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IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

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Agenda item: IPDC EVALUATIONS AND SELF-ASSESSMENT

SUMMARY CONTENT OF DOCUMENT

This document is submitted to the Council as a follow-up to the proposal made by the IPDC Chairman during the last IPDC Bureau meeting in March 2014 to proceed with a new evaluation of the IPDC Programme. It presents two possible options for addressing this proposal.

INTRODUCTION

During the 58th IPDC Bureau meeting held in March 2014 the IPDC Chair's proposed that the Council consider the possibility of proceeding with a new evaluation of the IPDC Programme, following the two previous evaluations carried out respectively in 2002 and 2005. The Chair's proposal was supported by a number of members of the IPDC Bureau.

BACKGROUND: IPDC EVALUATIONS AND SELF-ASSESSMENT

2002: The Royal Norwegian Ministry of Foreign Affairs engaged Prof. Helge Rønning and Kristin Skare Orgeret of the Department of Media and Communication at the University of Oslo to conduct an external evaluation of the IPDC. The two evaluators made an in-depth assessment of the Programme and its operations and proposed a set of recommendations for reforming the IPDC with a view to improving its working methods, transparency, relevancy and effectiveness. The full report "**MEDIA IN DEVELOPMENT: AN EVALUATION OF UNESCO'S INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION (IPDC)**" is available at the following link:

<http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/media-in-development-an-evaluation-of-unescos-international-programme-for-the-development-of-communication-ipdc/>

2005: The Bureau of the Intergovernmental Council of the IPDC invited the same evaluators to assess the way in which the previous report's recommendations were carried out and to measure their impact. This report provided information on the progress achieved. The full report "**INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION AN EVALUATION OF THE REFORMS**" can be found at the following link:

http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/ipdc2006_evaluation_reform_report.pdf

2010: The external evaluation team from “Education for Change Ltd.” was contracted by UNESCO to conduct a review of aspects of the Organization. In its report regarding UNESCO’s contribution to Strategic Programme Objectives 12 and 13, the consultants stated: “the IPDC is an effective intergovernmental programme and the main instrument through which CI progresses towards the Strategic Programme Objectives in the fields of media development, community participation and professionalization in media”. It was also concluded that “project evaluation reports from the biennium 2006/2007 and earlier suggest that IPDC is a very effective mechanism for channeling support to grassroots media organizations and addressing capacity building needs among media professionals at all levels, with a potentially powerful cumulative impact on, particularly, community media and professionalization in the media”.
<http://unesdoc.unesco.org/images/0019/001914/191444e.pdf>

2012: In response to a recommendation proposed by the external evaluation team from “Education for Change Ltd.”, the IPDC Bureau decided to increase the funds allocated from the IPDC Special Account for evaluation activities in order to enable the IPDC Secretariat to place greater emphasis on drawing lessons from past experiences and ensure adequate follow-up of projects. As a result of this decision, 16 evaluation reports were completed and submitted to the 28th session of the IPDC Council. These evaluations can be accessed through the following link:
http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/IPDC/ipdc28_evaluation_reports_rev.doc.pdf

2014-2015: At the General Conference of 2013, Member States decided to carry out a critical review of the governance of the whole of UNESCO including all its funds, programmes and entities (“Governance audit of UNESCO and attached funds, programmes and bodies”). In this connection, the External Auditor was requested to report on the outcomes of self-assessments covering the overall relevance of the work of the different programmes in relation to their specific terms of reference, as well as the efficiency and effectiveness of their meetings. **Two questionnaires on IPDC governance were completed and submitted by the Chairman to the External Auditor on 2 September 2014. These have been made available to IPDC Council Members.** It is expected that an interim report will be published for the Executive Board in the spring of 2015, and the final report will be presented to the General Conference in the autumn of 2015.

CONCLUSION

In light of the above, the Council may wish to consider one or other of the following two options:

- I. To support the IPDC Chairman’s proposal regarding a new IPDC evaluation and to mandate the Secretariat to prepare the Terms of Reference and an estimate budget to be submitted for discussion and approval by the 59th IPDC Bureau meeting in March 2015;
- II. To postpone the decision regarding a new IPDC evaluation until the 30th IPDC Council session pending the conclusions of the “Governance audit of UNESCO and attached funds, programmes and bodies” that will be submitted to the next General Conference in 2015.