



Joint Launch of the UNESCO Report on “World Trends in Freedom of Expression and Media Development” and the UNESCO Global Report “Re/Shaping Cultural Policies”

Parallel Session 3

2 May 2018, 13h30-15h00

Background

UNESCO’s new two Global Reports examine from different but interdependent perspectives the global situation of freedom of expression and creation, access to information and cultural life, and the protection of fundamental freedoms. They also provide new information and data on the trends and challenges in media development and cultural policy for the implementation of the United Nations 2030 Agenda for Sustainable Development. In so doing, they demonstrate what we need to do to ensure free, plural and independent media, as well as artistic freedom and creativity, which are key to the functioning of strong and vibrant democratic societies.

Key questions to be addressed:

- How do media and cultural stakeholders assess the two Reports?
- How can stakeholders ensure that media independence and participatory governance for culture are included as priorities in national policies and frameworks for sustainable development?
- What are the efficient ways to support artists and journalists at risk?
- How can we improve gender equality in the media and culture workplace?
- What is needed to protect freedom of expression and civic engagement in the global digital ecosystem in the coming years?

Format

- Moderator introduces both Reports and speakers
- Opening remarks by Deputy Director-General of UNESCO
- Statement by Deputy Director-General of Swedish International Development Cooperation Agency
- Panel discussion, followed by 20 mn Q&A with audience

Key reading

[Re-Shaping Cultural Policies](#) (UNESCO, 2018)

[World Trends in Freedom of Expression and Media Development](#) (UNESCO, 2018)

Moderator



Bernard Avle (Ghana) is a Ghanaian Broadcast Journalist. He hosts one of the most popular radio shows in Ghana, The Citi Breakfast Show and also anchors a highly-rated current affairs TV show, The Ghana Report on Viasat One TV. Bernard (as he is usually called) is also the Director of News Programming at Citi 97.3 FM in Accra and is a Founding Director of iJourno Africa. He also produces & presents the Citi Business Edition, a flagship business analysis program, which hosts world-class business thinkers on a variety of contemporary business topics.

Speakers



Mr **Getachew Engida** (Ethiopia) joined UNESCO as Deputy Assistant Director-General for Administration and Comptroller in June 2004. He has served as Deputy Director-General since July 2010. He worked previously in responsible managerial and leadership positions at Ernst & Young, BOC and Thompson-Reuters, the latter for ten years in the UK and Kenya (1986-1995). He was a senior executive at the International Fund for Agricultural Development (Rome), a Director at the International Livestock Research Institute (Nairobi). Mr Engida has also served as a governance and management specialist on External Program and Management Review Panels of three major agricultural research centres supported by the World Bank, FAO, UNEP and UNDP.



Ojoma Ochai (Nigeria) is Director of Arts, West Africa for British Council. In this role, Ojoma works with public and private sector partners in the UK and West Africa to develop and deliver programmes that build skills, international and local networks and other capacity that promote the growth and collaboration potential of the arts sector and creative economy between the sub region and the UK. Ojoma is also a member of the UNESCO Expert Facility on the 2005 Convention on the Protection and Promotion of the Diversity of Cultural Expression. From 2014 to 2016, she was Entertainment Specialist for a World Bank Growth and Employment project in Nigeria, advising on cluster based approaches for film and music sector development in Nigeria. Ojoma is also a Fellow of the DEVOS Institute of Arts Management at the University of Maryland, USA and an Associate of the Nigerian Leadership Institute (NLI). She is chair of the Lagos Theatre Festival Board until July 2018, Chair of Open House Lagos Board (2015 – 2017) and sits on the board of Music Museum Foundation of Nigeria.



Marie Ottosson (Sweden) is Deputy Director-General of the Swedish International Development Cooperation Agency (Sida). Ms. Ottosson has more than twenty years' experience in various positions at Sida and within the Swedish government; Director, Department for International organisations & Thematic support, Deputy Head of Mission, Embassy of Sweden in Vietnam and Senior Auditor with the Swedish National Audit Office. Furthermore, Ms. Ottosson worked at the European Court of Auditors in Luxembourg for seven years, auditing the European Commission.



Julie Reid (South Africa) is based at the Department of Communication Science at the University of South Africa (UNISA) and specialising in media studies. She is a project leader for the *Media Policy and Democracy Project* (MPDP). Reid is a long-time activist for media freedom and communications rights, and sits on the Media Freedom and Diversity sub-committee of the *Right2Know* Campaign. From 2013 to 2015 she served as the President of the South African Communication Association (SACOMM), and currently heads its focus group on communications advocacy and activism. Reid has published widely on the topics of semiotics, visual studies and media regulation, and writes opinion pieces for various newspapers, magazines and online news media, mostly on media politics and issues of communications rights in South Africa. She is the editor and co-author of

the book *Looking at media: an introduction to visual studies* (Pearson, 2013).



Ramon Tuazon (Philippines) is the president of the Asian Institute of Journalism and Communication (AIJC) and secretary general of the Asian Media Information and Communication Centre (AMIC). Mr. Tuazon is chairman of the Philippine Commission on Higher Education (CHED) Technical Committee for Communication (TCC). He also participated in over 50 international and national research and consultancy projects. He has served UNESCO in various capacities. Most recently, he was Media Development Specialist for Myanmar (November 2012-January 2014). He co-authored the *UNESCO Media and Information Literacy Curriculum for Teachers* (UNESCO Paris, 2011) and coordinated the preparation of UNESCO's *Model Curricula for Journalism Education* (2007). Among his recent publications are the *Multidisciplinary Inquiry on the Culture of Impunity in the Killing of Journalists* (2013), which he co-edited, and the case study on best Philippine practices on safety and protection of journalists in *Defending Journalism* published by International Media Support (2017), which he co-authored.



Sara Whyatt (United Kingdom) is a campaigner and researcher on freedom of expression and human rights, notably for PEN International for over 20 years (1990-2013), and previously for Amnesty International. At PEN she worked with its global membership of writers based in over 100 countries mobilising its campaigns for writers at risk as well as on thematic issues, gaining the organisation great respect in the field. In April 2013 she left PEN to become a freelance consultant, working on projects for Freemuse, Culture Action Europe, PEN, UNESCO, as well as other organizations. She also contributed as lead author of the chapter on “artistic freedom” to the 2018 UNESCO Global Report “Re|Shaping Cultural Policies”.



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Diversity of
Cultural Expressions