Programme Strategy

MULTI DONOR SPECIAL ACCOUNT ON FREEDOM OF EXPRESSION AND SAFETY OF JOURNALISTS

1. BACKGROUND:

Freedom of expression in general, and media development in particular, are core to UNESCO's constitutional mandate to advance "the mutual knowledge and understanding of peoples, through all means of mass communication" and to promote "the free flow of ideas by word and image". Through fostering free, independent and pluralistic media, UNESCO contributes to peace, sustainability, poverty eradication and human rights, while keeping its global priorities: Africa and gender at the top of its agenda. UNESCO is uniquely placed to promote press freedom, working with professional media organizations, civil society actors and national authorities in its Member States.

The 2030 Agenda for Sustainable Development recognizes the importance of access to information, fundamental freedoms and the safety of journalists for the creation of peaceful, just and inclusive societies, under Goal 16, Target 10. The issue of journalists' safety has become a priority not only for UNESCO, but also for the UN system as a whole, with the adoption in 2012 of a UN Plan of Action on the Safety of Journalists and the Issue of Impunity, spearheaded by UNESCO.

Freedom of expression and access to information are human rights and a critical part of the kinds of healthy democratic societies that UNESCO strives to support. They ensure that citizens can develop informed opinions and learn about and participate in public debate, that institutions are accountable and serve the public interest. Article 19 of the Universal Declaration of Human Rights states that "everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers."

However, the current state of freedom of expression online and offline is fragile around the world, with public trust in media eroding in many places, audiences more and more\ unable to separate truth from fiction, and journalists facing increasing risks in the exercise of their work.

Given these complex challenges, urgent support is needed to reinforce the work of UNESCO with media organizations, journalists, governments, media regulators, judges and other key stakeholders in strengthening freedom of expression and access to information and ensuring democracy does not continue to be undermined by a lack of reliable information and public discourse.

The creation of a Multi-Donor Programme on Freedom of Expression and Safety of Journalists, was approved by the Director-General in October 2016 and reviewed by the Executive Board, in its 200th session (Decision 200 EX/19), to help facilitate UNESCO's work to implement the Programme of the Organization's Communication and Information Sector, as outlined in the C/5, under Expected Result 1: "Member States are enhancing norms and policies related to freedom of expression, including press freedom and the right to access information, online and offline, and are reinforcing the safety of journalists by implementing the United Nations Plan of Action on the Safety of Journalists and the Issue of Impunity".

The Programme supports activities to promote the adoption and application of relevant policies and normative frameworks to strengthen the environment for freedom of expression and press freedom and to support sustainable and independent media institutions.

The Multi-Donor Programme also contributes to the achievement of Expected Result 2: "Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster". It supports activities to facilitate pluralism and participation in media, promote gender equality in both media production and content, and empower citizens with increased media and information literacy competencies.

The Programme falls under the authority of the Director-General and is managed by the Communication and Information Sector.

The pooling of funding under this programme promotes programmatic coherence, donor coordination, and gives UNESCO the flexibility to channel funds towards emerging programmatic priorities and most pressing needs to achieve its Expected Results. It enables the CI Sector to address complex issues related to freedom of expression and safety of journalists, through the design and implementation of large-scale interventions at national, regional and global levels. The clear advantage of this mechanism is that it allows UNESCO and its partners to achieve greater impact and sustainability, whilst reducing transaction costs and fragmentation of support for freedom of expression.

2. FOCUS:

UNESCO recognizes the strong link between supporting press freedom, enabling a plurality of voices, addressing oppression, ending conflict and alleviating poverty. In this calculus, a healthy, pluralistic media sector is a central enabler for sustainable development, which has implications for the role of duty bearers and right holders in society and in policy monitoring processes. The Multi Donor Programme on Freedom of Expression and Safety of Journalists aims to enhance the enabling environment for freedom of expression online and offline and advance UNESCO's role in the realization of the Sustainable Development Goals (SDGs) as cornerstones of the 2030 Agenda, and the commitments of Financing for Development.

Information, open communication, and a citizenry endowed with critical civic engagement can help build trust and co-operation between governments and citizens, allow people to exercise and claim their rights, hold duty-bearers to account, reduce corruption and make more informed choices in their daily lives. Improving access to information and fundamental freedoms has proven to have transformative power for sustainable poverty eradication.

A significant cause of poverty is the absence of basic human rights, including people's participation in the public sphere and freedom of expression. Furthermore, countries facing conflict, instability or security threats often resort to disproportionately limiting freedom of expression and the press in the name of national security. Against this background, this Multi Donor Programme on Freedom of Expression and Safety of Journalists helps foster open, inclusive and democratic societies based on the rule of law and protecting and promoting freedom of expression. A *sine quoi non* for this is the existence of a pluralist media landscape, which reflects diversity and respects gender equality, as well as the empowerment of citizens to use and assess media and information critically. This Multi Donor Programme therefore also helps create enabling environments for community media, gender transformative action and Media and Information Literacy (MIL). These objectives correspond directly to Sustainable Development Goals (SDGs) 4, 5, 9, 13 and particularly Target 16.10 and its indicators.

Actions mainly target two groups: duty bearers and right holders. Actions targeting duty bearers consist of evidence-based policy recommendations, technical policy expertise, capacity building and advocacy. While those targeting right holders, including media and human rights' organizations, journalists' syndicates, academic institutions, and civil society organizations such as youth organizations, include knowledge-generation, capacity-building, coalition building and advocacy. Right holders have a significant impact in influencing change and influencing duty bearers, thus their role is significant to create change.

Thematic Focus Areas

The Multi Donor Programme on Freedom of Expression and Safety of Journalists focuses on two thematic areas with the objective of enabling a free and safe environment for a free, independent and pluralistic media, freedom of expression, access to information and the safety of journalists – what UNESCO considers key components for the achievement of SDG 16. Through this, Member States can expand their typical interventions on Freedom of Expression, Safety of Journalists, Access to Information, Gender Equality in Media, MIL and media pluralism to also address strategic elements at the sector-wide level. While this is not mandatory, it is expected that this more flexible approach to planning and delivery will strengthen UNESCO's position at the country level and allow the Programme to be more reactive to country needs.

The two thematic focus areas and their priority areas of intervention are further elaborated below.

a. **Targeted Member States are enhancing norms and policies related to freedom of expression, including press freedom and the right to access information, online and offline, in accordance with international standards, and reinforcing the safety of journalists by implementing the UN Plan of Action on the Safety of Journalists and the Issue of Impunity, through integrating a gender sensitive approach** *(corresponding to ER 1 / MLA 1 in the 39 C/5)*

A significant cause of poverty is the absence of basic human rights, including people's political participation and freedom of expression. Furthermore, countries facing conflict, instability or security threats often resort to disproportionately limiting freedom of expression and the press in the name of national security. Against this background, this thematic area fosters open, inclusive and democratic societies based on the **rule of law** and protecting and promoting freedom of expression, including press freedom, access to information, and the safety of journalists. It also focuses on **enhancing legal and institutional frameworks** building on UNESCO's leverage to influence duty bearers, including judges, legislatures, parliamentarians and law enforcement bodies, among others. Actions targeting duty bearers include evidence-based policy recommendations, technical expertise, capacity building and advocacy. Throughout all actions, UNESCO will ensure the active role of various local actors and right holders, mainly media organizations, civil society organizations/institutions, journalists, and professional media bodies in influencing duty bearers to take action. Right-holders will be mobilized and empowered for effective participation in public policy process and constructive engagement and partnerships with duty-bearers. Thereby, enabling sustainable change at national and community levels.

Overall implementation under this focus area will also be facilitated by UNESCO's status as the custodian agency for global reporting on SDG 16.10.2, which pertains to guarantees for public access to information, and the contributing agency for SDG 16.10.1, which focuses on global reporting on safety of journalists.

In order to optimize its contribution to UN national strategies and internal coordination mechanisms at the country level, UNESCO will continue to spearhead the implementation of the UN **Plan of Action on the Safety of Journalists and the Issue of Impunity**, with specific focus on women journalists. This will be done following the UN Plan's six areas of action arising out of lessons learned in the past five years and assessed in a global consultation throughout 2017. These include standard setting and policy-making, awareness raising and advocacy, monitoring and reporting, research, capacity building, and coalition building. Activities will follow the list of concrete options for action for different actors that emerged from the 2017 multi-stakeholder consultative process on strengthening the UN Plan.

Impunity, which puts freedom of expression and press freedom at peril, is not compromised solely by a lack of legal standards, but also by a lack of implementation of existing standards. Absence of implementation is linked partially to ignorance, but also to a lack of political will and institutional structural issues. The consequences of impunity run deep as they lead to media's self-censorship, which reduces citizens' access to important information on issues of public interest, thereby diminishing transparency and accountability in governance. The UN Plan of Action on the Safety of Journalists and the Issue of Impunity, led by UNESCO, has become a global point of reference, but much more remains to be done.

The safety of journalists is a crosscutting issue that encompasses freedom of expression both online and off-line. Freedom of expression online directly relates to issues of **digital security**, surveillance, the right to privacy, and access to information, all of which are pertinent to journalists working in the digital age. Special actions will be tailored to build journalists' capacities and make them digitally literate in order to be able to critically evaluate and use new ICTs, and be knowledgeable about the advantages and disadvantages of different ICTs.

Given rapid developments in the digital sphere and growing pressure to identify an acceptable framework to realize the globalization of **Internet governance** structures, research is needed to promote and monitor freedom of expression on the Internet and to better assess challenges and propose solutions. Just as UNESCO will target journalists through capacity building, government authorities will also be sensitized and assisted in creating legal and regulatory frameworks that harness the Internet's potential to foster the exercise of human rights and civil participation. Actions will focus on mainstreaming digital dimensions into awareness and capacity building activities. UNESCO aims at mainstreaming digital issues of the Internet and ICTs throughout all actions within this focus area, as, in today's world, activities related to the promotion of rights, safety, and other forms of awareness and capacity building cannot be considered separate to their digital dimension. As such, even where ICTs are not explicitly referred to, it is implied that activities will protect and promote human rights in all forms of media, in line with the principle endorsed by Member States at UNESCO, the UN Human Rights Council and the UN General Assembly – that the human rights people have off-line must also be protected online.

Another important function of the media is enabling democracy, especially in conflict countries or those going through political transition. This includes informing the public, **guaranteeing accountability and transparency**, facilitating debate and **countering hate speech**, including during **elections**. It also includes performing **investigative journalism** to expose corruption, enhance transparency and make officials accountable to the people. Revealing corruption improves the performance of government institutions and makes government a catalyst for development. However, many media organizations lack the capacity to support such democratic processes. Therefore, under this thematic area, UNESCO will develop the capacities of media in elections reporting, conflict sensitive reporting and investigative journalism.

UNESCO will further build on lessons learnt in the past biennium and support the integration of all of its actions within the UN Development Assistance Framework (UNDAF) as well as UN Country plans. It will continue to support interagency collaboration and south-south cooperation.

Awareness raising actions, mainly through the commemorations of international days, specifically World Press Freedom Day, the International Day to End Impunity for Crimes against Journalists, and the International Day for Universal Access to Information, will strengthen UNESCO's work in all of the areas above. Such initiatives support ongoing advocacy, reinforce coalition building and networking, and instill national commitment and ownership.

Actions will also build on outcomes of the *World Trends in Freedom of Expression and Media Development* **series**, which has gained increased recognition as a reference on press freedom and the safety of journalists. Uniquely comprehensive and data-driven, the World Trends Report assesses global and regional trends in press freedom across the dimensions of media freedom, pluralism, independence and safety, all approached with a gender-sensitive lens. It aims at informing policy makers, enriching advocacy by media and civil society organizations, and providing a respected and global source of knowledge for academics and researchers. Hence, UNESCO will use the report as tools to examine the global situation of access to information and of freedom of expression as a fundamental freedom, but also to guide its work within the 39 C/5 and consequently, actions funded under this multi donor programme.

UNESCO will collaborate with the UNESCO Institute for Statistics (UIS); the official statistical agency of UNESCO, through its work with national statistical offices, line ministries and other statistical organizations, to support data collection for World Trends Report and SDG 16.10. This quantitative data will be used for evidence-based policymaking, validation and advocacy.

b. **Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster** *(corresponding to ER 2 / MLA 1 in the 39 C/5)*

This thematic area focuses on the development of healthy, pluralistic media sectors that represent the diversity of their audiences (including youth and gender equality), and can respond effectively when most needed (for example during times of crisis and disaster), as well as the empowerment of audiences to think critically and engage productively with information systems.

A major area of action within this area is support for sustainable **community media**, especially radio, as an alternative to commercial and public media, especially for underserved and marginalized groups. These media are especially critical given their independence, not-for-profit nature, and governance by and service to the communities they represent. In some of the most isolated and least developed parts of the world (including areas where UNESCO places its strongest priority), they provide the only means to access information and exercise freedom of expression where these critical human rights may otherwise completely absent.

Action in this area focuses on the encouragement of supportive regulatory policies, capacity-building for duty bearers and community media to strengthen the sustainability of the sector, and promotion of national and regional cooperation and knowledge-sharing between community media. It draws from the experience of UNESCO as the only UN actor working to help Member States State achieve a diverse mix of public, private and community media by advising and building capacities for supportive community media policies. This strategy also draws from the lessons learnt as part of the Sida-funded *Empowering Local Radio through ICTs* project (2012-2018), which has provided UNESCO with unparalleled insights into the kinds of situations and obstacles faced by community radio in some of the world's most challenging environments and, through this, the concrete training and policy solutions needed.

A strong focus in ensuring greater diversity in media is the struggle for **Gender Equality**, both within media organizations and in the portrayals of gender within the content they produce. Very few areas of society could have as much influence in shaping norms and opinions on gender-related issues (including violence against women and girls). Implementing a three-pronged strategy, UNESCO engages actively with duty bearers,

media institutions and civil society organizations, to ensure media provides equal opportunities for all, regardless of gender, and avoids relying on narrow or harmful stereotypes for gender representation.

The Organization's work in this area contributes to SDG 5, and builds upon the 2012 launch of the landmark *Gender-Sensitive Indicators for Media*, which provide a framework for gender equality in media operations and content. These indicators have been enriched with editorial guidelines for coverage of specific gender inequality issues, such as violence against women, foeticide, "honour" killings, child marriage, genital mutilation of women and other harmful practices. UNESCO is also developing editorial guidelines for the portrayal of men and masculinity, as well as for sports media – a media segment where gender stereotypes are strongly present. Work for gender equality in media includes capacity-building, advisory services to Member States, strategic partnership-building and advocacy. Gender sensitivity is also mainstreamed into all interventions in each of the focus areas described elsewhere, as part of UNESCO's Global Priority on Gender Equality.

In a similar vein, the Organization actively promotes greater **participation of youth** in media systems, who can struggle to gain a foothold in an industry that is increasingly consolidating and closing ranks in response to unprecedented transformations within the sector, and therefore whose vision and voice may be missing entirely from media narratives. Capacity-building activities based upon the toolkit *Linking Generations through Radio* will continue to provide a basis for media content created by youth, for youth.

Of course, at times when media are most critical – during **times of crisis and emergency**, including conflict, natural disasters, terrorism and epidemics – all media must have the capacity to respond effectively. Media are an essential component of Crisis Preparedness and Response efforts and the resilient communities called for in SDG 11 and SDG 13.1 (especially with climate change exacerbating crises and challenging media to react capably). They are crucial in providing potentially life-saving information to affected populations, and informing on preparedness and recovery efforts, while ensuring their own disaster resilience (as per SDG 9) and avoiding contributing to the tensions and societal divisions that can be inflamed during crisis situations.

UNESCO has been working to provide the necessary resources and capacities urgently needed, from the promotion of coordination between media and humanitarian groups following the Zika crisis, to action to encourage proportionate and professional responses to terrorism and violent extremism. Ongoing capacity-building involving media, the provision of key resources and the involvement of media in crisis coordination efforts are key priorities on which UNESCO continues to focus.

The **Media Information Literacy (MIL)** aspects draw on UNESCO's experience as the lead organization internationally contributing to standards on MIL and developing national capacities, additionally contributing to SDG 4 as it pertains to quality education for all. MIL is used both as an end in itself and as a means to enable duty-bears in poor and oppressed communities to consume information and engage with media critically and to produce media to advance their own sustainable development and democracy. A major focus is on policy and strategy development and implementation.

Support is crucial for duty-bearers and rights-holders to lead multi-stakeholder processes to articulate and adopt national MIL policy and strategies, developed through the use and adaptation of the UNESCO *Media and Information Literacy Policy and Strategy Guidelines*. UNESCO also works to enable policy makers in the media sector to develop or operationalize national and institutional polices and strategies on MIL, which in turn improves media self-regulation and co-regulation. Debates on MIL and eventual policies are a platform for dialogue between government and media stakeholders, with ongoing actions broadening this dialogue to include civil society as end users and beneficiaries of media self-regulatory mechanisms.

Duty-bearers involved in youth development must be equipped and motivated to formulate internal policies and strategies on MIL with the involvement of youth organizations themselves. Youth are thus empowered as peer-educators of MIL online and offline. Research undertaken with duty-bearers and rights holders supports evidence-based policy debates and formulation.

Increasing policy-makers awareness of how MIL contributes to social development through training of parliamentarians and other government officials is crucial to enable sustainable MIL policy and strategy development. In this connection, media, media regulatory and self-regulatory bodies are involved in promoting MIL in close partnership with schools and youth development duty-bearers.

These actions complement and contribute to capacity development for duty-bearers to integrate MIL in formal and non-formal education through use and adaptation of the UNESCO MIL Curriculum and related resources. Another key aspect of the MIL strategy is to help national stakeholders to benefit from international standards and experiences, while informing regional and global approaches, for example to strengthen cross-country and cross-sector cooperation for sustainable policies and strategies by integrating national networks, established for synergy, with regional and global networks.

3. THEORY OF CHANGE AND IMPLEMENTATION STRATEGY:

This Multi Donor Programme on Freedom of Expression and Safety of Journalists contributes to UNESCO's wider programme as endorsed by its 195 Member States at the 39th General Conference in November 2017. The results framework provides a holistic and comprehensive approach to improving freedom of expression and access to information in the target countries.

The theory of change and intervention logic is based on effective practices developed over UNESCO's more than 70 years of experience and in collaboration with the Organization's wide network of partners and experts. UNESCO has built strong common ground amongst all actors, with a dual approach focusing on duty bearers responsible for media law and policy reforms, combined with direct interventions to empower rights holders, including local and regional media stakeholders, journalists' unions, and academia through capacity development, coalition building and advocacy.

In order for duty bearers to play their role, UNESCO will provide them with all necessary support, including technical expertise and capacity building, in addition to inclusive discussions with various levels of policy makers and decision makers in each Member State. The effect is that duty-bearers develop an enabling environment on the policy level, through the introduction of laws and regulations in line with international standards, advancement of legislative, policy and institutional frameworks and mechanisms to protect and promote freedom of expression, safety of journalists, and access to information.

To support the aforementioned actions, UNESCO will organize activities targeting journalists, academia, independent and community media organizations and outlets, youth organizations and civil society groups through trainings, coalition building, and advocacy. Depending on the needs, including emergence of new priorities, conflicts, or political systems, assessments will be conducted whenever needed to identify the best approaches for maintaining the momentum of work to achieve the outcomes and effect change. Countries in conflict or crisis will receive support mostly related to capacity building in areas such as conflict-sensitive reporting, media crisis response, physical and digital safety of journalists, and countering hate speech. In countries in political transition, activities will be more focused on elections coverage, media independence, media legislation and policy advice.

The nature of issues dealt with under this project are often seen as politically sensitive, especially for countries in conflict or in transition. Therefore, UNESCO's neutral status, which is favoured by Member States, enables it to lead in activities related to freedom of expression. This position is also important in supporting elections through advice to duty-bearers and media organizations, as well as professional training for media organizations and reporters to play an optimal role in emerging democracies, an important component of this project. In contexts where divides exist between media organizations and governmental actors, UNESCO will bridge this chasm through tailored actions building on existing relations with both sides. Through enabling, agenda-setting, awareness-raising and networking, UNESCO will support policy change by duty-bearers.

As a multi-sectoral organization with a broad mandate, UNESCO also draws on a wide variety of expertise in the fields of Education and Culture, as well as the Natural and Social and Human Sciences. UNESCO takes an intersectoral approach in the development of activities, and synergies are consistently sought to complement the Communication and Information initiatives planned. From the recent NetMed Youth project that worked with Mediterranean youth in multiple countries, to the advancement of the Diversity of Cultural Expressions as an element of freedom of expression, these intersectoral approaches represent a great strength of UNESCO, and will strongly improve the impact of the Multi Donor Programme.

4. MANAGEMENT OF THE MULTI DONOR PROGRAMME:

According to the financial regulations approved by the executive board in its 200th session, the Director-General (DG) of UNESCO shall be responsible for the management and the administration of the funds under the Special Account of the Multi Donor Programme on Freedom of Expression and Safety of Journalists. The DG, considering the results framework, shall approve a biennial timeline for the activities to be undertaken under this Special Account together with a budget and expenditure forecast including any funding gap. The DG shall, on an annual basis, submit to donors to this Special Account narrative and financial reports.

Coordination of implementation, monitoring and reporting will be done from UNESCO Headquarters in Paris including technical backstopping to Field Offices in the target countries to promote information sharing, joint planning and collaboration with the field. Coordination, strengthening and promoting partnership with stakeholders, fostering a multi-stakeholder approach and outreach in cooperation with Member States, UNESCO governing bodies, the UN system, media and civil society will be done at a global level through the CI Sector at HQ and at the regional and national levels through UNESCO Field Offices.

In order to ensure transparency, and facilitate dialogue between donors and the Secretariat, a Donor Advisory Group will be created consisting of the Member States contributing to the Special Account within each biennium. Review meetings will be held to monitor progress and impact of activities linked to the Multidonor Programme, likely on an annual or semi-annual basis. If requested by the donors, information meetings could also be organized with the recipient countries.

Modality:

- As the Multi Donor Programme on Freedom of Expression and Safety of Journalists involves multiple donors, the contributions are pooled into one special account, and expenditure is not linked to any specific donation. Earmarking contributions below the Programme level is therefore not recommended.
- UNESCO provides a consolidated narrative and financial report on the use of the pooled resources into a special account to all donors, rather than on the contribution of individual donors. Potential donors to this account therefore must accept receiving a consolidated annual financial and narrative report.
- For the multi donor programmes linked to special accounts, UNESCO charges an overhead cost of 7%.
- The contributions to special accounts are considered voluntary contributions, and the donor's commitment will be reflected in the documents submitted to UNESCO's governing bodies.
- Donors' contributions are processed through a signed contribution letter.

5. SUSTAINABLE DEVELOPMENT GOALS:

As the core of the Peaceful, Just and Inclusive pillar of the 2030 Agenda, SDG 16 focuses on advancing government accountability, building the rule of law and sustaining peace. As the UN specialized Agency

with a mandate to promote freedom of expression, UNESCO's Communication and Information Sector has underscored the practical interdependencies between SDG 16 and the wider 2030 Agenda. This Multi Donor Programme on Freedom of Expression and Safety of Journalists puts particular emphasis on freedom of expression and public access to information as the enabler of other goals listed below, both in policy and in practice.

16 PEACE, JUSTICE AND STRONG INSTITUTIONS	**Target 16:10**: Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements directly with SDG indicators 16.10.1 on safety of journalists and 16.10.2 public access to information. **Target 16.A:** Strengthen relevant national institutions, including through international cooperation, for building capacity at all levels, in particular in developing countries, to prevent violence and combat terrorism and crime.
1 NO POVERTY	**SDG 1**: End to poverty in all its manifestations and ensure social protection for the poor and vulnerable, increase access to basic services. (The overall Multi Donor Programme is directly linked to this goal)
4 QUALITY EDUCATION	**Targets 4.4, 4.6, and 4.7** the Programme advances this goal by promoting Media and Information Literacy (MIL), building young people's and adults' competencies for critical thinking as part of the objective of ensuring comprehensively educated populations.
5 GENDER EQUALITY	**SDG 5**: Achieve gender equality, detect and counter gender stereotypes, and empower all women and girls. Specific reference to targets 5.1 (ending discrimination), 5.2 (eliminating violence), 5.3 (eliminating harmful practices), 5.B (use of enabling technologies) and 5.C (policies and legislation for gender equality)
9 INDUSTRY, INNOVATION AND INFRASTRUCTURE	**Target 9.C**: Significantly increase access to information and communications technology and strive to provide universal and affordable access to the Internet in least developed countries by 2020. CI highlights in this regard the risks to freedom of expression of internet shutdowns, blocking website, or banning specific technologies.
11 SUSTAINABLE CITIES AND COMMUNITIES	**Target 11.5**: by increasing people's access to localized information for self-determination to mitigate how they are affected by disasters with a focus on protecting the poor and people in vulnerable situations
13 CLIMATE ACTION	**Targets 13.1, 13.3:** Strengthen resilience and adaptive capacity to climate-related hazards and natural disasters in all countries; and improve education, awareness-raising and human and institutional capacity on climate change mitigation, adaptation, impact reduction and early warning
17 PARTNERSHIPS FOR THE GOALS	**SDG 17:** Strengthen the means of implementation and revitalize the global partnership for sustainable development, which is key for this multi donor programme.

6. STAKEHOLDERS: BENEFICIARIES AND PARTNERS

The Multi Donor Programme on Freedom of Expression and Safety of Journalists mainly targets three categories of beneficiaries/target groups (with attention to ensuring gender balance in each group):

1. *Duty Bearers* - Governments, legislators, policy-makers, lawyers and jurists associations, judges, parliamentarians, law enforcement bodies, i.e. those responsible for the development and application and media law and regulatory policy.
2. *Right Holders* journalists and media professionals, independent and community media outlets/associations; academia (journalism/communication educational institutions); youth and gender equality organizations
3. The *indirect/end beneficiaries* at large are groups who stand to benefit most from achieving the SDGS, particularly youth and women in rural and poor communities, who are typically also victims of information-poverty, whose voices and concerns are not heard in the media environment, and whose media and information literacy levels are particularly low.

Key Partners and Stakeholders

Governmental institutions; UN organizations; independent media outlets/associations; community radios; local, regional and international media organizations; International NGOs, journalism/communication educational institutions; lawyers and jurists associations; networks such as those listed above.

Actions involve primarily local partners with the aim of developing their capacities and reinforcing local ownership and sustainability. Depending on the nature of the actions, these partners are involved throughout all phases, starting with the planning phase, through implementation and monitoring. Technical committees and local multi-stakeholder working groups will be constituted for interventions on national levels, and their feedback will feed into decisions related to any needed adaptation to the work plans.

A gender-sensitive approach will be mainstreamed throughout the programme, including activities, publications, training materials, and selection of partners and trainers. A special focus will be given to gender data disaggregation throughout all activities with special actions directly targeting women journalists, artists and duty bearers.

7. OWNERSHIP:

UNESCO aims at empowering local partners and targeting beneficiaries to collaborate in addressing the challenges that they face in securing (gender-sensitive) change by duty-bearers. By being involved in advocacy actions and the development of national strategies, they are able to take control of their own future and maintain the sustainability of the outcomes, and be recognized by governments as value-adding contributors to national policy development and reform.

As an institution with technical, social and political knowledge, UNESCO aims at achieving local ownership by strengthening shared national ownership, through a multidisciplinary, multi-institutional approach involving national governments. UNESCO's intergovernmental character and its presence through related Field Offices and existing work in the target countries, gives it a unique potential to effect change, and enables it to ensure continuity and sustainability. As part of this, UNESCO will continue consultative work, and initiate new consultations, with various local actors and partners, bringing duty-bearers into communication with relevant media, civil society and academic stakeholders.

As some of the target countries are in conflict or transition, enhancing national ownership could be particularly challenging as institutions are weaker, capacities are limited, and representative government is absent. In

these cases, UNESCO will focus on local ownership by building capacities of beneficiaries and local partners to mitigate crises and as first steps towards policy impact as situations evolve.

8. SUSTAINABILITY AND EXIT STRATEGY:

To ensure sustainability of activities, outcomes and impacts, UNESCO considers three factors as critical: 1- National and local ownership, 2- capacities of local duty bearers and stakeholders, and 3- sustained motivation (of all target groups). Building coalitions among duty bearers and with stakeholders is considered a fourth factor that is central to sustainability in many circumstances. A gradual process of exit also contributes to sustainability. Where Member States are in conflict or transition, the exit strategy will differ from one country to the other, in some cases, rather than considering programme exist, UNESCO prefers enacting a programme transition, which is defined as the change from one type of assistance and support to another.

National and local ownership

Capacities of local duty bearers and stakeholders

Building coalitions

Sustained motivation and commitment

Implementation is done through a holistic approach that entails as its foremost priority fostering political will and national ownership to guarantee legal and policy reform that is sustainable. All actions build on regional and local networks' capacities and expertise, ensuring that the results will have a long-term impact in those regions and that benefits will be sustained beyond the implementation period. UNESCO also aims to ensure that expertise and momentum for change in the country is not lost after the work is over.

To achieve the outcomes, UNESCO considers the role and responsibly of Member States as primary, accompanied by vital local actors and partners. These include duty bearers, local stakeholders and the media themselves. For example, judicial system officers (judges, prosecutors, lawyers and investigative police) are crucial for addressing the issue of impunity for crimes against journalists. UNESCO has therefore involved and targeted judicial system officers through advocacy and capacity development in Africa, Latin America and the Arab region in the previous biennium. A strong judicial system in place will provide a sustained enabling environment. Optimizing the application and impact of indicators requires involvement of all communication stakeholders, including duty bearers and right holders, in overseeing and endorsing the assessments, and above all, in following through on the recommendations – including creating monitoring systems for safety in terms of SDG 16.10.1. The integration of MIL into schools, youth development agencies, and media regulatory bodies requires engagement with, and interaction between, ministries, teachers, academia, media, Internet companies and civil society. Fostering community radio policies entails the institutionalization of policy and systematic linkages between the State and the media sector, including the establishment and support for community media associations that are sustainable and able to continue in their efforts long after UNESCO's actions conclude. Actions also focus on specific policies that promote the long-term viability of community radio, including through the kinds of sustainable models of funding that continue to present perhaps the largest challenge to the survival of many of these stations.

9. MONITORING:

The achievement of outcomes under the Multi Donor Programme contribute to the achievement of 39 C/5 CI Expected Results 1 and 2. Accordingly, monitoring and evaluation (M&E) work financed through the Account will contribute to the overall M&E work under 39 C/5 CI Expected Results and be reflected in UNESCO's statutory reports to UNESCO's Executive Board on the execution of the programme adopted by the General Conference (EX/4).

Implementation is also monitored according to the specific performance indicators in the results framework. A monitoring plan, with specially tailored data collection tools, is being produced to set a shared monitoring system among all Field Offices and HQ. Data will be collected by Field Offices, with input from beneficiaries, trainers, and partners along the implementation period. Data will also be collected through other means, including UNESCO Field Office reports and internal SISTER reporting system,[1] UNESCO *World Trends Reports*, NGO country reports, and the UNESCO Global Survey on Youth Responses to MIL Competencies.

As the planned activities build on previous work and results achieved thus far, the monitoring will take account of previous actions, in order to measure if there has been a snowball effect and to identify any multiplier impact.

10. EVALUATION:

An evaluation of progress will be conducted annually based on the monitoring plan and included in the donor reports each year. A report will be produced after each biennium to provide a full analysis of the overall implementation and impact achieved, and an external evaluation will be done every four years.

As per UNESCO's regulations, 3% of the contributions received will be used for the evaluation. This 3% is included in, and visibly aggregated, in the budget of each output. Monitoring will be conducted throughout the project as part of the implementation.

11. VISIBILITY:

UNESCO will ensure visibility for the Multi Donor Programme and donors through a comprehensive, specially tailored communication plan, which is revised every biennium or when necessary, and executed by colleagues at UNESCO Headquarters and in Field Offices. Visibility and communication will be coordinated from Headquarters to ensure consistency of message and style.

Donors' support will be acknowledged in all documents and media products, and donor representatives will be invited to take part in public events. Global outreach will be maximized through UNESCO's website and social media channels, with news, feature articles, photographs, infographics and multi-media works published on the main UNESCO website and on a specific website dedicated to the Multi Donor Programme on Freedom of Expression and Safety of Journalists. UNESCO's special events and publications also serve to add visibility, including International Days and Weeks and UNESCO's flagship publications World Trends in Freedom of Expression and Media Development.

---

[1] SISTER reports are available to Member States

ANNEX I.

**Financial Regulations: Special Account of the Multi Donor Programme
on Freedom of Expression and Safety of Journalists**

Article 1 – Creation of a Special Account

1.1 In accordance with Article 6, paragraphs 5 and 6, of the Financial Regulations of UNESCO, there is hereby created a Special Account for *Freedom of Expression and Safety of Journalists*, hereafter referred to as the Special Account.

1.2 The following regulations shall govern the operation of the Special Account.

Article 2 – Financial period

2.1 The financial period for budget estimates shall be two consecutive calendar years beginning with an even-numbered year.

2.2 The financial period for accounting shall be an annual calendar year.

Article 3 – Purpose

The purpose of the Special Account is to finance activities related to freedom of expression and safety of journalists and assist Member States in their efforts of developing an enabling, free, and independent media environment.

The results framework in line with the Approved Programme and Budget of UNESCO (C/5), provided as

Annex to the Financial Regulations, shall be updated as and when necessary.

Article 4 – Governance

4.1 The Director-General shall be responsible for the management and the administration of the funds under this Special Account.

4.2 The Director-General, considering the results framework described in Article 3 above, shall approve a biennial timeline for the activities to be undertaken under this Special Account together with a budget and expenditure forecast including any funding gap.

4.3 The Director-General shall, on an annual basis, submit to donors to this Special Account narrative and financial reports as indicated under Article 9 below.

Article 5 – Income

The income of the Special Account shall consist of:

    (a)   voluntary contributions from States, international agencies and organizations, as well as other entities;

    (b)   such amounts provided from the regular budget of the Organization as might be determined by the General Conference;

    (c)   such subventions, endowments, gifts and bequests as are allocated to it for purposes consistent with the object of the Special Account;

    (d)   miscellaneous income, including any interest earned on the investments referred to in Article 8 below.

Article 6 – Expenditure

6.1 The Special Account shall be debited with the expenditure relating to its purpose as described in Article 3 above, including administrative expenses specifically relating to it and programme support costs applicable to Special Accounts.

6.2 The expenditure shall be monitored against the timeline and budget approved as described in Article 4 above.

Article 7 – Accounts

7.1 The Chief Financial Officer shall maintain such accounting records as are necessary.

7.2 Any unused balance at the end of a financial period shall be carried forward to the following financial period.

7.3 The accounts of the Special Account shall be part of the consolidated financial statements presented for audit to the External Auditor of UNESCO.

7.4 Contributions in kind shall be recorded outside the Special Account.

Article 8 – Investments

8.1 The Director-General may make short-term or long-term investments of sums standing to the credit of the Special Account.

8.2 Revenue from these investments shall be credited to the Special Account in line with UNESCO's Financial Rules.

Article 9 – Reporting

9.1 An annual financial report showing the income and expenditure under the Special Account shall be prepared and submitted to the donors to the Special Account.

9.2 An annual narrative report providing a detailed assessment of the results achieved shall be submitted to the donors to the Special Account.

Article 10 – Closure of the Special Account

10.1 At such time the Director-General deems that the operation of the Special Account is no longer necessary, he/she shall hold consultations with those donors that contributed to this Special Account within the past four years before its closure, to take into account their views.

10.2 Unless other measures have been agreed upon by the donors referred to in Article 10.1, any remaining funds after closure of this Special Account, shall be returned to the donors contributing to the account for the last four years, on a pro rata basis not exceeding the total amount received from each donor in the last four years.

10.3 The Director-General shall then consult the Executive Board.

Article 11 – General provision

11.1 The Director-General will assess the continued relevance of this Special Account each time a new Medium-Term Strategy (C/4) is approved.

11.2 Any amendment to these Financial Regulations shall be approved by the Director-General after consultations with donors who have made contributions to the Special Account within the last four years before such an amendment. The Executive Board shall be informed accordingly of any such amendments.

11.3 Unless otherwise provided in these Regulations, the Special Account shall be administered in accordance with the Financial Regulations of UNESCO.

ANNEX II.
Results Framework: Special Account of the Multi Donor Programme on Freedom of Expression and Safety of Journalists[2]

In concordance with the UNESCO 39 C/5, Major Programme V, Main Line of Action 1, *Fostering freedom of expression online and offline, promoting the safety of journalists, advancing diversity and participation in media, and supporting independent media*, The Special Account of the Multi Donor Programme on Freedom of Expression and the Safety of Journalists will finance activities which fall under Expected Result 1 (*Member States are enhancing norms and policies related to freedom of expression, including press freedom and the right to access information, online and offline, and are reinforcing the safety of journalists by implementing the UN Plan of Action on the Safety of Journalists and the Issue of Impunity*) and Expected Result 2 (*Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster*).

Highlighting the importance of freedom of expression is an indispensable element for flourishing democracies and for fostering citizen participation in the 2030 Development Agenda. The rule of law is a prerequisite for, as well as an outcome of, governance and a sustainable and human rights-centred development agenda, and freedom of expression and media pluralism are prominent issues for the rule of law. This goes hand in hand with a continued commitment to promote gender equality in all domains, including journalism.

Outcome N° 1: Member States are enhancing norms and policies related to freedom of expression, including press freedom and the right to access information, online and offline, and are reinforcing the safety of journalists by implementing the UN Plan of Action on the Safety of Journalists and the Issue of Impunity			
Performance indicator (PI):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):** *31/12/2019*
PI 1. Number of Member States that have conducted awareness raising initiatives, including World Press Freedom Day (WPFD) and International Day for Universal Access to Information (IDUAI)	80 Member States as at the end of 2016 (10 in Africa; 5 in crisis situations)	Source: field office reports, minutes of meetings, Websites of international days Means of verification: desk research, survey	75 Member States (5 in Africa)*

---

[2] This Result Framework is updated in May 2018, in line with approved 39 C/5.

PI 2. Number of Member States whose policies and norms have benefited from UNESCO's concept of Internet universality, and its ROAM principles, and/ or the UNESCO study "World Trends in Freedom of Expression and Media Development"	10 Member States at the end of 2016		20 Member States (2 in Africa)
PI 3. Number of Member States sensitized on journalistic safety through the International Day to End Impunity for Crimes Against Journalists (IDEI), and/or who have strengthened or developed protection, prevention and prosecution mechanisms	B1: 30 Member States (5 in Africa) (IDEI) B- B2: 5 Member States (mechanisms)	Source: Field office reports, UNESCO Director-General's Report on the Safety of Journalists and the Danger of Impunity, JSI, updates from UNESCO's field offices, SDG 16.10.1 indicator, IDEI visibility report, UPR reports, CSO coordination group reports, official records on law or policy such as periodicals, government websites and registers Means of verification: Surveys, desk research, assessments, interviews with experts, stakeholder consultations	T1: 15 Member States (2 in Africa) (IDEI) T2: 8 Member States (1in Africa) (mechanisms)
PI 4. Number of Member States in which women journalists have benefited from gender sensitive campaign and capacity-building activities	Not Available	Source: Field office reports, partners and trainers reports	10 Member States (1 in Africa)

		Means of verification: desk research, survey, interviews with experts	
PI 5. Number of Member States that have applied internationally recognized legal and ethical standards in policy/regulation/ institutions, and/or have voluntary self-regulation based media accountability systems enhanced by stakeholders	15 Member States	Source: field office reports and debriefings based on M&E, reports of media development NGOs Means of verification: Surveys, desk research, assessments, interviews with experts	4 Member States (1 in Africa)

Output N°1: Awareness raising initiatives supported at national, regional, and global levels

Performance indicator (PI):	Baseline (B): (since 2016)	Source and means of verification (M):	Target (T): *31/12/2019*
PI. 1 Number of national initiatives, including those on WPFD, IDEI, and IDUAI, organized with rights holders to influence decision makers for policy reform supported	303 Details: WPFD 2016 – 80 +Global WPFD 2017 – 120 +Global WPFD 2018 – 100 +Global	UNESCO WPFD website UNESCO visibility report for WPFD Field offices	At least 80 national and regional celebrations per year + Global celebration per year
PI. 2 Number of partners supporting advocacy on FOE, SoJ, and AtI through national, regional and/or international campaigns, including WPFD, IDEI, and IDUAI	**Total: 612** **2016:** 208 *(70 at main event, 138 (national)* **2017:** 283	UNESCO WPFD website UNESCO visibility report for WPFD Field offices	At least 30 per year for the global event, and 100 for national events

	(35 main event, 248 at national celebrations) **2018:** 121 (51 partners for the Global celebration and over 70 for national celebrations)		
PI. 3 Number of media articles, social media interaction, and campaigns that have raised awareness on freedom of expression, press freedom, access to information and safety of journalists supported	**2016:** 1621 news articles Hashtag #WPFD2016 was the 4th trending topic on Twitter throughout the day and had over 60 million impressions (616200K) 23,255 (HQ; page views of WPFD websites) **2017:** 882 media articles, 32,152 web page view UNESCO/Guillermo Cano Prize: 38,913 page views Facebook: 100,334 views, 693,483 Reach 2,329 Retweets **2018:** 1700 news articles, 5883 using #WPFD hashtag, 44 million reach, 143,000 UNESCO webpage views, Facebook: 372,000 reach	UNESCO WPFD website, social media channels Data compiled through desk research and through online programmes	At least per year: News articles: 1500 Page views: at least 100,000 #WPFD: 6 million
PI 4. Number of national, regional, and international coalitions built or reinforced, bringing together duty bearers and policy makers along with right holders including media organizations and media	25	Source: Field office reports, activity reports by partners, news items, reports	At least 70 (including old and new partners) Details:

professionals to discuss joint actions reinforcing Freedom of Expression online/offline, and access to information	Details: in target countries and globally	from Media- police dialogue forums, Media support groups desk research, survey, interviews with duty bearers, rights holders, and partners	Nationally in all target countries and at a global level
Output N°2: World Trends in Freedom of Expression and Media Development Report produced in collaboration with UIS, and disseminated as well as Internet related publications on freedom of expression			
PI 1. Number of experts, including UIS contributing to the World trend Report on Freedom of expression and media development as researchers or Advisory Group members, achieving geographic diversity and gender balance	37 researchers and 29 advisory group members in 2016 14 researchers and 20 advisory groups members in 2017	Source: the report itself UNESCO website	
PI 2. Number of launches, outreach seminars, debates, and presentations organized by UNESCO and to which policy makers and academia on Freedom of Expression, Internet related issues and Media Development contribute to.	1 global launch for each version 2014,2015) one planned for 2017, and early 2018	Source: UNESCO website, field office reports, UNESCO's calendar for activities, activity reports in the field, news items Means of verification: Pre and post questionnaires and surveys	1 global At least 8 across target countries (as a standalone launch or part of other events) Details: At least one outreach activity in each region
PI.3 Number of policies, frameworks, mechanisms, and decisions influenced by the World Trends report	4 In Morocco: Ministry of Communication adopted WTR as a baseline to measure progress towards freedom of the Press		

	Latin America: incorporated in the activities of Observacom, a regional think tank. Thailand: Fojo Media Institute uses WTR to guide their work and research Southeast Asian Press Alliance relies on it to devise its strategy and actions		

Output N°3: Safety of journalists enhanced and implementation of the UN Plan of Action on Safety of journalists supported, particularly at the national and local levels, and with special attention to women journalists

Performance indicator (PI):	Baseline (B): (since 2016)	Source and means of verification (M):	Target (T): 31/12/2019
PI 1. Number of Member States that have advanced knowledge to implement national prevention, protection and/or protection mechanisms, with specific attention to safety of female journalists	6 Details: Gambia, Morocco, Tunisia, South Sudan, Somalia, Paraguay, Pakistan	Source: Field office reports, experts reports, minutes of meetings Means of verification: desk research, survey, interviews with experts	At least 9 countries plus regional in Latin America Details: Afghanistan, Gambia, Lebanon, Tunisia, Morocco, Palestine, Pakistan, South Sudan , Somalia, plus regional activities targeting Latin America
PI 2. Number of policy makers, judicial and law enforcement actors, journalists, media students and other relevant stakeholders with improved capacities on journalists' safety both online and offline (sex-disaggregated and using gender-sensitive materials)	5550+ Details: In Gambia, Lebanon, Tunisia Palestine, Pakistan, South Sudan, Somalia, Syria, and regionally in Latin America	Source: Field office reports, Activity reports by partners, news items Means of verification:, surveys, participants' lists, pre and post questionnaires	Additional 2000 Details: In Afghanistan, Gambia, Lebanon, Morocco, Tunisia, Palestine, Pakistan, South Sudan, Somalia, Syria, and regionally in Latin America (at least 40% females)
PI 3. Number of resources, best practices, model curricula, applications and guidelines developed, including a gender-specific perspective	13 Details:	Source: Field office reports	15 Details: 2 Afghanistan, 2 Gambia, 2 Palestine, South Sudan,

	2 Tunisia, 2 Morocco, 2 Palestine, 2 South Sudan, 1 Arab Region, 6 Latin America, 3 global	Means of verification: listings on UNESCO website, surveys on adaptability and use	Somalia, and 2 in Latin America, 2 Global

Output N°4: Policy advice provided to, and capacities reinforced of duty bearers to improve legislative and institutional frameworks related to freedom of expression online and offline

Performance indicator (PI):	Baseline (B): (since 2016)	Source and means of verification (M):	Target (T): 31/12/2019
PI 1. Number of Member States that have advanced knowledge on media law reform based on international standards reflecting a gender sensitive perceptive	9 (including 4 in Africa) Details: Morocco, Tunisia, Palestine, Pakistan, South Sudan, Somalia, Uruguay, Colombia, Argentina	Source: Field office reports, experts reports, activity reports, minutes of meetings Means of verification: desk research, survey, interviews with experts	At least 10 (including 5 in Africa) Details: Afghanistan, Gambia, Lebanon, Morocco, Tunisia, Pakistan, Palestine, South Sudan, Somalia, Paraguay
PI 2. Number of Member States with advanced knowledge to develop effective mechanisms for Freedom of Expression online/offline and the right to information while fostering gender equality and a culture of transparency among public and private institutions	9 (including 4 in Africa) Details: Morocco, Tunisia, Palestine, Pakistan, South Sudan, Somalia, Uruguay, Argentina, Paraguay	Source: Field office reports, partners and trainers reports Means of verification: desk research, survey, interviews with experts	10 (including 5 in Africa) Details: Afghanistan, Gambia, Lebanon, Morocco, Tunisia, Palestine, Pakistan, South Sudan, Somalia, Paraguay
PI 3. Number of duty bearers with capacities improved (target group and gender disaggregated) to advance legislative and institutional frameworks related to freedom of expression online/offline and access to information, with a gender perceptive, in line with international standards	5400 individuals (45% females) Details: Lebanon, Morocco, Tunisia, South Sudan, Latin America	Source: Field office reports, activity reports by partners, registration sheets and participants' lists Means of verification: desk research,	At least 2000 additional Individuals (at least 45% females) Details: Afghanistan, Gambia, Lebanon, Morocco, Palestine, Tunisia, South Sudan, Somalia, Syria, Latin America

		survey, interviews with experts	
PI 5. Number of Member States empowered to develop inclusive self-regulatory mechanisms for media to reinforce professionalism	5 Member States Details: South Sudan, 1 Morocco, Tunisia, 1 Syria, 1 Uruguay	Source: Field office reports, partners and trainers reports Means of verification: desk research, survey, interviews with experts	At least 8 Member States (including 5 in Africa) Details: Gambia, Morocco, Tunis, South Sudan, Syria, Paraguay, Somalia
PI 6. Number of journalists and academia empowered (gender disaggregated) in relation to best practices in investigative journalism and electoral coverage with specific attention to gender aspects	425 *Details: in Gambia, Somalia, Syria, Latin America*	Source: Field office reports, activity reports by partners Means of verification: collecting data from registration sheets and participants' lists, in addition to surveys	900 (at least 50% females) Details: Gambia, Lebanon, South Sudan, Syria, Latin America, Somalia

Outcome N° 2: Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster

Performance indicator (PI):	Baseline (B):	Source and means of verification (M):	Target (T) – 31/12/2019:
PI 1. Number of Member States that have strengthened practices and policies for pluralism and diversity in media, including community media, and observe World Radio Day (WRD)	*Policies and practices:* 10 Member States (8 in Africa) *Details* 4 countries strengthening community media policies: El Salvador, Nigeria, Nepal and Tunisia	Source: Policy documents/ experts reports, activity reports, reports from Member States and/or Field Offices Means: Documents and reports reviewed and	*Policies and practices:* 3 Member States *Observe WRD:* 30 Member States (8 in Africa)

	6 countries with improved practices: Burundi, DRC, Kenya, Rwanda, Tanzania, Uganda *Observe WRD:* 110 Member States (40 in Africa)	validated by UNESCO Field Offices. Internal or external assessment.	
PI 2. Number of institutions that have adopted policies on youth and gender-equality in media, and the number of institutions piloting the Gender Sensitive Indicators for Media (GSIM)	*Adopting policies*: 25 institutions (25 in Africa) *Piloting GSIM*: 25 institutions (25 in Africa)	Source: Policy documents, reports Means: Documents and reports reviewed and validated by Field Offices. Internal or external assessment.	*Adopting policies*: 5 institutions (3 in Africa); *Piloting GSIM*: 3 institutions (5 in Africa)
PI 3. Number of Media organizations responding and communicating more effectively in times of emergency and disaster	Not Applicable	Source: Evaluation and Survey reports, media crisis response policies made available Means of verification: Feedback from authorities, partners and civil society.	12 media organizations
PI 4. Number of Member States developing Media and Information Literacy (MIL) programmes, celebrating Global MIL Week; and number of training institutions adapting MIL curriculum and youth organizations adapting Guidelines for Youth Organizations to Integrate MIL	*Developing MIL policies and strategies:* 2017: 6 Member States (1 in Africa) 2016: 2 Member States *Celebrating MIL week*:	Source: Policy and strategy documents publicized, Evaluation report Means of verification: Internal or external assessment process,; UNESCO monitoring of	*Developing MIL policies and strategies:* 4 Member States (2 in Africa) *Celebrating MIL week*: 20 Member States (5 in Africa) – per year

	2017: 40 Member States (5 in Africa) 2016: 30 Member States (5 in Africa) *Adapting MIL*: 6 institutions *Youth Organizations trained to integrate MIL:* 2016: 20 youth organizations 2017: 17 youth organizations	policies or external evaluation	*Adapting MIL*: 10 institutions (2 in Africa) *Youth Organizations integrating MIL:* 20 youth organizations

Output Nº 1: Community media sustainability supported through strengthened capacities, reinforced cooperation and increased knowledge and awareness amongst policy makers of sector's needs, supporting SDG 16.10				
Performance indicator (PI):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):**
PI 1. Number of Member States whose policy-making institutions have increased awareness of steps needed to create a supportive environment for community media	11 Member States (5 in Africa) *Details* El Salvador, Gabon, Gambia, Haiti, India, Mauritania, Mongolia, Myanmar, Nepal, Nigeria, Tunisia	Source: Workshop baseline and follow-up surveys and reports, consultation proceedings, interviews of duty-bearers, official statements, websites of authorities Means of verification: Review of reports by Field Offices, cross-referencing with evaluation	10 Member States (4 in Africa)
PI 2. Number of community media empowered through improved technical and editorial capacities to serve diverse audiences, engage in networking and	59 community media (59 in Africa)	Source: Workshop baseline and follow-up surveys and reports. Interviews with media	30 community media (15 in Africa)

coordination, and/or advocate for greater sustainability of sector	*Details* Individual community media outlets spread across Burundi, DRC, Kenya, Lesotho, Namibia, Rwanda, South Africa, Tanzania, Zambia, Uganda	outlets and/or local authorities. Audience feedback – levels of public engagement in community media. Means of verification: Review of reports by Field Offices, cross-referencing with evaluation collecting evidence of community media responding to public interest.	
PI 3. Number of national or regional community media networks launched or strengthened to promote cooperation and knowledge sharing	0 networks	Source: Meeting proceedings and network progress reports, interviews with community media networks and/or network facilitators Means of verification: Review of reports by Field Offices, cross-referencing with evaluation	8 national networks (5 in Africa) 2 regional networks (1 in Africa)
PI 4. Number of Member States supported in marking World Radio Day through annual celebrations	2017: 110 Member States (40 in Africa) 2016: 81 Member States *Details* Full list of events and countries available at http://www.worldradioday.org/	Source: Self-reported through Global WRD Events Map Means of verification: Verification of data by UNESCO in coordination with	30 Member States (8 in Africa)

		National Commissions and/or Permanent Delegations	

Output Nº 2: Strengthened capacities of media decision-makers, practitioners and civil-society groups to support SDG 5 through improved gender and youth representation and portrayals in media			
Performance indicator (PI):	**Baseline (B):**	**Source and means of verification (M)**:	**Target (T):**
PI 1. Number of regulatory and legislative bodies and other relevant authorities with improved capacities to support SDG5 by promoting policies or ethical codes to improve gender equality in media operations and content	2 institutions (2 in Africa) *Details* Tunisia (HAICA), Morocco (HACA)	Source: Workshop baseline and follow-up surveys and reports, consultation proceedings, interviews with duty-bearers Means of verification: Review of reports by Field Offices, comparative assessments	5 institutions (2 in Africa)
PI 2. Number of media institutions (incl. journalism schools) with improved awareness of UNESCO resources, including Linking Generations[3], the GSIM[4] or editorial guidelines for quality reporting and coverage of specific gender concerns, such as "honour" killings, violence against women, toxic masculinity, bias in sports media, etc.	73 media organisations (43 in Africa) *Details* 13 community radio stations in Burundi (Humuriza FM, Radio Colombem Radio Ijwi Ry'umukenyezi, Radio Culture, Isanganihiro FM, Bonesha FM), Kenya (Baliti FM, Koch FM), Uganda (Mama FM), Rwanda (Radio Izuba), DRC (Radio Muungano, Radio Lobiko, Radio Manika);	Source: Workshop baseline and follow-up surveys and reports to evaluate understanding of gender issues (e.g. gender-based violence) and their media portrayals, media programming schedules, feedback from media practitioners, journalism training curricula	15 institutions (5 in Africa)

---

[3] UNESCO's Linking Generations through Radio
[4] GSIM = UNESCO's Gender-Sensitive Indicators for Media

	25 national broadcasters in French-speaking Africa and 20 in the Arab Region; 15 journalism schools (RMIT, National Autonomous University of Mexico, University of Padova, Howard University, S.N.D.T. Women's University India, Autonomous University of Barcelona, Hawassa University, Complutense University, UNIBE, Namibia University of Science and Technology, University of Panama, Universidad Nacional Autónoma de Honduras, University of Bujumbura, Malawi Institute for Journalism and Harare Polytechnic)	Means of verification: Review of reports by Field Offices, evaluation of media content by managers, editors or journalists, feedback from partners	
PI 3. Number of civil society groups empowered to hold media to account on gender equality in media content	Not applicable	Source: Campaign follow-up assessments, advocacy activities together with CSOs Means of verification: Review of reports by Field Offices, assessment reports and/or monitoring studies by CSOs	15 civil society groups (5 in Africa)

Output Nº 3: Member States and media organizations' capacities strengthened for Crisis Preparedness and Response and supporting SDG 13 and SDG16.a			
Performance indicator (PI):	**Baseline (B):**	**Source and means of verification (M):**	**Target (T):**
PI 1. Number of Member States supported in urgent response to sudden crisis situations	36 Member States *Details* 36 countries in Latin America and Caribbean supported in media contribution to Zika response	Source: Campaign outreach reports, self-reporting from benefiting stations Means of verification: Assessments conducted by partner organizations and verified by UNESCO Field Offices	10 Member States
PI 1. Number of media organizations with capacities strengthened in Crisis Preparedness and Response, including terrorism and conflict	0 organizations	Source: Workshop baseline and follow-up surveys and reports, surveys of media practitioners Means of verification: Review of reports by Field Offices, cross-referencing with evaluation	10 organizations (8 in Africa)
PI 2. Number of humanitarian actors with reinforced capacities to engage in coordination activities with media organizations	6 humanitarian actors *Details* Caritas Internationalis Médecins du Monde, International Federation of the Red Cross and Red Crescent Societies (IFRC),	Source: Workshop baseline and follow-up surveys and reports, surveys of media practitioners Means of verification: Review of reports by Field Offices, cross-	10 humanitarian actors (3 in Africa)

		Refugee Education Trust International (RET), Save the Children, World Vision	referencing with evaluation	

Output Nº 4: Member States capacity of MIL enhanced to critically assess and use media, including social media, and supporting SDG4 and SDG17				
Performance indicator (PI):	**Baseline (B):**		**Source and means of verification (M):**	**Target (T):**
PI 1. Number of Member States and civil society organizations supported in organizing events for MIL Week around the world; stakeholders mobilized for advocacy	**2017:** 40 Member States **2016:** 30 Member States (5 in Africa) *Details* For the full list of countries see: https://en.unesco.org/global-mil-week-2017		Source: Self-reported through Global MIL Week Events Map Means of verification: Verification of data by UNESCO in coordination with National Commissions and/or Permanent Delegations	20 Member States (10 in Africa)
PI 2. Number of policy makers/duty bearers, media regulatory and self-regulatory professionals with advanced knowledge of MIL policy best practices through national consultations and training workshops	2017: 6 Member States (1 in Africa) 2016: 2 Member States		Source: Policy and strategy documents publicized, Evaluation report; Participants feedback survey report. Workshop reports. Means of verification: Internal or external assessment process, UNESCO monitoring of policies or external evaluation; Rapporteur commissioned for each workshop, feedback-surveys administered	4 Member States (2 in Africa) 120 professionals
PI 3. Number of duty bearers and teachers/educators with improved capacities	0 duty bearers 400 teachers/educators		Source: Reports of meetings and adapted	120 teachers/educators (with 50/50 gender balance)

to respectively adapt and apply MIL curricula and policy		version of MIL curriculum publicized and promoted in target countries and in local languages Means of verification: Rapporteur commissioned for each workshop, review of relevant website, and participants' feedback-surveys	
PI 4. Number of youth organizations, governmental departments and youth leaders with improved competencies in MIL and the development of MIL guidelines	37 youth organizations and 55 youth leaders	Source: Participants feedback report, workshop reports Means of verification: Feedback survey, rapporteur commission for workshops	20 youth organizations (at 10 of which are involved in gender equality) 80 youth leaders
PI 5. Number of synergies facilitated through the Global Alliance for Partnerships on MIL leading to its strengthening and collaborative knowledge resources developed by the MILID network to influence policy advocacy and development.	5 synergies involving 80 stakeholder organizations 5 collaborative research involving 20 universities	Source: Reports, publishers of resources and official websites Means of verification: desk research carried out by coordinators	5 synergies involving 50 stakeholder organizations 2 collaborative knowledge resources

Annex III. Risk Analysis and Mitigation

Risk	Likelihood: Low, Medium, High	Impact: Low, Medium, High	Mitigation Measure	Risk Owner
Political instability, polarized or hostile environments, including: - Change of governments - Changing political priorities - Government staff turnover Leading to an absence of motivated national counterparts and resistance/lack of official cooperation in disclosing information	Medium-high	High	Technical assistance to duty bearers about national press freedom legislative framework, the UN Plan of Action, community media, MIL, and SDGs, aiming for development; Advocacy actions including duty bearers and media to provide better understanding on designing new policies or laws on freedom of expression, safety of journalists, and media pluralism; Programmatic flexibility will allow for reconfiguration and/or later implementation of activities, responding to new challenges and priorities. UNESCO's neutral position makes it possible to liaise with newly appointed government counterparts without unnecessary delay. The ability to consult with the donor, in case of a need for major reconfiguration, will create additional flexibility and further mitigate risk. Where the situation requires it, work will focus on less-sensitive activities such as media and information literacy.	Member States, Governments, decision makers
Overly restrictive policies or laws on freedom of expression in response to national security concerns	High	High	Consult with government travel advisories to prevent journalists or experts traveling around the perilous region or country, and instead seek ways to hold extraterritorial meetings with duty bearers or to reach out to secondary sources; measure and evaluate the degree of instability before the selection of target countries or put in place appropriate action plans for implementation taking into consideration such issues; activities would be reconfigured based on an analysis of the security and political situation;Technical assistance to duty bearers about national press freedom legislative framework aiming for development; awareness raising events including duty bearers to provide better understanding on designing new policies or laws on freedom of expression	Governments, decision makers at Member States

Security threats, including: Continued armed conflict - New armed conflict - Safety risks and mobility restrictions faced by trainees, particularly from certain target countries	Medium	High	Activities, including their timing and location, will be planned taking into consideration related security risks and UN Department of Safety and Security advice and restrictions. Where security conditions do not allow for an activity to be organized in the beneficiary country, it will be held in another country. Partners based locally will carry out activities to the extent possible where UN travel is limited. Virtual meetings held through electronic communications tools will be held where desirable.	External threats, radicalized groups, governments, decision makers at Member States
Insufficient room for public participation in shaping public policy towards media	Medium	Low	Partnership arrangements with local media entities and media outlets to organize regular meetings where public voices can be assembled, amplified and delivered; Provide technical assistance to duty bearers to open public hearings on the new enactment of public policies; National events in the celebration of World Press Freedom Day	Governments, CSOs, Media organizations
Weak culture of transparency leading to difficulties in implementation of SoJ, FOI, FOE, MIL, community media, legislation	Medium-high	Low	Partnering organizations and media experts in the field with the support of UNESCO Field Offices will deploy effective monitoring	Governments
Lack of access to necessary information both off- and on-line; Efforts by state and non-state actors undermining online freedom, targeting journalists and bloggers (electronic surveillance, hacking, blocking and filtering, defamation charges for online expression, arrest and attacks against bloggers and online media actors, etc.)	Low	Medium	Ensure online distribution of relevant UNESCO publications (including World Trends Report 2017); Delivery of hard copies of necessary documents in case of urgent need; Carry out specific activities to promote safety of journalists and bloggers online; monitor safety situation; programmatic flexibility allows for a response to new or emerging priorities	Governments, Non-state actors

			Support of UNESCO HQ to ensure effective communication and networking with and among local media partners and experts; institutional capacity building and knowledge sharing through participation of national and local events; Orientation of new M&E framework prepared from HQ with detailed implementation and operations instructions targeting for high quality regular monitoring process	
Lack of institutional capacity to collect field data	Low	High		UNESCO and implementing partners
Lack of commitment and interest of duty bearers; Lack of awareness or motivation of local journalists, CSOs and other relevant actors and partners to make sure of their right to information.	Low	High	Advocacies on national events and training which aims to advance freedom; Expand partnerships through harnessing existing local partners; work directly with media managers to understand the need to involve their journalists in activities	Governments, policy makers, media regulators, media stakeholders, media managers, journalists
Translation and printing delays	High	Low	Designation of reliable translators and administrators to carry out the work; Selection of feasible logistical timelines after considering tasks and resource needs; Allocation of sufficient time and budget at the planning phase	UNESCO
Inability to reach all potential beneficiaries	Low	Medium	Attention toward stronger visibility actions for World Trends Report and International day celebrations, especially in each official page; Online distribution of publications and brochures, ensuring the availability of all UN official language translation	UNESCO
Duplication of resources or inadaptability of content	Low	Medium	Continuously assess needs and implementation modalities according to any developments	UNESCO, implementing partners
Lack of communication	Low	Medium	Streamlined communication with UNESCO HQ and Field Offices; Capacity of Field Offices to reach out to empowered media institutions and experts	UNESCO
Lack of sustainability / continuation of work	Low	Medium	design will promote local buy-in and ownership; capacity building of local actors	UNESCO, implementing partners

Unbalanced gender representation from certain regions, due to factors such as: - Women journalists being passed over for training opportunities - Specific threats faced by women journalists - Women may not be willing to participate for cultural reasons, due to a feeling of insecurity, etc. - Resistance that questions related to gender equality may raise among men and women; at the extreme: denial of the existence of gender inequalities and discrimination	Low	Medium-High	Government commitment and international assistance to target SDG 5; UNESCO's effort to adopt gender sensitive approach to World Trends Report; Activities will be designed in a culturally appropriate and gender-sensitive manner including when selecting trainers and participants; reflect gender sensitive approach in all training material and publications; apply UNESCO's Gender Sensitive Indicators for Media and specific guidelines regarding harmful practices/violence against women, masculinity and sports media; Gender mainstreaming will be built into partnerships and activities with authorities, media institutions and civil society, in order to create awareness of the problems related to gender inequality and to encourage corrective actions	UNESCO, implementing partners
Shortcomings related to infrastructure, including Internet access, electricity supply, mobile phone networks especially in rural areas	Low	Low	Ensure good quality telecommunications infrastructure to the extent possible in relation to participants selection; Produce both digital and hard copy publications, where infrastructure problems are a risk	Governments
Lack of relevance of tools and training programmes to local actors needs and possibilities including local language/s and dialects	Low	Medium	Tools and training activities will be designed and carried out based on a careful analysis of local needs, existing capacity, and external factors, such as infrastructure and security concerns; training will include building of competency of trainees to understand change management, and in negotiation skills concerning implementation with parties who may be resistant; Prioritize trainers who speak local languages and dialects, produce training material in those languages, selection of participants based upon common languages or provide interpretations when that is not possible	UNESCO, implementing partners

Freedom of expression, freedom of information or media legislation could be approved with no sufficient room for public participation, or not in compliance with international standards	Low	Medium	Continue creating awareness of international norms and best practices both among legislators and civil society, and build civil society capacity to advocate for legislation which meets such norms	Implementing partners
Turnover of human resources in Field Offices impedes implementation	Low	Medium	If a Field Office temporarily lacks a UNESCO Advisor in Communication and Information, backstopping will be provided from Headquarters and other Offices in the region. A temporary consultancy could also be considered.	UNESCO
Poor operational capacity and coordination in the field	Low	Medium	Selection of countries with office presence and capacities, and existing work; Local partners with strong implementation capacity where UNESCO does not operate physically would be identified	UNESCO, implementing partners