



Paris 2001

Conférence générale

31e session
Rapport

General Conference

31st session
Report

Conferencia General

31ª reunión
Informe

Генеральная конференция

31-я сессия
Доклад

المؤتمر العام

الدورة الحادية والثلاثون
تقرير

大会

第三十一届会议
报告

rep

31 C/REP/17
20 July 2001
Original: English

REPORT BY THE INTERGOVERNMENTAL COUNCIL OF THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION (IPDC) ON ITS ACTIVITIES (1996-2001)

OUTLINE

Source: Article 11 of the Statutes of the International Programme for the Development of Communication.

Background: The Intergovernmental Council of the International Programme for the Development of Communication (IPDC) submits this report to the General Conference of UNESCO in accordance with 21 C/Resolution 4/21 and in pursuance of Article 11 of its Statutes adopted at the 21st session, which stipulates that the Council shall submit reports on its activities to the General Conference of UNESCO at each of its ordinary sessions.

Purpose: The present report covers the IPDC activities during the current Medium-Term Strategy period (1996-2001). It gives an overview of the IPDC working methods, procedures and achievements during the last six years. It also describes the IPDC financial situation.

Decision required: No decision is required on this document.

INTRODUCTION

1. The Intergovernmental Council of the International Programme for the Development of Communication (IPDC) submits this report to the General Conference of UNESCO in accordance with 21 C/Resolution 4/21 and in pursuance of Article 11 of its Statutes adopted at the 21st session, which stipulates that the Council shall submit reports on its activities to the General Conference of UNESCO at each of its ordinary sessions.

The present report covers the IPDC activities during the current Medium-Term Strategy period (1996-2001)

IPDC INTERGOVERNMENTAL COUNCIL

2. Since 1996, the Intergovernmental Council of the IPDC (39 Member States) has met six times at UNESCO Headquarters in Paris:

Sixteenth session:	22-26 January 1996
Seventeenth session:	17-21 March 1997
Eighteenth session:	24-27 March 1998
Nineteenth session:	23-26 March 1999
Twentieth session:	21-24 March 2000
Twenty-first session:	28-30 March 2001

3. At the sixteenth, eighteenth and twentieth sessions, elections were held to elect new members to the Bureau of the Council, comprising the Chairperson, three Vice-Chairpersons, Rapporteur and three members. By consensus of the Council and by acclamation, the Bureau was elected as follows:

	1996-1997	1998-1999	2000-2001
Chairperson	Mr Torben Krogh (Denmark)	Mr Reinhard Keune (Germany)	Mr Reinhard Keune (Germany)
Vice-Chairpersons	Jamaica, Kenya, Tunisia (followed by Oman in 1997)	Cuba, Malaysia, Yemen (followed by Saudi Arabia in 1999)	Algeria, Malaysia, Uruguay
Rapporteur	Ms Thananya Shrestha (Thailand)	Ms Barbara Gloudon (Jamaica)	Ms Barbara Gloudon (Jamaica)
Members	Germany, India, Russian Federation	France, Mali, Russian Federation	Denmark, Malawi, Russian Federation

4. The IPDC Council organized six thematic debates in 1996-2001:

Sixteenth session	TOLERANCE AND NON-VIOLENCE ON TELEVISION
Seventeenth session	SOCIETIES IN TRANSITION: CHALLENGES FOR THE MEDIA
Eighteenth session	POLITICAL, TECHNOLOGICAL AND ECONOMIC CHALLENGES OF PUBLIC SERVICE BROADCASTING
Nineteenth session	COMMUNICATION AND CIVIL SOCIETY – REACHING OUT TO PEOPLE, REACHING OUT TO REMOTE AREAS, REACHING OUT TO PLURALISM
Twentieth session	IPDC: 20 YEARS IN THE SERVICE OF MEDIA DEVELOPMENT – CHALLENGES AND ORIENTATIONS AT THE BEGINNING OF THE NEW MILLENNIUM
Twenty-first session	INTERNATIONAL PARTNERSHIP IN MEDIA DEVELOPMENT

5. **The IPDC-UNESCO Prize for Rural Communication**, consisting of a sum of \$20,000, is awarded every two years. The 1999 IPDC-UNESCO Prize was given to Radio Tanzania, Dar es Salaam, for the production of a radio programme entitled “Let’s move with the times”, part of the Family Welfare Education series. The awarding ceremony took place in Blantyre (Malawi) during the 42nd Bureau meeting.

CONTRIBUTIONS TO THE IPDC IN 1996–2001

“IPDC has been required to demonstrate its effectiveness before it is granted the necessary resources” (Final report of the 20th session).

6. **The financial means put at IPDC’s disposal remain too few and weigh on a limited number of donors. Due to the unfavourable economic situation in the main donor countries, voluntary financial contributions to the IPDC have been further decreasing over the last years in spite of the real improvements in IPDC functioning and the useful results welcomed by UNESCO’s Member States.**

7. Special Account

The following financial contributions have been received or announced (*in US dollars*) (as at 30 June 2001)

	1996	1997	1998	1999	2000	2001	Total
Denmark	619,621	548,822	531,923	502,793	462,130	420,000*	2,665,289
Finland		214,688	180,544	178,626	150,440		724,298
France	355,030	152,027	100,000	97,723			704,780
Germany	101,455	85,271	100,000	100,000	100,000	100,000	586,726
India	25,000	25,000	30,000	30,000	30,000	30,000	170,000
Jamaica					2,500		2,500
Japan	180,000	163,000					343,000
Luxembourg	100,000	100,000	250,000	93,300	75,000*	75,000*	543,300
Netherlands			128,863	211,305	153,175	150,000*	493,343
Norway	308,315	275,180	263,900	253,620	249,117	250,000*	1,350,132
Saudi Arabia					100,000		100,000
Sweden	151,057		249,345				400,402
Switzerland	160,798	136,427	148,699	130,506			576,430
Trinidad and Tobago			1,000	1,000			2,000
Interest earned	255,044	282,123	285,048	190,611	178,963		1,191,789
Total	2,256,320	1,982,538	2,269,322	1,789,484	1,426,325	130,000	9,853,989

Contributions announced

8. Funds-in-trust contributions to IPDC projects

The following financial contributions have been received or announced (*in US dollars*) (as at 30 June 2001)

	1996	1997	1998	1999	2000	2001	Total
Denmark	902,000	890,000	541,000	890,000	521,000	470,000*	3,744,000
France		200,000	64,000	52,000	99,000		415,000
Germany		115,000	103,000	89,000	18,000		325,000
Luxembourg	100,000	96,000	54,000		75,000*	88,000	338,000
Portugal			38,500				38,500
Saudi Arabia					50,000		50,000
Total	1,032,000	1,271,000	800,500	1,031,000	688,000	88,000	4,910,500

9. Contributions in kind (training courses)

Country	Title of training	Number of participants	Implementing Agency
Argentina	Journalism (1)	5	Telam Information Agency in Buenos Aires
Brazil	TV reporting (1)	7	Rede Brasil Sul Communication Company (RBS) in Porte Alegre
Germany	Ethics and a code of conduct for the press (1)	40	German Foundation for International Development
Israel	Media management (4)	85	Aharon Ofri International Training Centre in Jerusalem
Republic of Korea	TV programme production (6)	115	- Korean Broadcasting System (KBS) in Seoul - Korea International Co- operation Agency
Russian Federation	New media technologies (2)	40	- ITAR-TASS - Union of Journalists - Moscow University

IPDC PROJECTS

10. Special Account's situation compelled the Council to adopt a low budget ceiling and to minimize the allocations to the approved projects (less than 25% of the requested amount).

	Number of projects submitted to the Council	Amount requested US \$	Number of projects approved by the Council	Amount approved US \$
Sixteenth session	66	11,072,000	43	2,569,000
Seventeenth session	70	10,916,000	41	2,260,000
Eighteenth session	84	10,906,000	47	2,205,000
Nineteenth session	81	7,787,000	56	2,258,000
Twentieth session	80	7,861,000	57	1,802,000
Total	381	48,542,000	244	11,094,000

11. 21st session:

The IPDC Council had to postpone allocation of funds to 45 approved projects.

Number of projects received by the Secretariat	Number of projects submitted to the Council	Amount requested US \$	Number of projects approved by the Council	Amount approved US \$
180	113	9,516,000	45	-

12. Breakdown of 244 projects financed from the IPDC Special Account in 1996-2001 by region and category.

	<i>Regional</i>		<i>National</i>		<i>Total</i>	
	Number of projects	Amount US \$	Number of projects	Amount US \$	Number of projects	Amount US \$
AFRICA	15	720,000	62	2,662,000	77	3,382,000
ASIA AND THE PACIFIC	18	840,000	53	2,217,000	71	3,057,000
LATIN AMERICA AND THE CARIBBEAN	19	1,068,000	31	1,301,000	50	2,369,000
ARAB STATES	4	173,000	22	1,028,000	26	1,201,000
EUROPE	2	60,000	10	542,000	12	602,000
INTERREGIONAL					8	483,000
TOTAL	58	2,861,000	178	7,750,000	244	11,094,000

13. In 1996-2001 IPDC financed 178 national projects in 99 Member States of UNESCO

AFRICA	ASIA AND THE PACIFIC	LATIN AMERICA AND THE CARIBBEAN	ARAB STATES	EUROPE
31 countries	28 countries	21 countries	12 countries	7 countries

WORKING METHODS AND PROCEDURES OF IPDC

Evaluation of terminated IPDC projects

14. During the last six years, IPDC has called on independent consultants to evaluate **76 terminated projects** in Africa, Asia and the Pacific, Latin America and the Caribbean, Arab States and Europe. Most of the projects concerned have been generally implemented as planned. The lessons learnt have enabled IPDC to direct the mechanisms for project formulation and implementation more effectively.

Reform

15. **At its seventeenth session, the Council** decided as an experimental measure to confer on the Bureau the responsibility to approve projects and to allocate two thirds of the IPDC annual budget. This measure has considerably improved the decision-making process concerning project selection and has led to more fruitful professional discussions during the Bureau meeting.

Priority areas

16. Following the decisions and guidelines of the Intergovernmental Council and its Bureau, IPDC has made considerable efforts to refocus its projects on the most urgent priorities in media development. The priority areas established **at the twentieth session** are:

- Improvement of media pluralism and promotion of press freedom
- Training activities
- Creation and strengthening of community media
- New information and communication technologies

Moratorium on new projects

17. In 1999 and 2000 the IPDC did not receive adequate contributions to its Special Account. No substantial voluntary contributions were announced at the twenty-first session of the Council. Consequently, the Council had to postpone the allocation of funds to 45 projects approved at this session and took the decision to put in place a moratorium on the consideration of new projects for one year, which will be subject to review and evaluation.

The period of the moratorium will be used to prepare a limited number of high quality innovative projects dealing with media pluralism, freedom of expression, development of human resources and community media in the most disadvantaged countries.

Proposals for the future

18. **During the twenty-first session**, the IPDC Council decided that the ad hoc working group should elaborate recommendations on the IPDC working methods to be presented to the Council session in March 2002. A first set of proposals was sent to the Members of the Council for consideration and comments. The main lines of these proposals are the following:

- A focused strategy for fund-raising should be developed.
- The number of projects approved annually by the Bureau and the Council should not exceed 30.
- The Council should recommend to the UNESCO General Conference that the number of seats at the Council be reduced to no more than 24, taking into account a proper balance between recipient and donor countries.
- An even more wide-ranging reform in this respect would be to suggest that the IPDC governing body should consist of only one entity (instead of both a Council and a Bureau). In this case, one could recommend a Council/Bureau of 15 members with a provision that one session in the relevant commission at the UNESCO General Conference be set aside exclusively to discuss IPDC matters.
- In the light of the challenges facing IPDC, the theme of the thematic debate in 2002 should be the following question: “Is there still a need for IPDC – and if yes, why?”.

19. Statement of Ambassador Gunnar Garbo from Norway

During the twentieth anniversary session of the Council, IPDC’s first Chairperson, Ambassador Gunnar Garbo from Norway, stated “Now, there is no less need for efforts through the IPDC to overcome the gap between the information rich and the information poor than there was 20 years ago. On the contrary, today the world needs an International Programme for Development of Communication more than ever”.