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## UNESCO Amman Office

### COMMUNICATION AND INFORMATION

Media development enhances freedom of expression and contributes to peace. As the UN agency with the specific mandate to promote “the free flow of ideas by word and image,” UNESCO strives to create an enabling regulatory and institutional environment while developing the capacity for an independent, quality-based media sector serving the entire population.



Sustainable  
Development  
Goals

# World Press Freedom Day

Every year, May 3<sup>rd</sup> marks a day of celebration of the fundamental principles of press freedom and to evaluate press freedom around the world. UNESCO leads the worldwide celebration by identifying the global theme and organizing the main event in a different part of the world each year. In Jordan, under the patronage of Her Royal Highness, Princess Rym Ali, the UNESCO Amman Office has been organizing the annual WPFDF festivities.

In 2016, a panel discussion was facilitated related to the global theme, "Access to Information and Fundamental Freedoms: This Is Your Right!" Speakers discussed the access to information law and focused on the key issues surrounding journalists' access to information.

In 2017, the celebration consisted of two substantive debates following the theme, "Critical Minds for Critical Times: Media's role in advancing peaceful, just and inclusive societies," which brought together media professionals, human rights advocates, law and policy makers, civil society organizations, and academics to highlight the central role of freedom of expression and the right to information in the realization of the 2030 Agenda for Sustainable Development in the Arab World.

**"If we can continue to reject the thinking that is imposed on us and believe that human dignity is not for sale, then we are the winners."**

- Khadija Ismayilova, 2016 Guillermo Cano World Press Freedom Prize Laureate



# UNESCO's Work



*The UNESCO Amman office, through the Communication and Information unit, provides specialized technical assistance and capacity development to media practitioners, journalists and national institutions while developing journalism education and empowering individuals as informed producers and consumers of information.*

*UNESCO believes that free, independent and pluralistic media in print, broadcast and online are needed in order to ensure the free flow of ideas, optimize progress and build knowledge societies.*



# Current Projects

## SUPPORT TO MEDIA IN JORDAN

Funded by the European Union and the largest project of the unit, this initiative aims to support national efforts in advancing Jordanian media to further increase its freedom, independence and professionalism. The three-year project (2014 – 2017) is implemented by the UNESCO Amman office in close collaboration with the Ministry of State for Media Affairs and the media community in Jordan.

The project operates in two distinct phases: the first months were focused on research and analysis of the contemporary media landscape in Jordan using the UNESCO Media Development Indicators (MDI) as a foundation. Based on the findings of the first stage of the project, the second stage has been focusing on:

- Supporting an enabling legal environment for the media in line with international standards as well as the broadcast licensing system;
- Supporting dialogue on media self-regulation;
- Facilitating training on the Access to Information Law for public servants;
- Strengthening journalism education and training institutions;
- Introducing media and information literacy at the basic and university levels;
- Supporting the capacity of local and community radios.

## LEGAL SUPPORT TO MEDIA IN JORDAN

With support from the Swedish International Development Cooperation Agency (Sida), the long-term objective is to create a new generation of specialized media lawyers, bloggers and other media professionals, in addition to citizen journalists and activists. The UNESCO Amman Office has been conducting trainings for this audience, and has created an online platform serving as a comprehensive source for media law and regulations in Jordan.

## PRESERVING DOCUMENTARY HERITAGE IN JORDAN

Based on a needs assessment and taking into account the work of the national authorities, UNESCO Amman's culture and communication and information teams are working to provide technical support to improve the state of preservation of archives to ensure that documentary heritage is well preserved in Jordan.

# The 2030 Agenda for Sustainable Development

UNESCO globally promotes the advancement of public access to information, the safety of journalists, youth and gender equality in and through media, diversity and plurality, improved professional standards and the empowerment of people with media and information literacy. Communication and media lie at the heart of sustainable development.

The UNESCO Amman Office Communication and Information team is striving to mainstream the SDGs into ongoing projects, focusing on the following target:



**SDG 16:** *Promote just, peaceful and inclusive societies.*

- **Target 16.10:** *Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.*

UNESCO creates an enabling regulatory and institutional environment while developing the capacity for an independent, quality-based media sector serving the entire population. UNESCO provides specialized technical assistance and capacity development to media practitioners, journalists and national institutions while developing journalism education and empowering individuals as informed producers and consumers of information.

## Upcoming Projects



### CAPACITY BUILDING FOR COMMUNITY RADIO BROADCASTERS ON GENDER EQUALITY

The objective of this initiative is to strengthen the capacity of two community radio stations through targeted activities in line with international standards, promoting gender equality and women's engagement in media practices.

### MEDFILM: ENHANCING A GENDER RESPONSIVE FILM SECTOR

This regional project aims to enhance the image of women in the film industry across select Arab countries through enhancing the freedom of expression of the film industry's professionals, empowering female film professionals and tackling gender-related stereotypes.



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## Stay in touch

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