



United Nations
Educational, Scientific and
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Organización
de las Naciones Unidas
para la Educación,
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Объединенных Наций по
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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

**Address by Mr Getachew Engida,
Deputy Director-General in charge of Communication and
Information of UNESCO
on the occasion of the 29th Session of the IPDC Council**

UNESCO, 20 November 2014

Monsieur le Président du Conseil du PIDC,

Excellences,

Honorables délégués,

Mesdames, Messieurs,

C'est pour moi un honneur et un privilège de vous adresser ces remarques à l'occasion de la 29^{ème} session du Conseil du PIDC. Par mon intervention, je souhaite mettre en lumière le contexte et les éléments clés du rapport de la Directrice générale sur les activités du PIDC menées depuis 2012.

En prenant comme point de départ le contexte plus large du travail de l'UNESCO dans les domaines de la communication et de l'information, il me semble important de souligner le fait que des médias libres, pluralistes et indépendants sont essentiels à la réalisation d'un développement inclusif et durable. Ce fait est

reconnu dans le *Rapport du Groupe de personnalités de haut niveau chargé du programme de développement pour l'après-2015*, rédigé à la demande du Secrétaire général de l'ONU.

La liberté d'expression et ses corollaires, la liberté de la presse et l'accès à l'information, sont en soi des libertés fondamentales. Ces libertés sont aussi nécessaires pour l'exercice des autres droits de l'homme, pour la bonne gouvernance, la transparence et l'accès à l'information, pour l'autonomisation des femmes et des jeunes, pour l'éradication de la pauvreté, et pour la promotion de sociétés stables et pacifiques.

ENGLISH OF ABOVE :

It is an honour and a privilege for me to address you on the occasion of the 29th session of the IPDC Council. In these remarks, I aim to highlight the context and the key elements of the Director-General's report on IPDC activities carried out since 2012.

Beginning with the wider context of UNESCO's work in communication and information, it is important to underscore the fact that free, pluralistic and independent media is vital to advancing inclusive and sustainable development. This indeed is a fact acknowledged in the High-Level Report on the post-2015 Development Agenda, commissioned by the UN Secretary General.

Freedom of expression, and its corollaries of press freedom and access to information, are fundamental freedoms in themselves. They are also essential for the exercise of other human rights, for good governance, for transparency and access to information, for the empowerment of women and youth, for the eradication

of poverty, for the promotion of stable and peaceful societies.

Ladies and gentlemen,

The *International Programme for the Development of Communication* is a unique programme within the United Nations system, with a mandate to mobilize the international community to promote media development in developing countries through concrete projects.

This work is vital for all UNESCO's action in the field of Communication and Information.

For the promotion of the safety of journalists, for the development of community media, for our Media Development Indicators, for our advocacy efforts to improve the legal and regulatory framework governing media – across the board, the activities of the *International Programme for the Development of Communication* are closely linked to our Regular Programme, and this is why it is mentioned explicitly in the expected results of the 37 C/5.

Let me take this opportunity to highlight key accomplishments in promoting press freedom and media development since the last session of the IPDC Council.

At the global level, UNESCO's leadership has been most visible in spearheading the *UN Plan of Action on the Safety of Journalists and the Issue of Impunity*.

The *UN Plan of Action* brings together the entire UN family, along with other international organizations, national governments, media and civil society, to join forces to halt the killing of journalists and the related impunity that perpetuates a cycle of violence.

This initiative was born in a request from the Intergovernmental Council of the IPDC.

The UN Plan was endorsed by the United Nations Chief Executives Board in 2012 and it was welcomed by the UN General Assembly in 2013.

UNESCO continues to be the world leader in promoting press freedom, which is a precondition for unfettered media development and for knowledge societies.

Last year, we celebrated the 20th anniversary of *World Press Freedom Day*, with activities across the world. This year's event was especially significant, held against the background of ongoing consultations for a post-2015 development agenda that links freedom of expression to promoting Sustainable Development.

We also promote media pluralism across the world – and this includes gender equality in and through media.

World Radio Day -- thanks largely to UNESCO's leadership -- has gone from strength to strength, focusing this past 13 February on promoting gender equality in the media.

Special programmes on gender equality were broadcast in 155 locations across the world this year, and our message was carried forward by eleven UN organizations.

Next February 13, the focus of *World Radio Day* is on **Youth and Radio**, and we encourage all of you to work with radio stations in your countries to advance this theme.

In line with UNESCO's Global Priority Gender Equality, UNESCO is piloting the *Gender-Sensitive Indicators for Media* in more than 20 countries – last December, in Bangkok, we launched the *Global Alliance on Media and Gender* which continues to grow.

We have also developed an assessment framework for *Media and Information Literacy* and launched the thriving *Global Alliance for Partnerships on Media and Information Literacy*, to foster citizen participation in the knowledge society.

Since last year, UNESCO has become more prominent in global Internet issues relevant to our mandate.

We started work on a draft concept of “Internet Universality”, drawing out of UNESCO decisions to date, four key principles that can ensure an Internet for all: Human Rights, Openness, Accessibility, and Multi-stakeholder Participation – summarised in the acronym R.O.A.M.

This concept provides a framework for the comprehensive study on Internet-related issues within the UNESCO mandate, as requested by Member States at the last General Conference.

The concept has informed the 30 questions for this study which should deliver new insights in four areas -- access, freedom of expression, privacy and ethics on the Internet.

The Thematic Debate on “Online privacy and freedom of expression” scheduled for this IPDC Council is one of many consultations around the Study that will be tabled in draft form at a multi-stakeholder conference in March next year, and reported to the General Conference next December.

Ladies and Gentlemen,

This snapshot provides the global context framing the action of the *International Programme for the Development of Communication*.

I am pleased that many project proposals supported by the IPDC Bureau over the two years covering this report have dovetailed with areas driven forward by the Sector as a whole.

Let me turn now to how the IPDC has been deepening its impact on the context I have described, through its normative and standard-setting role.

First, we are placing increased emphasis on generating and sharing knowledge to guide future media development efforts.

Last year, the IPDC Bureau endorsed a new special initiative, called *Knowledge-Driven Media Development*.

Within this framework, and learning from the thousands of projects supported by the IPDC, we have been able to play a key role in advocating for the inclusion of free, independent and pluralistic media in the post-2015 development agenda.

In leveraging knowledge gained from IPDC's media support, the IPDC Secretariat has prepared a number of papers on why free, independent and pluralistic media should be at the heart of a post-2015 development agenda, and it has also contributed to the World Press Freedom Day *Paris Declaration* and the *Bali Road Map*.

Through IPDC, UNESCO co-convened with the Global Forum for Media Development (GFMD) – a body representing over 200

media development actors – a meeting in Washington DC, which was sought to refine the targets and develop possible indicators for the goals proposed by the UN Open Working Group (OWG) on the sustainable development goals.

Further work in this area has involved cooperation with the *Deutsche Welle Akademie*, in a project aimed at building a knowledge community to support media sustainability.

This September, the German Federal Ministry for Economic Cooperation and Development (BMZ) confirmed to the DW Akademie the possibility of financial support to UNESCO as a co-implementer of this project.

The assessments of national media landscapes carried out using the IPDC-endorsed *Media Development Indicators* – known as MDIs -- complement this knowledge-generation process, enhancing media as a factor for development.

The comprehensive picture of the media landscape provided by the MDI assessments help to develop policy, by highlighting capacity-building needs and by establishing media development priorities.

A core strength of these studies is that they are designed as self-assessments, driven by national partners and involving local media stakeholders, representing both public and private institutions.

The influence of these indicators is steadily increasing.

The MDIs have to date been applied by UNESCO in 12 countries, with assessments ongoing in another 19 countries.

The most recent assessment reports to have been published are those of Palestine, Nepal, Gabon, Egypt and Tunisia.

Last year, following a decision by the IPDC Bureau, UNESCO also developed a sub-set of indicators on journalists' safety, using a special allocation provided by the Bureau.

Pilot assessments based on the *Journalists' Safety Indicators* are currently taking place in Guatemala, Honduras and Pakistan.

The assessments will provide a baseline for monitoring progress in the implementation of the *UN Plan of Action on the Safety of Journalists and the Issue of Impunity*.

Journalism education is another important area of work for the IPDC.

The 58th IPDC Bureau approved a special allocation to support the emergent *Global Initiative for Excellence in Journalism Education*.

The Initiative builds upon the *Potential Centres of Excellence/Reference in Journalism Education in Africa* project – a special initiative of the IPDC which concluded in 2013.

Among the activities under this momentum, the IPDC has been promoting debate about journalism education in terms of defining a globally shared concept of excellence in teaching, practicing and researching journalism.

Under the Global Initiative, the IPDC has strategically partnered with *Orbicom* – the Montreal-based network of UNESCO chairs in communication – to involve at least 4 African schools of journalism in Orbicom’s annual meeting held from 6 to 7 November 2014 in Bordeaux, France.

Through this Initiative, the IPDC has also initiated discussions with the Communication University of China (CUC) to support sharing of educational resources in media and journalism, including translating UNESCO’s revised *Model Curricula for Journalism Education* into Chinese.

Against this background, I am glad to note that the Global Initiative is being tabled at this Council meeting for possible endorsement, to acquire the status of a “special initiative” of the IPDC -- alongside the two existing initiatives of Knowledge-Driven Media Development, and the Safety of Journalists.

Ladies and Gentlemen,

All of these activities reinforce the core work of the IPDC.

As you will see from the Report by the DG, over the two-year period, the IPDC received a total of US\$ 2,331,934 from 8 donor countries.

This amount was disbursed to the 143 projects approved in the 2013-2014 period.

These projects cover the full range of the IPDC's thematic priorities, including:

- 1) promotion of freedom of expression and press freedom;
- 2) capacity development for journalists and media managers;
and
- 3) innovation in convergence and integration of traditional news media and new communications.

In closing I wish to reiterate that the strength and success of the *International Programme for the Development of Communication* comes from its constant pursuit of excellence, from its efforts to improve its strategic approach and sharpen its focus.

To continue moving forward requires adequate resources, both human and financial.

In terms of human resources, the IPDC has two full-time staff members, and draws upon three others to constitute the Secretariat.

Most UNESCO programme officers in the Communication and Information sector at headquarters and field offices are involved in developing and reviewing the project proposals that are considered for support by the IPDC Bureau.

This represents the Regular Programme commitment to IPDC's success.

And in terms of financial resources for allocation to projects, which come entirely from extra-budgetary contributions, I am pleased to inform you that the financial situation of the Programme is approximately 30 percent higher now than in 2013, which, as you know, was a difficult year.

I wish to thank all donors for their support -- let me acknowledge, in particular, Andorra, Denmark, Finland, the Netherlands, Norway, Sweden and Thailand.

Let me also express special thanks to the outgoing Chairman of the *International Programme for the Development of Communication*, whose efforts led to streamlining of the Bureau's processes as well as a 100 percent increase in Finland's contribution.

In this spirit, I take this opportunity to call on the Member States represented on the Bureau and Council to express their commitment, by making symbolic contributions and by setting an example for others to follow.

Mesdames, Messieurs,

A la lumière des succès et des défis présentés dans mon intervention, j'espère que vous aurez compris l'importance du PIDC pour le mandat de notre Organisation dans son ensemble. Sur ces paroles, je vous souhaite plein succès dans vos travaux et des délibérations fructueuses aujourd'hui et demain.

Je vous remercie de votre attention.

ENGLISH OF THE ABOVE

It is my sincere hope that, given the successes as well as the challenges I have highlighted, you can see the importance of the IPDC to the totality of the Organisation's mandate. I would thus like to wish you very fruitful deliberations today and tomorrow.

Thank you for your attention !