



Amman Office  
مكتب عمان

United Nations  
Educational, Scientific and  
Cultural Organization

منظمة الأمم المتحدة  
للثقافة والعلم والتربية



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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, the UNESCO Amman office has been organizing the annual World Press Freedom Day festivities in partnership with key media organizations.

In 2018, UNESCO hosted a roundtable discussion, bringing together esteemed members of the judiciary, media and legal professionals and government representatives. Under the global theme of “Keeping Power in Check: Media, Justice and the Rule of Law”, the event provided a forum for diverse actors to discuss the interplay between media, the judiciary and the rule of law, within the context of the 2030 Agenda for Sustainable Development. The event marked an important year, commemorating the 25<sup>th</sup> anniversary of the celebration.

**“UNESCO is committed to defending the safety of journalists and fighting against impunity for crimes committed against them.”**

- Audrey Azoulay, UNESCO Director General



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# 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

This initiative has been supporting national efforts in advancing Jordanian media to further increase its freedom, independence and professionalism. The four-year project (2014 – 2018) is implemented in partnership with the Minister of State for Media Affairs and the media community in Jordan.

The project has operated 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:

- 60 news and sports shows, 9 new radio programs and 2 joint programs broadcast on six local radios around the country
- Over 120 grade 7-9 students in 8 schools around Amman exposed to the concepts of Media and Information Literacy in the pilot MIL clubs
- Over 1,400 university students to benefit from new updated journalism courses
- Over 110 mid-career journalists trained in Amman, Aqaba, and Irbid, on the latest journalism skills
- 30 media leaders exposed to tailored masterclasses on the latest trends in media management including multimedia audiences, innovative business models, effective change management, and adapting for the digital evolution
- All 60 information officials in every government ministry and public body trained on the implementation of the Access to Information Law
- Three critical pieces of media-related legislation reviewed and recommendations made for improvement according to international standards.

### 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.

## YOUTH EMPOWERMENT

This project focuses on Media and Information Literacy (MIL) as a holistic response to promote the safe and ethical use of the media and the internet, building upon the pilot initiative carried out under UNESCO's "Support to Media in Jordan" project. The project works to strengthen the MIL capacities of public institutions (universities and schools), media and education professionals across the Irbid, Zarqa, Ma'an, and Mafraq governorates. It also works to promote active engagement of young people through information and communication technologies. In close collaboration with the Ministry of Education, UNESCO is working to convene and mobilize national authorities, schools, local radio stations and civil society organizations to empower youth with MIL skills.

## PRESERVING DOCUMENTARY HERITAGE IN JORDAN

Based on a needs assessment on the state of conservation of documentary heritage in Jordan, the UNESCO Amman office has been providing technical support to improve the state of preservation of archives to ensure that this precious heritage is preserved according to international standards. Archivists have been engaged through a number of trainings focused on preservation techniques for visual collections, archival policies and management.



## FOSTERING THE ROLE OF THE JUDICIARY SYSTEM IN PROTECTING AND PROMOTING FREEDOM OF EXPRESSION

This project evolved as a sustainable response to supporting media by reinforcing the capacities of judges and prosecutors on issues related to freedom of expression and access to information. The project aims to strengthen the judiciary system's understanding of issues related to freedom of expression and access to information, with particular attention placed on investigative and online media. Through the provision of specialized training courses for judges and prosecutors throughout Jordan, UNESCO is working in partnership with Judicial Institute and the Judicial Council to foster a safer environment for journalists, good governance and improved transparency with enhanced access to public information.



Sustainable  
Development  
Goals



# 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.



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Sustainable Development Goals

## Stay in touch

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