impact in the world.”

In her two decades of experience working with global development issues, Ms. Tolstoy often felt that decisions about how to spend resources were made in isolation of important facts that were essential to creating intended results. As an aid practitioner she lacked easy ways to access and analyse development data. She created Data Act Lab to assist governments, organizations, think tanks and the public to make sense of complex data in order to drive better decision making and in the end create a better world.

Ms. Tolstoy has been working with development issues for 20 years with the Swedish Ministry for Foreign Affairs, Sida, the UN, the EU Commission and civil society organizations. She also holds a Masters in Development Management from the London School of Economics.

Watch an introductory video on Data Act Lab, founded by Ms. Tolstoy:
<https://www.youtube.com/watch?v=ISsvn3oqRQk>

SDG 3 | Ensure healthy lives and promote well-being for all at all ages

Ms. Daniela Bas

“My mission is to use information as a platform to enhance the well-being of people through promoting an inclusive and an accessible society.”

Ms. Bas is the director of the Division for Social Policy and Development in the United Nations Department of Economic and Social Affairs since May 2011. She previously served as senior consultant on human rights for the Ministry of Foreign Affairs and the Presidency of the Council of Ministers in Italy; member of the Board of Directors of the E.U. Agency of Fundamental Rights; Special Advisor to the Vice President of the European Commission on social policies and democracy, and Italian representative at the European Commission on "Tourism for All." She also worked in the private sector as CEO and in radio and television as a broadcaster.



Ms. Bas was six years old when doctors found a tumor pressing on her spine. Beating the odds, she survived but became paraplegic. Her family and teachers never saw her as a child with a disability but rather as a person who could overcome any challenge, which was the starting point that built a solid foundation for a successful future.

Ms. Bas will elaborate on the importance of public access to information in the achievement of good health and well-being for all.

Watch Ms. Bas address the floor on disability inclusion:
<https://www.youtube.com/watch?v=XkZkyK6KHQM>

Ms. Sanchaita Gajapati Raju

“Nothing ravages human dignity more than having to drink contaminated water & defecate in the open every day.”

Sanchaita Gajapati is the Founder and Managing Trustee of SANA, a non-profit that uses technology to provide safe drinking water and sanitation to the marginalized, bolstering its mission with capacity building and motivational workshops. SANA’s latest initiative in Delhi, Toilet to Tap, converts sewage waste into safe drinking water. Ms Gajapati Raju has been presented in various national and international fora and was selected as among the Women of Pure Wonder by the Vodafone Foundation in March 2016. She is a qualified lawyer and has extensive media experience.

“In my work experience I have realized early on that Water & Sanitation go hand in hand. One without the other is not an option. The poor do not need poor solution. We use Technology to transform lives. But Technology by itself is only an enabler. To have sustainable solutions for social issues you need a holistic vision. One that involves stake holders from the early planning stages and gives them a sense of ownership of the social intervention. Empowerment truly become powerful when the beneficiaries not only undergo an attitudinal change but also a behavioural change.”

Ms. Gajapati Raju will be sharing her first-hand experiences on promoting good health and wellbeing, and the importance of access to information in her line of work.

Watch Ms. Raju’s story during the Women in the World summit:
<https://www.youtube.com/watch?v=7vJYB22y5Ds>

SDG 6 | Ensure availability & sustainable management of water and sanitation for all

Ms. Catarina De Albuquerque

Ms. De Albuquerque is a strong advocate for the right to safe drinking water and sanitation and currently aims to promote the role of the global partnership Sanitation and Water for All (SWA) within the SDGs and establishment of strategic partnerships with all relevant sectors. She is SWA’s Executive Chair; law professor at Washington’s American University and University of Braga, and a former UN Special Rapporteur on the right to safe drinking water and sanitation. Ms. De Albuquerque will address the power of access to information in ensuring clean water and sanitation is available to all.

Watch Ms. De Albuquerque speak on global access to water and sanitation:
<https://www.youtube.com/watch?v=Dey50navKR0>



SDG 4 | Ensure inclusive and equitable quality education and promote lifelong learning opportunities for all

Mr. Cable Green

“Publicly funded educational resources should be openly licensed by default.”

Mr. Green works with the global open education community to leverage open licensing, open content, and open policies to significantly improve access to quality, affordable, education and research resources so everyone in the world can attain their education goals. He is a leading advocate for open licensing policies that ensure publicly funded education materials are freely and openly available.

As Director of Open Education at Creative Commons (CC), he promotes the well-known suite of open licenses that have become the global standard to promote sharing, collaboration and innovation. The CC licenses - numbering 1.3+ billion across 9 million websites – make it easy for anyone to freely access and use open educational resources.

Mr. Green will highlight the key role that access to information plays in ensuring quality education the world around.

Watch an introduction to the work of Creative Commons:

<https://vimeo.com/151666798>

SDG 9 | Build resilient infrastructure, promote inclusive and sustainable industrialization and foster innovation

Mr. Francesco Cavallari

“We believe that games can bring education in emergencies, fundraising for NGOs, raise awareness about the suffering of war... in fact that's exactly what we are doing.”

While starting as a video game producer, Mr. Cavallari decided to become a social entrepreneur who founded Video Games Without Borders. He is now applying his passion to enrich the non-profit sector and maximize the positive contribution of video games to society. Mr. Cavallari is founder and president of Video Games Without Borders; he previously served as production director at Ubisoft, one the world's video games producing companies.

Mr. Cavallari will highlight how innovative use of ICT can enhance universal access to information.

Watch Mr. Cavallari's presentation 'A Global Community for Global Change':

<https://www.youtube.com/watch?v=n7lyThv8hpg>



13.00 – 15.00 | LAUNCH OF THE EXHIBITION ON THE 250TH ANNIVERSARY OF THE FREEDOM OF THE PRESS ACT FOLLOWED BY A LIGHT LUNCH

On the occasion of the first celebration of the International Day for the Universal Access to Information, the Permanent Delegations of Sweden and Finland jointly launch an exhibition to commemorate the 250th Anniversary of the Freedom of the Press Act passed in 1766. The Freedom of the Press Act was enacted in what is today Sweden and Finland.

The exhibition presents the origins of the Freedom of the Press Act and focuses on the events, people, as well as the advances and setbacks that shaped it since the late 15th century until today.

It also presents personalities, which were influential in the process of the adoption of the act, in particular Anders Chydenius, a Member of the Parliament which passed the Act.

OPENING OF THE EXHIBITION:

Mr. Frank La Rue *Assistant Director-General of UNESCO's Communication and Information Sector*

Ms. Annika Markovic *Ambassador of Sweden to the OECD and UNESCO*

Mr. Pekka Puustinen *Ambassador of Finland to the OECD and UNESCO*

With the support of:



15.00 – 16.45 | SESSION TWO: FURTHER SELECTION OF KEY SDGS

SDG 5 | Achieve gender equality and empower all women and girls

Ms. Nnenna Nwakanma

"I was born in March... but only got a name in June. Three months without identity, because I am a girl."

Ms. Nwakanma works to develop cutting-edge collaborations in Africa. Her work has a particular focus on the Alliance for Affordable Internet project and the Web We Want campaign for human rights on and through the Web. She is also deeply involved in driving forward the open data agenda across Africa. Ms. Nwakanma in recent years co-founded The Free Software and Open Source Foundation for Africa, and has served as a board member of the Open Source Initiative.

Ms. Nwakanma will share her view regarding the role that of information and knowledge via the Internet can play in the struggle for gender equality.

Watch Ms. Nwakanma speak on the 'World Wide Web Foundation':

<https://www.youtube.com/watch?v=vtect86lgls>



SDG 11 | Make cities and human settlements inclusive, safe, resilient and sustainable

Ms. Aziza Chaoui

“Practicing architecture in deserts and in oasis settings has been a very humbling and enlightening process [...]. It allowed me to better grasp the fragile balance between a building, natural resources, surrounding landscape and fauna, and users.”

Ms. Chaoui’s architectural designs seek to integrate architecture and landscape to build and develop a sustainable dialogue between her work, the environment and local communities in the Middle East. Ms. Chaoui’s practice, research and teaching focus on sustainable design and construction in the developing world. She is an associate professor of the University of Toronto, founder of her own firm Chaoui Projects and author/editor of three books. Ms. Chaoui has been awarded numerous top awards for her work, published and exhibited internationally. Ms. Chaoui is furthermore known for having designed a music school in Morocco, empowering 2000 local children through music education programming.

Ms. Chaoui will elaborate on the role of access to information in making cities and communities inclusive, resilient and sustainable.

*Watch Ms. Chaoui’s story on bringing back to life the Fez River and an adjacent city
(World Heritage Site) in Morocco:*

<https://www.youtube.com/watch?v=b4UFldZuKk>

SDG 13 | Take urgent action to combat climate change and its impacts

Ms. Neela Banerjee

“Always ask the question you want to put aside: the one you think is too much, too silly, too simple, too brazen. It could get you what you seek.”

Neela Banerjee is a Washington, DC-based reporter for Inside Climate News. Before joining ICN, she spent four years as the energy and environmental reporter for the Los Angeles Times' Washington bureau. The 2015 series she co-authored at ICN about Exxon's early climate change research has won more than 10 national journalism awards. ICN's work has now spurred several investigations by state Attorneys General into Exxon.

Ms. Banerjee will present on the value of journalism and media in generating information to tackle climate change.

Watch Ms. Banerjee on environment and energy:
<https://www.youtube.com/watch?v=OxCw3Jk9C4>



SDG 8 | Promote sustained, inclusive and sustainable economic growth, full and productive employment and decent work for all

Mr. Carlos Lopes

“The world of labour is changing fast. As it has happened many times before, there is a fear that technologies will reduce the need for as many people to produce what humans need. One more time, history will prove the doomsayers wrong.”

Dr. Lopes is the Executive Secretary of the Economic Commission for Africa at the level of UN Under Secretary-General. He has more than 25 years of senior leadership experience at the United Nations that include serving as Executive Director of the United Nations Institute for Training and Research, Director of the UN System Staff College, Director for Political Affairs in the Executive Office of the Secretary-General, all at the level of Assistant Secretary-General; and UN Resident Coordinator in Zimbabwe and Brazil. Specialized in development and strategic planning, he has been an author or editor for over 22 books and has also taught at various academic institutions. In combination with his longstanding career as a civil servant, Dr. Lopes’ personal experiences show how important it is for public access to information for the African continent.

Watch Mr. Lopes speak on Africa’s transformation:
<https://www.youtube.com/watch?v=aCTYiFGhsKlB>

Mr. Rutger Bregman

“The news is, and I’m not exaggerating here, the most common and dangerous addiction in the world.”

Mr. Bregman is one of Europe’s most prominent young thinkers. The 28-year-old historian and author has published four books on history, philosophy, and economics. His History of Progress was awarded the Belgian Liberales prize for best nonfiction book of 2013. The Dutch edition of Utopia for Realists became a national bestseller and sparked a basic income movement that made international headlines. Mr. Bregman has twice been nominated for the prestigious European Press Prize for his journalism work at De Correspondent. His work has been featured in The Guardian and the Washington Post and on the BBC.

Watch Mr. Bregman speak on basic income for everyone:
https://www.youtube.com/watch?v=aIL_Y9g7Tg0

16.45 - 17.15 | GENERAL COMMENTS – INFORMATION ACCESS AND SUSTAINABLE DEVELOPMENT

Ms. Farah Karimi *Director of Oxfam Novib in The Netherlands*

“The goal of leaving no one behind will not be achieved, unless we seriously tackle the dramatically increased social, economic and power inequality within and between countries.”

As one of the recognized influential leaders on human rights and development in The Netherlands, Farah Karimi has been constantly fighting for humanity in the world, and for a just world without poverty. She believes that



freedom of speech and organization is fundamental for realizing just societies and is a longstanding activist on refugee and gender issues. Ms. Karimi is currently the Executive Director of Oxfam Novib and member of the Executive Board of Oxfam International, but has in the past been a Member of the Lower House of Parliament of The Netherlands for the Green Left, and worked as a consultant for UNDP among others.

Watch Ms Karimi speak on women's rights
<https://www.youtube.com/watch?v=H6B5ebc8yW8>

Mr. Leonidas Donskis *Professor at Vytautas Magnus University in Kaunas, Lithuania*

A noted author and defender of human rights and civil liberties, Prof Donskis was titled as Ambassador for Tolerance and Diversity in Lithuania by the European Commission. He has published several books in the field of philosophy and politics. He previously served as Member of the European Parliament and Honorary Consul of Finland in Kaunas and is currently Professor of Politics at Vytautas Magnus University in Kaunas, Lithuania.

Prof. Donskis will be mainly underlining the aspect of the free access to information and safety of journalists.

Watch his presentation 'Europe and the dilemmas of Freedom'
<https://www.youtube.com/watch?v=B8HXzCyZT9w>

17.15-17.30 | WAY FORWARD

Ms. Chafica Haddad *Chair of UNESCO's Information For All Programme*

Mr. Frank La Rue *Assistant Director-General of UNESCO's Communication & Information Sector*

17.30 – 17.55 KEYNOTE CLOSING SPEECH

SDG 16 | Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels

His Excellency John Dramani Mahama, President of the Republic of Ghana

The President is Co-Chair of the UN Advocacy Group on SDGs. During and before his presidency, His Excellency John Dramani Mahama has been a staunch campaigner for sustainability with strong interests in environmental affairs, especially in issues related to single-use plastic waste pollution in Africa. The President is also a member of the UNDP Advisory Committee on Conflict Resolution. He will elaborate on the role of media and access to information in promoting peaceful and inclusive societies for sustainable development, promoting access to justice for all and on building effective, accountable and inclusive institutions at all levels.

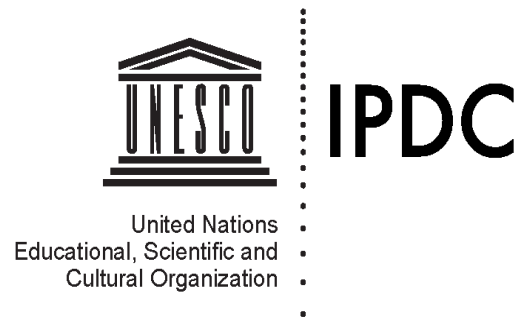
Watch President Mahama's 6 July 2012 speech on plastic pollution:
<https://www.youtube.com/watch?v=kqfl7xkkonY>

Vote of thanks



THE IPDC: AN INTRODUCTION

The IPDC is the only multilateral forum in the UN system designed to mobilize the international community to discuss and promote media development in developing countries. The Programme promotes an enabling environment for free, pluralistic and independent media and for safety of journalists while supporting concrete media development projects related to this mission.



AREAS OF WORK

- Supporting and contributing to grassroots media development projects around the globe
- Promoting the safety of journalists and the end of impunity of crimes committed against them globally through monitoring and reporting on the judicial follow-ups of the killings of media professionals world-wide.
- Assessing national media landscapes in order to identify strengths and weaknesses and propose recommendations on how to strengthen press freedom, media pluralism and independence.
- Contributing to improve journalism education in developing countries by proposing curricula and syllabi to journalism schools.
- Serving as a platform for knowledge-driven media development, by collecting data to follow-up on the implementation of SDG Goal 16, Target 10.

IPDC AND THE SUSTAINABLE DEVELOPMENT GOALS

The IPDC has been a key actor in ensuring that freedom of expression and media development issues are included into the Sustainable Development Goals (SDGs). Along with partners, it contributed to the drafting of two media-related indicators to support SDG 16 under target 10. Furthermore, the IPDC will contribute to monitoring this target by reporting on progress made on indicator 16.10.1 (safety of journalists) and indicator 16.10.2 (public access to information).



THE INFORMATION FOR ALL PROGRAMME

The Information for All Programme (IFAP) is an intergovernmental programme of UNESCO established in 2001 to provide a platform for international policy discussions and guidelines for action in the area of access to information and knowledge and to support the participation of all in the knowledge societies. IFAP's programme focuses on strategic priority areas: (i) Information for development; (ii) Information literacy; (iii) Information preservation; (iv) Information ethics and (v) Information accessibility (VI) Multilingualism in Cyberspace. These areas are an important area of contribution to UNESCO's programme of work and other international action plans such as the Plan of Action and Declaration of the World Summit on the Information Society (WSIS). IFAP therefore represents a credible and important response to the challenges of digital divide and attaining the objectives of internationally adopted human development goals.

