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FOR THE DEVELOPMENT OF COMMUNICATION

NEW PROJECTS SUBMITTED TO THE IPDC

Part IV: Latin America and the Caribbean

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(Fifty-ninth meeting)

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TABLE OF CONTENTS

	CLUSTER OFFICE	PROJECT NUMBER	<u>PART IV: LATIN AMERICA AND THE CARIBBEAN</u>	PAGE
69.	BRASILIA	IPDC/59 BR/01	BRAZIL: A GENDER LOOK INTO THE BRAZILIAN MEDIA ENVIRONMENT	369
70.	HAVANA	IPDC/59 CU/01	CUBA: LAS TUNAS: WOMEN AND SUSTAINABLE DEVELOPMENT IN LOCAL MEDIA CONTENTS.	378
71.	HAVANA	IPDC/59 DO/01	DOMINICAN REPUBLIC: TAINOS CYBER-JOURNALISTS: BUILDING PROFESSIONAL CAPACITIES FOR LOCAL JOURNALISTS	385
72.	HAVANA	IPDC/59 HT/01	HAITI: MEDIA ASSESSMENT USING THE MEDIA DEVELOPMENT INDICATORS	391
73.	HAVANA	IPDC/59 RLA/01	REGIONAL: PROMOTING GENDER EQUALITY THROUGH MEDIA IN THE CARIBBEAN (SPANISH SPEAKING)	396
74.	KINGSTON	IPDC/59 BB/01	BARBADOS: BUILDING CAPACITIES FOR THE SUSTAINED DISTRIBUTION OF INDIGENOUS PROGRAMMING CONTENT IN THE CARRIBEAN REGION.	402
75.	KINGSTON	IPDC/59 CW/01	CURACAO: BARIO MEDIA	407
76.	KINGSTON	IPDC/59 GD/01	GRENADA: STRENGTHENING GRENADA'S CAPACITY IN INVESTIGATIVE REPORTING ON ISSUES OF SUSTAINABILITY TO BE CAPTURED ON ONLINE MULTI-MEDIA FORMATS.	414
77.	KINGSTON	IPDC/59 JM/01	JAMAICA: PROGRAMME DEVELOPMENT & SUSTAINABILITY TRAINING FOR COMMUNITY RADIO IN JAMAICA	421
78.	KINGSTON	IPDC/59 RLA/02	REGIONAL: INVESTIGATIVE JOURNALISM IN THE DIGITAL AGE	427
79.	KINGSTON	IPDC/59 KN/01	ST. KITTS- NEVIS SCHOOL COMMUNITY TV, AND RADIO NETWORK	435
80.	KINGSTON	IPDC/59 SR/01	SURINAME: INTRODUCTION OF ONE YEAR JOURNALISM TRAINING PROGRAM	441
81.	MONTEVIDEO	IPDC/59 RLA/04	REGIONAL: BUILDING CIVIL SOCIETY'S CAPACITY FOR INCIDENCE TOWARDS THE POST-2015 AGENDA AND THE WORLD SUMMIT ON THE INFORMATION SOCIETY +10	449
82.	MONTEVIDEO	IPDC/59 AR/01	ARGENTINA: IMPROVING RELATIONS BETWEEN THE JUDICIARY AND THE PRESS IN ARGENTINA	456

83.	MONTEVIDEO	IPDC/59 CL/01	CHILE: VUELAN LAS PLUMAS	462
84.	MONTEVIDEO	IPDC/59 PY/01	PARAGUAY: DIALOGUES WITH JOURNALISTS ON THE IMPLEMENTATION OF THE NEW LAW ON ACCESS TO PUBLIC INFORMATION IN PARAGUAY	470
85.	MONTEVIDEO	IPDC/59 UY/01	URUGUAY: JUSTICE, ACCESS TO PUBLIC INFORMATION AND FREEDOM OF EXPRESSION	476
86.	QUITO	IPDC/59 BO/01	BOLIVIA: PUBLICATION AND SOCIALIZATION OF UNESCO'S MEDIA DEVELOPMENT INDICATORS IN BOLIVIA	483
87.	QUITO	IPDC/59 CO/01	COLOMBIA: USING THE LAW OF ACCESS TO INFORMATION AS A JOURNALISTIC TOOL	489
88.	QUITO	IPDC/59 EC/01	ECUADOR: OPEN COURSE FOR JOURNALISTS AND JOURNALISM STUDENTS ABOUT THE ETHICS OF COVERING AND REPORTING HUMAN MOBILITY, GENDER, HUMAN RIGHTS, REFUGEES AND CHILDREN ISSUES	495
89.	QUITO	IPDC/59 PE/01	PERU: DEVELOPING JOURNALISTS' CAPACITIES ON CLIMATE-CHANGE-DRIVEN DISASTER RISKS IN THE ANCASH REGION	501
90.	SAN JOSE	IPDC/59 GT/01	GUATEMALA: DIGITAL SKILLS TRAINING FOR WOMEN JOURNALISTS WORKING IN COMMUNITY RADIO IN GUATEMALA	509
	CLUSTER OFFICE	PROJECT NUMBER	<u>PART V: EUROPE</u>	
91.	HQ	IPDC/59 INT/01	INTERREGIONAL: STRENGTHENING FREEDOM OF THE MEDIA: EVALUATING THE VALUES, PRACTICES AND ATTITUDES OF NEWS EDITORS WITH REGARD TO JOURNALISM SAFETY AND IMPUNITY IN MEXICO, PAKISTAN, BULGARIA, TURKEY, INDIA AND THE DEMOCRATIC REPUBLIC OF CONGO.	516
92.	HQ	IPDC/59 GE/01	GEORGIA: LEARNING TO BUILD STORIES USING DATA AND DESIGN IN THE SOUTH CAUCASUS	522

PART IV

LATIN AMERICA AND THE CARIBBEAN

BRAZIL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	A GENDER LOOK INTO THE BRAZILIAN MEDIA ENVIRONMENT
2.	NUMBER	IPDC/59 BR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression, press freedom, pluralism and independence (particularly pluralism, given the focus on the gender dimension)
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Support for the application of the Gender-Sensitive Media Indicators
7.	TOTAL COST OF PROJECT	USD 40,280.00
8.	AMOUNT REQUESTED FROM IPDC	USD 28,400.00
9.	BENEFICIARY BODY	ARTICLE 19 BRAZIL
10.	IMPLEMENTING OFFICE	BRASILIA
11.	PROJECT LOCATION	BRAZIL
12.	PROJECT PREPARED BY	ARTICLE 19 BRAZIL PAULA MARTINS Brazil Director

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Women's voices are essential to the development of societies. In order to strengthen women's voices, women have to be present in making the news and entertainment. Gender equality within media organizations have to be fostered and supported proactively. Balanced gender portrayal in media content is also crucial, to ensure stereotypes are not reinforced. Finally, women media workers have to be safe from gender specific violence to carry on their work.

Unfortunately, there is virtually no data available about the presence of women in media organizations in Brazil; regional studies, however, show that “(i)n terms of ratios of men to women, there is a pervasive pattern of women's under-representation across the region¹”. A study published by the Brazilian Federation of Journalists in 2013², indicated that women finally reached half of the Brazilian market for registered journalists³. However, the study also points out that women earn less than men⁴. According to Professor Samuel Lima, of the University of Brasilia, women are also less present in directive roles⁵.

Media observatories dedicated to study the portrayal of women by Brazilian media affirm that the poor presence of women in leading / decision-making posts has led to a situation where women's issues, concerns and roles are underrepresented or misrepresented in the news and in entertainment⁶. Brazilian researcher Rachel Moreno states in her book⁷ on the topic that although women's presence in TV is abundant, they are always shown in a similar manner - it is common the reproduction of stereotypes and prejudice, in addition to the subtle imposition of unattainable beauty models. The psychologist and director of the NGO Women's Observatory concludes that, in this context, women become invisible to show their intelligence, their demands and their battles.

In a country where 30,625 reported cases of violence against women were registered between January and June 2014⁸, it is crucial that women's battles and demands are recognized and supported. In a recent interview, the federal government's Deputy Secretary for Facing Violence against Women affirmed that “the media has great responsibility for the cases of violence against women, especially for disseminating the idea that the female body is an object that can be subject to men's pleasure”⁹.

Information is also non-existent about specific violence faced by women journalists in the country, although reports demonstrate that Brazil is an area of significant risk for media workers in general¹⁰. The

¹ International Women's Media Foundation, Global Report on the Status of Women in News Media.

² The Brazilian Journalist study is available on line at http://www.fenaj.org.br/reinstitui/pesquisa_perfil_jornalista_brasileiro.pdf.

³ The study refers only to journalists who are registered with the Federation as professional journalists and present a diploma in the area.

⁴ See FENAJ's article highlighting some of the report conclusions at <http://www.fenaj.org.br/materia.php?id=3820>.

⁵ Interview to ACritica, available at http://acritica.uol.com.br/noticias/manaus-amazonas-amazonia-pesquisa-mulheres-jornalistas-Brasil_0_895710446.html.

⁶ See, for example, information published by Patricia Galvao Institute at www.agenciapatriciagalvao.org.br.

⁷ A Imagem da Mulher na Midia, Ed. Publisher Brasil, 2013.

⁸ Article based on the numbers disclosed by the Federal Government relating to the Ligue180 service, *Dados Nacionais sobre Violencia contra as Mulheres, Compromisso e Atitude*, available at <http://www.compromissoeatitude.org.br/sobre/dados-nacionais-sobre-violencia-contra-a-mulher/>.

⁹ “*Mídia tem responsabilidade, diz Secretaria de Políticas para Mulheres*”, Rede Brasil Atual, November 2014, article available at <http://www.redebrasilatual.com.br/cidadania/2014/11/midia-tem-responsabilidade-na-violencia-de-genero-diz-secretaria-de-politicas-para-mulher-568.html>.

¹⁰ According to ARTIGO 19's monitoring, 16 journalists and human rights defenders were killed for speaking out in 2012. 7 of those were journalists and 9 were human rights defenders. We investigated 82 cases in which media workers and human rights defenders were the victims of violence that year. In 2013, journalists suffered 15 death threats, 2 abductions, 8 murder attempts and four killings,

Commission to Protect Journalists has ranked Brazil among the 20's deadliest countries for journalists in the world¹¹. Women do not appear as the main victims of serious violations such as murders and murder attempts and threats¹²; however, existing studies do not look into other types of physical and psychological intimidation inside and outside the workspace that could particularly victimize women, such as sexual harassment or gender discrimination.

There is a clear intersection between women's empowerment and media development. If the media are to accomplish their democratic potential then they should reflect diversity in society. As highlighted by UNESCO, media and new technology are a part of culture and society. In countries of high media density, there is no aspect of society on which media have not had an impact, albeit to varying degrees. The Beijing Declaration and Program for Action emphasizes the key role of media to promote gender equality in all spheres. 2015 will mark the 20th anniversary of this Declaration, so the timing of this project would be particularly fitting to give visibility to the issues addressed.

The media development sector in Brazil, as most other sectors, needs to move further to bring about gender integration. However, scarce - if any - information is available in Brazil today about the specific challenges and opportunities for women in the media, as highlighted above. Therefore the need and opportunity of this proposal. Only by providing a clear diagnostic of the situation in Brazil, policy makers and media sector decision makers can adopt measures to ensure greater gender integration in all forms of media, empowering women in and through media.

2. DESCRIPTION OF THE TARGET GROUP:

Women media workers will particularly benefit from the project's conclusions concerning gender equality in the media sector. Our goal is to improve their work environment and their professional opportunities.

Women in general will indirectly benefit from measures taken to address overall project conclusions; for example, by improving women's presence in decision-making posts at media organizations, we also aim at addressing inadequate gender portrayal in the media.

Empowerment of women will also result in improved standards of equality to foster development strategies that are gender sensitive beyond the media sector.

3. DEVELOPMENT OBJECTIVE:

Empowerment of women by ensuring gender integration in the media sector.

4. IMMEDIATE OBJECTIVE:

Carry out a pilot study in order to collect baseline information about actions to foster gender equality within media organizations in Brazil. The project aims at the application of indicators under Category A

a total of 29 violations. Human rights defenders suffered eight killings, one murder attempt and seven death threats, a total of 16 violations. Six of the eight killings of human rights defenders clearly appeared to be a response to the victims having spoken out against various illegal acts to do with land disputes.

¹¹ Data available at <https://cpj.org/killed/>.

¹² For more information, see www.artigo19.org/violacoes.

of UNESCO's Gender Sensitive Indicators for Media (GSIM) (mainly those set for media organizations as the user group and those under subsection A.3) to identify the specific challenges women media workers face in their work environments.

For the pilot study, the application of Category A indicators will cover Brazil's 2 largest public TVs (TV Brasil and TV Cultura), 2 largest private TVs (TV Globo and TV Record, in terms of audience) and 2 largest newspapers (Folha de Sao Paulo and O Globo), in addition to the National Federation of Journalists (FENAJ), the Brazilian Association of Newspapers (ANJ) and the Brazilian Association of Broadcasters (ABERT). ARTIGO 19 plans to address Category B and expand application of Category A indicators in future projects.

5. PROJECT OUTPUTS:

- 1 standard questionnaire adapted to the Brazilian context to apply Category A indicators;
- 1 consultation with women's and freedom of expression activists, women's journalists and academics to review preliminary results and debate possible recommendations;
- 1 report containing the results of the pilot application of the GSIM in Brazil and recommendations to media organizations, leaders of professional / sector associations and unions and policy makers;
- At least 5 face-to-face advocacy meetings;
- 1 roundtable with media representatives to present final conclusions and recommendations.

6. ACTIVITIES:

- Preparation of a questionnaire based on the GSIM and adapted to the Brazilian context, with the support of a gender expert;
- Application of the GSIM questionnaire to the 9 media organizations, union and associations mentioned in the previous section¹³ through researcher visits, on line application of questionnaire and one-on-one interviews;
- Review and assessment of documents such as internal policies of media organizations, collective agreements, voting records, any audit reports and sex-disaggregated data available for wages, promotions, etc. (20 participants);
- Organization of 1 consultation with journalists, academics and activists in the form of a workshop to present and discuss the results collected through the questionnaires, interviews and document review, and identification of possible recommendations;
- Preparation and publication of a final project report containing project results and detailed recommendations to media organizations, unions and media associations;
- Face-to-face advocacy meetings to share study conclusions and recommendations with managers and editors of media organizations and directors / leaders of unions and media associations;
- Organization of a roundtable with media representatives to present project recommendations and discuss possible follow-up measures (10 to 20 participants).

7. PROJECT INPUTS:

- 1 gender issues expert;
- 1 full time researcher;

¹³ 2 largest public TVs (TV Brasil and TV Cultura), 2 largest private TVs (TV Globo and TV Record, in terms of audience) and 2 largest newspapers (Folha de Sao Paulo and O Globo), in addition to the National Federation of Journalists (FENAJ), the Brazilian Association of Newspapers (ANJ) and the Brazilian Association of Broadcasters (ABERT).

- 12 tickets for participants to be invited to the consultation and roundtable (to participants from other cities who cannot cover their expenses);
- Formatting, design and printing of the final report;
- Rent of venue for the roundtable;
- Communication services;
- Finance services;
- M&E services;
- Overall project supervision.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of Questionnaire	X	X										
Application of questionnaires and interviews			X	X	X	X	X	X				
Consultation									X			
Publication of final report											X	X
Launching of online portal											X	X

9. INSTITUTIONAL FRAMEWORK:

ARTIGO 19 Brasil will be responsible for hiring the researcher and for the oversight of the project implementation. Finance and administrative services will be provided through the Sao Paulo office of the organization. Communications and other resources for execution of project activities will be provided by local staff.

ARTIGO 19 Brasil is a local non-profit organized according to Brazilian laws, with an all-Brazilian staff and a national Board. Priorities and strategic plans are designed locally, according to our assessment and knowledge of the Brazilian context. However, ARTIGO 19 is a member of the family of organizations that constitute ARTICLE 19 International. In that sense, although retaining autonomy and independence, ARTIGO 19 enjoys the experience of a leading international organization that has been protecting and promoting freedom of expression and information around the globe for more than 25 years. We currently have seven regional offices and share our ideas, successes and lessons learned among this diverse international staff.

ARTICLE 19 has worked with governments, NGOs and international bodies to effect positive changes for freedom of expression and information. ARTICLE 19 International has successfully managed a 2006 project “Time for Change: Promoting and Protecting Access to Information and Reproductive and Sexual Health Rights in Peru” and are currently focused on reducing violence against female journalists in Bangladesh and Mexico. ARTIGO 19 Brasil has worked for over seven years to encourage improved respect for freedom of expression and information in Brazil, through advocacy, capacity building, research and litigation. We annually publish a report on violations to freedom of expression in Brazil and have recently launched a dedicated website to provide updated information about cases¹⁴. This project could provide important information to complement work already carried out by ARTIGO 19 Brasil, adding a gender perspective to our reports and possibly introducing new aspects to our

¹⁴ See www.artigo19.org/violacoes.

monitoring and documentation methodology. We have taken part of important discussions concerning media development in the country, including through participation in events of the Women and Media coalition. We have established strong partnerships with leading women's rights organizations such as CLADEM, Themis and Patricia Galvao Institute, with which we currently carry out a project to promote increased access to information about violence against women in Brazil.

UNESCO's Brasilia staff will be consulted and involved in all steps of planning and execution of project activities. UNESCO will provide its expertise during the research, especially sharing with the implementing organization lessons learned from the application of the GSIM in other countries / regions.

10. SUSTAINABILITY:

Project results will be presented to media sector and policy decision makers. The results will be especially important to guide self-regulation schemes and pro-active gender integration programs to be carried out by media outlets, media organizations and unions. The project conclusions will also be presented to the authorities in charge of putting in place a public policy on safety of media workers, currently under construction by the Human Rights Secretariat, and to the Secretariat for Women's Rights.

The communication strategy described below will ensure dissemination of project conclusions and recommendations, allowing for further impact beyond project activities and after the project's period of implementation. All these measures will ensure that the project will have results even after the completion of its activities and that project's conclusions will be incorporated to long term plans, projects and programs to address gender inequality in the media, allowing for a more balanced and sustainable media development in the country.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Communication strategy (in order to give publicity to the project results and allow multiple uses of its products):

- Bulletins giving visibility to project concerns and results will be prepared periodically. Special dates will be given consideration, especially the International Women's Day (8 March) (Women Make the News Initiative) and the World Press Freedom Day (3 May). Bulletins will also link to activities commemorating the 20th anniversary of the Beijing Declaration.
- News about the project will be inserted into ARTICLE 19's national and international websites and possibly also into UNESCO's Brasilia page and the webpage of UNESCO's Communication and Information Sector. ;
- ARTIGO 19 will seek to collect inputs and share results of the project through the Global Alliance on Media and Gender;
- Contact with key media outlets to publicize the launching of the report and portal;
- Social media strategy to publicize project results.

Monitoring:

- the in-person consultation will serve as an evaluation tool to assess the results of the application of the questionnaires and initial interviews;
- evaluation questionnaires will be distributed to the participants of the consultation;

- interim and final reports will be submitted to UNESCO staff in Brasilia;
- feedback forms will also be made available in ARTIGO 19's website to collect impressions and comments from visitors / readers.

12. EVALUATIONS CARRIED OUT:

ARTIGO 19 Brasil has taken part in a couple of workshops and seminars by the *Mulher and Midia* collective. During these meetings, women's activists have pointed out year after year the need for improved gender equality in the media (<http://www.observatoriodegenero.gov.br/menu/noticias/vi-edicao-do-seminario-a-mulher-e-a-midia-comeca-dia-06/>). The same concerns have been stressed during seminars organized by the radio workers federation (http://www.fitert.org.br/Store/Jornais/Caderno_relatorio_genero_baixa.pdf). Concerns about the role of the media in relation to gender issues have also appeared repeatedly in important fora organized between government and civil society to discuss public policies (for planning purposes) known as the "national conferences" (see more on the recommendations from the National Conference on Communications at <http://www.mc.gov.br/acessoainformacao/servico-de-informacoes-ao-cidadao-sic/respostas-a-pedidos-de-informacao/25143-dados-sobre-a-1-conferencia-nacional-de-comunicacao-confecom-realizada-em-2009> and a selection of those recommendations on women and the media at <http://agenciapatriciagalvao.org.br/wp-content/uploads/2009/11/mm6sistematizacaoconfecom.pdf>; for more on the National Women's Conference see <http://www.observatoriodegenero.gov.br/menu/noticias/resolucoes-definidas-na-3a-conferencia-nacional-de-politicas-para-as-mulheres-foram-aprovadas-pelo-conselho-nacional-dos-direitos-da-mulher>). Women's organizations and authorities, therefore, will most probably be open and receptive to this project, since these same actors have repeatedly highlighted the needs it aims to address.

Partners have recognized ARTIGO 19's role in introducing a gender perspective to freedom of expression and information in Brazil by actively taking part in our activities and partnering with ARTIGO 19 in related initiatives. For example, in 2010, 8 leading women's rights organizations have answered an ARTIGO 19 questionnaire, which aimed at identifying their key concerns in relation to information gaps affecting women in Brazil. They have also participated in a roundtable organized by ARTIGO 19 and women's rights organization Themis (www.themis.org.br) to discuss priorities in the area (http://artigo19.org/wp-content/uploads/2012/03/Pedidos-de-Info-sobre-Violencia-contra-Mulher-1_1.pdf). During 2013 – 2014, a baseline study and a consultation on access to information and women's rights was carried out by ARTIGO 19 with the support of NGO Criola (www.criola.org.br), funded by Open Society Foundations. These activities have been positively evaluated by partner, participants and funder; due to such positive feedback, a new project was approved and is currently underway. During 2014, a new workshop was organized by ARTIGO 19 with the participation of leading academics and activists (see also <http://artigo19.org/blog/artigo-19-participa-de-debates-sobre-violencia-contra-a-mulher/> and <http://artigo19.org/blog/mais-informacoes-sobre-a-violencia-contra-a-mulher/>);

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ARTIGO 19 Brasil undertakes to report on project progress on a four-month basis to the UNESCO Brasilia Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

Paula Martins, ARTIGO 19 Brasil’s Director, will be in charge of preparing and submitting such reports (paula@article19.org).

C. ADDITIONAL INFORMATION

UNESCO and ARTIGO 19 Brasil organized in 2010 a joint roundtable on media development covering issues such as media concentration, regulatory schemes, content issues, among others. The roundtable also counted with support from the Konrad Adenauer Foundation.

ARTIGO 19 Brasil has also supported important initiatives by UNESCO in Brazil, such as: the application of the Media Development Indicators (we took part in meetings, roundtables and provided comments to the final report prepared by partner NGO Intervozes); collaboration and dissemination of the studies prepared by consultants Eve Solomon, Toby Mendel and Andrew Puddephat on self regulation and media development; and dissemination of the partnership with Ford Foundation and the Brazilian Supreme Court on freedom of expression and the Judiciary.

ARTIGO 19 Brasil and UNESCO Brasilia staff have also informally collaborated in important actions and activities, such as advocacy for the adoption of the Brazilian Freedom of Information Act and the adoption and maintenance of the age classification scheme for entertainment content.

ARTIGO 19 Brasil organized a series of meetings among civil society and UNESCO’s Communication and Information Officer for Mercosur and Chile during his visit to Brazil in 2014, along with roundtables and a seminar.

ARTIGO 19 Brasil and ARTICLE 19 International staff have periodically participated in international events organized by UNESCO, such as WSIS and the World Press Freedom Day, including with the co-organization of workshops and research with the Communication and Information Sector on issues such as media development, internet and safety of journalists.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
- 1 gender issues expert (USD 350 day / 10 days)	3500
- 1 full time researcher (USD 600 month / 12 months)	7200
- 8 flight tickets for interviews (8 tickets at USD 600)	4800
- Printing of report	3000
- 1 designer for the report	1200
- 12 flight tickets for participation in the consultation and roundtable (at USD 600)	7200
- Venue rent for roundtable	1500
Total IPDC	US\$ 28,400.00

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
- Project supervision (contribution to annual salary of staff supervisor)	6300
- Communications services (contribution to annual salary of communications officer)	2700
- Finance and Administrative assistance (USD 150 / 12 months)	1800
- Project monitoring and evaluation (contribution to annual salary M&E staff)	540
- Office costs to support the project (USD 70 month / 12 months)	840
Total	US\$ 12,180.00

CUBA

A. PROJECT IDENTIFICATION		

1.	PROJECT TITLE	Las Tunas: Women and sustainable development in local media contents.
2.	NUMBER	IPDC/59 CU/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom, pluralism (particularly community media) and independence.
5.	SCOPE (NATIONAL, REGIONAL, INTER)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial support - institutional capacity building
7.	TOTAL COST OF PROJECT	US\$33,040
8.	AMOUNT REQUESTED FROM IPDC	US\$18,640
9.	BENEFICIARY BODY	Las Tunas Delegation of the Cuban Journalists Union.
10.	IMPLEMENTING OFFICE	UNESCO Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Las Tunas, Cuba
12.	PROJECT PREPARED BY	Adalys Ray Haines, President of Las Tunas Delegation of the Cuban Journalists Union and UNESCO Office in Havana

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Local media play an important role in shaping the perceptions of political and economic institutions and civil society as well on the development priorities set out by municipalities and communities. This underlines the importance of addressing the ways in which media institutions frame development policies, the status and / or contribution of different social actors to the transformation of the territory and the benefits or limitations of the programs and projects being implemented in a given locality.

In Cuba all broadcasting services are State-owned. There are five TV channels with national coverage and 16 local stations with provincial coverage which have a large audience at local level. Cuban Radio is one of the oldest in the world. It has one international radio station, 7 national stations, -20 provincial stations and 35 municipal stations. This local media network promotes and shows the rich culture of the various local spaces and supports community action. Among them all, community radio has the most developed infrastructure and the closest relationship with local audiences.

Local development is still a relatively unknown topic for general audiences in the country. Notwithstanding this is one of the main priorities of the new economic and social policy of the Cuban government, much of both policy makers and the population's understanding of local development is strongly linked to the improvement of territorially-based economy, providing much less importance to the social, cultural, environmental and institutional dimensions of sustainable development.

This problem is also evident in the media discourse of local and provincial media, which often do not address the issue from a multidimensional approach, such as that described above.

Las Tunas province, located in central-eastern Cuba, is divided in 8 municipalities with a population of 532 645 inhabitants, 50.7% of which are male and 49.3% female. It has an urbanization level of 65.2%. The local communication system is composed by a weekly provincial newspaper, one provincial and two municipal TV channels, one provincial and five municipal radio stations and several scientific and cultural publications.

Considering this scenario, this project seeks to focus on a key aspect of media discourse on local development: the participation of women and disadvantaged groups in development.

Drawing from Media Development Indicators' Category 3 (indicators 3.2 and 3.11) and from all indicators included in Category B1 of the Gender-Sensitive Media Indicators, the project aims to study the prevailing approach to gender and social diversity in the discourse on local development broadcasted by provincial and municipal radios stations in Las Tunas province. It also intends to characterize the participation of women and disadvantaged groups in communicative production and to describe the main perceptions showed by audiences regarding the portrayal of this topic on radio contents, all with the goal to make recommendations to overcome the identified limitations or extending good practices, thus to foster diversity in the local media, particularly as acknowledged by gender dimensions.

As part of the research, several in-place meetings will be organized: an initial one day consultative meeting to fine-tune the project and methodology, a two-day workshop for training enumerators and a three-day validation workshop including local media and other local stakeholders to discuss preliminary findings. Also, a national seminar will be held in Havana for launching the final publication and to promote knowledge sharing and raise awareness among national media and other national stakeholders. It will facilitate research findings to be widely shared with a knowledge-driven approach aiming at having a positive impact on local media development in the country at large.

2. DESCRIPTION OF THE TARGET GROUP:

The target group for this project will be the journalists, reporters, editors, managers and other content producers of provincial and municipal radio stations in Las Tunas.

3. DEVELOPMENT OBJECTIVE:

To enhance women and disadvantaged groups' portrayal in local radio discourses through building media professional's capacities and generating relevant knowledge to better reflect and represent the diversity of views and interests of the society in local media contents.

The project's objective corresponds to category 3 of UNESCO Media Development Indicators "Media as a platform for democratic discourse".

4. IMMEDIATE OBJECTIVE:

To produce a set of recommendations, extensive to other provinces, for a better representation of issues related to local development in Las Tunas media, particularly those linked to the situation of women and disadvantaged groups and their contribution to local sustainable development.

5. PROJECT OUTPUTS:

- An assessment about the portrayal of gender and social diversity issues in the discourses on local development produced by provincial and municipal radios in Las Tunas province based on selected GSIM and MDI categories.
- A workshop to discuss the prevailing approaches to gender and social diversity issues in media content in Las Tunas province as well as the alternatives to either overcome the limitations identified or to promote best practices. This workshop will be designed for journalists, media managers, local leaders, representatives of political and productive bodies as well as members of civil society.

6. ACTIVITIES:

- One-day consultative meeting for project and research team aimed at determining and agreeing on the research's methodological framework.
- Preparation of the methodological design of the research, including the development and reproduction of instruments
- A two-day workshop for training enumerators and interviewers
- Fieldwork: surveys, individual and group interviews to journalists, media managers and listeners, document analysis and content analysis of selected news items
- Analysis of results. Drafting the research report and recommendations
- A three-day validation workshop to discuss the preliminary findings as well as the alternatives to overcome the shortfalls and to extend best practices. Validation of the research report and recommendations.
- Reproduction of the final report
- A one-day national seminar for launching the final research report and the recommendations arising from it.
- Submission of partial project monitoring reports.
- Submission of final project report.

7. PROJECT INPUTS:

- National consultant
- Expert in statistics and 8 enumerators (one for each municipality)
- Transportation from and to the selected municipalities, accommodation and meals
- Workshops venues
- Printing and photocopying materials
- Project Coordination Costs
- Office supplies

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
One-day consultative meeting	X											
Preparation of the methodological framework and survey instruments		X										
Two-day training workshop for enumerators/interviewers			X									
Fieldwork				X	X							
Analysis of results						X	X					
Drafting the research report and recommendations								X	X			
Three-day validation workshop										X		
Publication and reproduction of the final report											X	
One-day national seminar for launching the final publication											X	
Submission of partial project monitoring reports and final project report						X						X

9. INSTITUTIONAL FRAMEWORK:

Las Tunas Delegation of the Cuban Journalists Union is the provincial body of the Unión de Periodistas de Cuba (Cuban Journalists Union, UPEC for its acronyms in Spanish). This is a non-governmental professional and social organization, established on 15 July 1963. Among its general objectives and obligations are: to defend journalists in the legal and ethical practice of the profession, to support the fair access to sources and to contribute to journalists training.

The organization has provincial delegations, which are responsible for supporting local members in their daily work. The delegation of Las Tunas brings together more than a hundred journalists.

10. SUSTAINABILITY:

Once project's external assistance is completed, the results and benefits of this assessment are maintained over time by sharing research results among media professionals and other stakeholders of Las Tunas province. Sustainability is also ensured by implementing the outlined recommendations, all of which will be monitored by the participating media institutions and UPEC Las Tunas. The project model may be replicated in other provinces, as well as in neighboring countries.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication strategy to guarantee the production and publishing of project's relevant information. Target media are both national and provincial, with an emphasis on the participating province. In addition to journalists and media managers, women and representatives of disadvantaged groups will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

12. EVALUATIONS CARRIED OUT:

Previous research on the proposed topic have covered the treatment of local development issues in the print and television media in the province Pinar del Rio, located in western Cuba (Graduate dissertation, School of Communication, University of Havana) and gender portrayal in Guarera local radio station, Las Tunas. Both constitute a starting point for this project, which attempts to provide a more in-depth approach to the topic using MDIs and GSMI.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

UPEC Delegation in Las Tunas will send a monitoring report on project implementation to the UNESCO Office in Havana every six months. It will also provide a final project report containing the extent to which project's objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

C. ADDITIONAL INFORMATION

The institution has never applied for IPDC funding.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

One-day consultative meeting for launching the project, raising awareness and agreeing on methodology, in Las Tunas	
Transportation -bus ticket round trip- for participants from all municipalities in Las Tunas, except for venue location (\$20 x 7 participants -one per municipality-)	140
Meals for participants (lunch and coffee break: \$12 x 10 participants x 1 day)	120
National Consultant and Facilitator - Fees and Travel Expenses (\$100 one day fees + \$120 bus ticket round trip + \$100 two nights' accommodation including meals)	640
Two-day training workshop for enumerators and interviewers, in Las Tunas	

Transportation (bus ticket round trip) and accommodation in Las Tunas, for participants from all municipalities, except for venue location (\$60 x 7 participants - one per municipality-)	420
Meals for participants (lunch and coffee break: \$12 x 10 participants x 2 days)	240
National Consultant and Facilitator - Fees and Travel Expenses (\$200 two days fees + \$120 bus ticket round trip + \$150 three nights accommodation-meals)	940
Fieldwork, analyzing results and drafting report	
10 Enumerators-interviewers applying research instruments and conducting interviews (10 x \$200 for 3 months work)	2000
Analyzing results and drafting report and recommendations (Consultant fees)	700
Three-day validation and knowledge-building workshop in Las Tunas	
Transportation (bus ticket round trip) and accommodation in Las Tunas for participants from all municipalities, except for venue location (\$60 x 14 participants - two representatives per municipality-)	840
Meals for participants (lunch and coffee break: \$12 x 3 days x 30 participants)	1080
National Consultant and Facilitator - Fees and Travel Expenses (\$300 three days fees + \$120 bus ticket round trip + \$200 four nights accommodation-meals)	1240
One-day final Seminar for launching the final publication, knowledge sharing and awareness raising	
Final Report production and printing (graphic design, edition and printing)	3400
Transportation (bus ticket round trip) and accommodation in Havana, for participants from all municipalities in Las Tunas, plus one participant from each Cuban province (\$120 x 25 participants)	3000
Meals for participants (lunch and coffee break: \$22 x 1 day x 40 participants including national stakeholders)	880
National Consultant and Facilitator - Fees (\$100 one day fees x 2)	200
Communication and visibility	
Graphic design of project visual identity	600
Printing and distribution of visibility materials	1400
Office supplies, equipment rental telephone communications	
Office supplies	600
Telephone communications	200
Total IPDC	US\$18,640

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordination	2400
Secretarial assistance and administrative assistance	3000
Delegation facilities and office space	4200

Internet costs (\$300 x 12 months)	3600
Project reporting	1200
Total	US\$ 14,400

DOMINICAN REPUBLIC

A. PROJECT IDENTIFICATION	
	TAINOS CYBER-JOURNALISTS:

1.	PROJECT TITLE	BUILDING PROFESSIONAL CAPACITIES FOR LOCAL JOURNALISTS
2.	NUMBER	IPDC/59 DO/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom, pluralism (particularly community media) and independence.
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Financial support
7.	TOTAL COST OF PROJECT	US\$ 40,400
8.	AMOUNT REQUESTED FROM IPDC	US\$24,100
9.	BENEFICIARY BODY	MunicipiosALDía.com, Grupo Multimedia AVT Address: No.52 José Desiderio Valverde, Zona Universitaria, Santo Domingo, DN, Dominican Republic. Tel.: 809-221-0030, 809-519-1030 Contact: Augusto Valdivia, President E-mail: valdivia@municipiosaldia.com
10.	IMPLEMENTING OFFICE	UNESCO Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Dominican Republic
12.	PROJECT PREPARED BY	Augusto Valdivia, President, MunicipiosALDía.com and Grupo Multimedia AVT Advised by: Isabel Viera, NPO/CI, HAV

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the Dominican Republic there are 7 national printed newspapers and an imprecise number of local newspapers. Over five hundred radio and television stations and more than three hundred domestic and international TV cable stations. The practice of journalism is governed by the Constitution of the Dominican Republic; 61-32 Law on Freedom of Expression and Media; by Law 10-91 of licensing of journalists; 200-04 and the Law on Free Access to Public Information.

The Dominican College of Journalists (CDP) has more than four thousand (4,000) members journalism professionals, divided into (1) a National District; ten (10) regions; (31) thirty-one provinces; hundred fifty five (155) municipalities and two hundred thirty-two (232) boroughs. Its members are organized in twenty-three (23) Sectional throughout the national territory, three (3) in the United States and one (1) in Puerto Rico.

The widespread access to Internet and to information and communication technology (ict) significantly increases the autonomous usage of the resources for the creation, edition and publication of texts, videos and sounds of local and diverse content fostering more than ever, that individuals, groups and communities produce and distribute their communication outlets in the digital world. The emergent formulas of the multimedia and hypermedia communication have had a strong impact in the field of local communication, but even more with the diffusion of Web 2.0.

In the Dominican Republic, these practices have a critical communicational value, especially regarding the on-growing local and community media. Relying on the strong national technology platform it is relatively easy to establish productive networks that facilitate the sharing of knowledge as well as the production and wide distribution of local contents, in particular those produced by the alternative local media.

With the development of Web 2.0, where the production of information becomes horizontal, local journalists and media may have an excellent Internet resource for producing and disseminating news of their communities, increasing the number of local on-line newspapers and blogs and fostering interaction between local and national/international scopes. The diversity of contents enriches the democratic system and favors media pluralism.

The proposal aims at enhancing the professional capacities of local journalists and community media for the production and distribution of multimedia products through local and community media and moreover to external audiences using ict and Internet tools. The project seeks to improve the skills of local journalists through four training workshops (one workshop in each Dominican region) with a 4-day training methodology. Through the trainings the participants will be provided with techniques for effectively communicating through the Internet the reality of their municipalities. The project will benefit from the technology platform installed in MunicipiosAIDia.com to facilitate that the journalists can exercise more efficiently and effectively virtual communication that happens in their communities.

The proposal pursues gender equality. Women candidates will be strongly encouraged to apply and their applications will receive special consideration to ensure equal opportunities for women and men. Also, educational materials will be peer reviewed in order to ensure an adequate gender perspective in training materials.

2. DESCRIPTION OF THE TARGET GROUP:

120 local journalists and/or media professionals, working in all types of local media (alternative media, community media, press, TV and radio, etc.) selected from municipalities and communities all over the

country. The selection of participants will include gender criteria to foster equal opportunities for both men and women.

3. DEVELOPMENT OBJECTIVE:

To enhance the capacities of communities to use media as platform for democratic discourse by building professional capacities of local journalists and community communicators in the use of hypermedia and Web 2.0.

The project's objective corresponds to category 3 of UNESCO Media Development Indicators. It contributes to greater pluralism and diversity of media in Dominican Republic.

4. IMMEDIATE OBJECTIVE:

To train 120 local journalists to facilitate self-expression, local communication, sharing and accessing knowledge at grassroots level through a four-day workshop (one in each of 4 regions). To provide skills and knowledge related to the Web 2.0, as well as for digital techniques to create and edit texts, voice and video.

5. PROJECT OUTPUTS:

- 120 local journalists trained with skills for producing digital and hypermedia content for the local media in their municipalities and communities which will be able to skillfully handle the tools of web 2.0.
- Tainos Cyber-journalists Network created and running in the 155 municipalities of Dominican Republic with ability to report clearly on community news, concerns, needs and other socio-cultural local matters.

6. ACTIVITIES:

- Establishing the project management team;
- Identifying the work processes and objectives;
- Establishing the workshops' plan and agenda;
- Call to participate in the workshops to journalists from all country regions;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshops;
- Selection of participants;
- Logistical organization of the workshops;
- Arrangements for local transportation and accommodation;
- Four workshops one in each Dominican region for 30 local journalists each;
- Producing and delivering a comprehensive report of workshops recommendations;
- Promoting and distributing recommendations report to media professionals (national scope);
- Preparation of monitoring and evaluation reports;

7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshops;
- Meeting venue and equipment expenses for the workshops (meeting room, podium, multimedia hardware and software)
- Training material and supplies;
- Reproduction costs (printing, photocopying);

- Participants’ transportation, accommodation and meals expenses;
- Suitable hardware and software;

8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team												
Identifying the work processes and objectives												
Establishing the workshops’ plan and agenda												
Call to participate in workshops to journalists from all country regions												
Selection and contracting of instructors and consultants												
Preparation of the training materials for the workshops												
Selection of participants												
Logistical organization of the workshops												
Arrangements for local transportation and accommodation												
Four workshops for local journalists												
Producing and distribution of a comprehensive report of workshops recommendations												
Monitoring and evaluation												
Progress report												
Final report												

9. INSTITUTIONAL FRAMEWORK:

MunicipiosALDia.com is a free, non-for-profit digital newspaper established in 2010 aiming at providing local audiences with a communication outlet with horizontal, participatory and inclusive communication approaches.

MunicipiosALDia.com was created by AV Creative Productions, with over 15 years of experience serving national NGOs and international cooperation, and it is now part of Grupo Multimedios AVT with the mission of creating products and services devoted to supporting municipal development.

Currently, MunicipiosALDia.com is one of the most referenced on-line newspapers in the Dominican society.

The project will benefit from strong strategic alliances with the Dominican Federation of Municipalities, the College of Dominican Journalists and other grass-root institutions located all over the country.

10. SUSTAINABILITY:

As a training project, it will be sustained by the knowledge being transmitted to each one of the participants, which will in turn be reflected in their daily work and in the audience of the information they will produce.

Also the reproduction of training materials will facilitate replicating the workshops.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication strategy to guarantee the production and publishing of project's relevant information. It will include an online forum and a special section in the proponent's website, together with the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The workshops practical exercises will include the production of news items that once corrected will be distributed through local media and social networks.

Target audience will include media at national and local scope. Community members and women will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

12. EVALUATIONS CARRIED OUT:

The relevance of the workshops' subject has been proved through informal discussions with local media professionals and other experts, as well as through findings from MunicipiosALDia.com, related to existing professional capacities for using Web 2.0 and hypermedia tools.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

MunicipiosALDia.com undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Augusto Valdivia, President, AVT Media Group.

C. ADDITIONAL INFORMATION

Previous IPDC support received by Dominican Republic:

2012: Promoting high quality journalistic coverage on environment issues in the Dominican Republic.

2011: Training workshop on raising gender awareness through media

2013: Media assessment in Dominican Republic using the Media Development

Indicators

2014: Safety training for Dominican journalists

The submitter has never before applied for IPDC funding.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Participant's meals (lunch and coffee break) (\$25 x 30 participants x 4 days x 4 workshops)	12,000
Local Transportation (rent and fuel) (\$200 x 4 days x 4 workshops)	3,200
Rental of training aids (laptop, datashow, screen, sound equipment) (\$200 x 4 days x 4 workshops)	3,200
Trainers Fees (\$100 x 2 trainers x 4 days x 4 workshops)	3,200
Trainers Travel Expenses (\$50 bus ticket+ \$60 accommodation x 5 nights x 4 workshops x 2 trainers)	2,500
Total IPDC	US\$ 24,100

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project reporting	\$1,200
Project coordination and staff	\$9,100
Office space and facilities	\$6,000
Total	US\$ 16,300

HAITI

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA ASSESSMENT IN HAITI USING THE MEDIA DEVELOPMENT INDICATORS
2.	NUMBER	IPDC/59 HT/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	ALL CATEGORIES
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND MEDIA PLURALISM
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US \$41,320
8.	AMOUNT REQUESTED FROM IPDC	US \$26,920
9.	BENEFICIARY BODY	Social Communication Department of the Faculty of Arts and Humanities, Haiti State University (Université d'Etat d'Haiti-UEH)
10.	IMPLEMENTING OFFICE	UNESCO Office in Port-au-Prince in collaboration with UNESCO Cluster Office in Havana Contact: Isabel Viera, NPO, CI i.viera@unesco.org
11.	PROJECT LOCATION	HAITI
12.	PROJECT PREPARED BY	Prof. Ary Regis, Chief, Communication Department of the Faculty of Arts and Humanities, Haiti State University and Isabel Viera, NPO/CI, UNESCO Cluster Office in Havana

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The project proposes to implement an assessment of media development in Haiti (LCD) based on UNESCO's Media Development Indicators (MDIs) and using the Gender-Sensitive Indicators for Media (GSIM) to foreground gender dimension throughout the assessment.

The results would be an important tool for guiding the efforts of national actors working in the area of media development and legislation, including lawyers and policy makers. Such a study will provide an up-to-date state of arts of national media landscape and a comprehensive analysis of the current media situation including gender issues, which is not available now. It will allow identifying fields that should be improved and suggesting the right direction to take for correcting the course of current and further reforms. It may also serve as an instrument for mobilizing further collaboration and funding from potential donors.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target groups for this study are key stakeholders, namely media owners and professionals, policy-makers, civil society and media audiences.

3. DEVELOPMENT OBJECTIVE:

To contribute to media development in Haiti, ensuring plurality and transparency of ownership and content.

4. IMMEDIATE OBJECTIVE:

To produce a set of evidence-based recommendations to strengthen the development of free, independent and pluralistic media, through a comprehensive analysis of the national media landscape based on UNESCO's MDIs and GSIM.

5. PROJECT OUTPUTS:

- A comprehensive report on the media landscape in Haiti with reference to the MDIs and the GSIM including recommendations.
- A round-table discussion on the state of the media in Haiti involving key stakeholders media owners and professionals, policy-makers, civil society and media audiences, as well as relevant partners and donors.

6. ACTIVITIES:

- One-day initial consultative meeting for project and research team aimed at determining and agreeing on the research's methodological framework.
- Preparation of the methodological design of the research, including the development and reproduction of instruments
- A two-day workshop for training of enumerators and interviewers
- Fieldwork: surveys, individual and group interviews to journalists, media managers and listeners, document analysis and content analysis of news items selected. Sixteen enumerators will be selected and trained to apply the data instruments previously approved and typing information in the designed database. Broad consultation process carried out by national coordinator among local

media organizations, professional associations, academics, government representatives and NGOs in order to gather information on all aspects of the media situation.

- Analysis of data and results
- Drafting the research report and recommendations
- A three-day validation workshop to discuss the preliminary findings as well as the alternatives to overcome the shortfalls and to extend best practices. Validation of the research report and recommendations.
- Reproduction of the final report
- One national round-table for media representatives, partners, stakeholders and donors: launching of the final research report and the recommendations arising from it, sharing knowledge and raising awareness on results.
- Submission of partial project monitoring reports.
- Submission of final project report.

7. PROJECT INPUTS:

- Project coordinator
- International consultant
- Statistical expertise and eight enumerators
- Meetings venues, equipment, accommodation, alimentation and transportation costs (for consultative meetings, validation workshop and final round-table)
- Reproduction costs (photocopying, binding, etc.)
- Communication costs
- Project coordination costs
- Office supplies

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
One-day initial consultative meeting	X											
Preparation of the methodological framework and survey instruments		X										
Two-day training workshop for enumerators and interviewers			X									
Fieldwork				X	X							
Analysis of data and results						X	X					
Drafting the research report and recommendations								X	X			
Three-day validation and knowledge-building workshop										X		
Publication and reproduction of the final report											X	

One-day national round-table for launching the final publication, knowledge sharing and awareness raising												X	
Submission of partial project monitoring reports						X							X
Submission of final project report.													X

9. INSTITUTIONAL FRAMEWORK:

UEH is one of Haiti's leading higher education facilities and the nation's largest public university. The Department of Social Communication has experience in conducting studies and researches regarding the situation of media and journalists in the country.

10. SUSTAINABILITY:

Once project’s external assistance is completed, the results and benefits of this assessment are maintained over time. Sustainability is also ensured by implementing the outlined recommendations.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication plan. It will include the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results. The final publication will be widely distributed.

Project implementation will be monitored by UNESCO Office in Port-au-Prince in close collaboration with UNESCO Cluster Office in Havana.

12. EVALUATIONS CARRIED OUT:

The relevance of the assessment has been identified through informal discussions with media professionals, university professors and experts from the country.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The submitter shall send a monitoring report on project implementation to the UNESCO Office in Havana (copy to UNESCO Office in Port-au-Prince) every six months. It will also provide a final project report containing the extent to which project’s objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

C. ADDITIONAL INFORMATION	
D. BUDGET	
One-day Seminar for the research team to agree on methodology and fine-tuning project	
Meals for participants (lunch and coffee break: \$25 x 10 participants x 1 day)	250

National Consultant Fees (\$100 one day fees)	100
International Consultant - Fees and Travel Expenses (\$200 one day fees + \$1000 ATK round trip + \$100 x 2 nights accommodation including meals)	1400
Two-day training workshop for enumerators and interviewers	
Travel expenses (bus ticket, accommodation and meals) for participants from outside the capital (\$80 x 6 participants x 3 nights)	1440
Meals for participants (lunch and coffee break: \$25 x 10 participants x 2 days)	500
National Consultant Fees (\$200 two days fees)	200
Fieldwork	
10 Enumerators-interviewers Fees for 3 months work applying information instruments and conducting interviews(10 x \$300)	3000
Analyzing results and drafting report and recommendations - Fees	1500
Three-day validation workshop	
Travel expenses (bus ticket, accommodation and meals) for participants from outside the capital (\$80 x 6 participants x 4 nights)	1920
Meals for participants (lunch and coffee break: \$25 x 30 participants x 3 days)	2250
National Consultant Fees (\$300 three days fees)	300
International Consultant - Fees and Travel Expenses (\$600 three days fees + \$1000 ATK round trip + \$100 x 4 nights accommodation, including meals)	3200
One-day final Seminar for launching of the Final Publication	
Final Report production and printing (graphic design, edition and printing)	3400
Travel expenses (bus ticket, accommodation and meals) for participants from outside the capital (\$80 x 6 participants x 2 nights)	960
Meals for participants (lunch and coffee break: \$25 x 40 participants x 1 day)	1000
National Consultant - Fees (\$100 one day fees)	100
International Consultant - Fees and Travel Expenses (\$200 one days fees + \$1000 ATK round trip + \$100 x 2 nights accommodation, including meals)	1400
Communication and office supplies	
Graphic design of project visual identity	600
Printing and distribution of visibility materials	1400
Other costs	
Office supplies, meetings materials, documents reproduction	900
Telephone communications	200
Equipment rental	900
Total Estimation	US\$ 26,920

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordination and monitoring (\$600 x 18 months)	10800
Administrative costs	3600
Total	US\$14,400

REGIONAL

A. PROJECT IDENTIFICATION

1.	PROJECT TITLE	PROMOTING GENDER EQUALITY THROUGH MEDIA IN THE CARIBBEAN (SPANISH SPEAKING)
2.	NUMBER	IPDC/59 RLA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 3- Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	US \$57,400
8.	AMOUNT REQUESTED FROM IPDC	US \$29,500
9.	BENEFICIARY BODY	UNESCO Chair in Communication, Democracy and Good Governance, Pontificia Universidad Católica Madre y Maestra, Dominican Republic
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Havana Contact: Isabel Viera, National Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Santo Domingo, Dominican Republic
12.	PROJECT PREPARED BY	María Isabel Soldevila, Director, UNESCO Chair in Communication, Democracy and Good Governance Advised by: Isabel Viera, NPO/CI, HAV

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Each day more, journalists and media play a very important role in shaping national and local agendas. They are a powerful tool for influencing on citizens believes, therefore contributing to changing behaviors. As part of this, the media's correct handling of gender issues has an enormous effect in the way people understand and support gender equality.

Usually, introducing gender related policies and laws is not enough to succeed in fighting against women discrimination. Values, judgments, roles, stereotypes, prejudices and so on, must be changed. Media has the responsibility of influencing positively in this process.

To do so, it is necessary to build media capacities to promote a fair image of women in news, reportages and stories that will contribute to gender equality and women's empowerment.

This proposal seeks to strengthening professional capacities of media in the Spanish speaking Caribbean through a regional training workshop to provide media professionals with the knowledge and skills necessary to recognize and to address gender issues in all communication processes and to be gender-sensitive while producing news and reporting objectively. Special attention will be given to including sessions devoted to avoiding gender stereotypes and sensationalisms, as well as the "banalization" of women-oriented content, as these are crucial shortfalls that have been found in the national and local media (newspapers, TV, radio, on-line platforms), of the Caribbean islands participating in this activity.

The project builds on UNESCO's commitment to gender equality and women's empowerment, diversity and pluralism in Media as expressed in Media Development Indicators (MDI) and Gender Sensitive Indicators for Media (GSIM).

2. DESCRIPTION OF THE TARGET GROUP:

30 journalists and/or media professionals, including media trainers, managers, editors, reporters and special correspondents, representing all types of media (alternative media, community media, press, TV and radio, etc.), from the Caribbean SIDS: Dominican Republic, Haiti (LDC), Aruba and Cuba.

The selection of participants will include gender criteria to prioritize women candidates, although men candidates will be also selected.

3. DEVELOPMENT OBJECTIVE:

To promote a fair image of women and enhance quantity and quality of women-oriented content in the media of Spanish speaking Caribbean countries through building professional capacities of media workers.

Within the UNESCO Media Development Indicators, this project would classify under categories 3 and 4: Category 3- Media as a platform for democratic discourse: because Media should reflect the diversity of society and gender is one of its facets.

Category 4- Professional capacity building: because it facilitates access to professional training and development for Media workers.

4. IMMEDIATE OBJECTIVE:

- To train 30 journalists and/or media professionals in gender sensitive issues so they will acquire the skills and knowledge to be able to promote a fair image of women and gender equality through media.
- To produce a training-kit in Spanish so the workshop may be replicated as a regular program at local scope in the participating countries (South – South cooperation)

5. PROJECT OUTPUTS:

- 30 journalists and/or media professionals (including trainers) trained in gender sensitive reporting and having acquired the skills and knowledge to be able to promote gender equality through media and/or to replicate the workshop
- A multimedia with the workshop contents. Including a memoir summarizing the project’s development, results, lessons learnt, etc. so it can be further replicated.
- Better quality gender sensitive news and information distributed through media

6. ACTIVITIES:

- Establishing the project management team;
- Identifying the work processes and objectives;
- Fine-tuning of workshop concept and outline;
- Distribution of a call with national scope to journalists from all country regions for the workshop;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshop;
- Selection of participants;
- Organization of the workshop;
- Arrangements for local transportation and accommodation;
- On-going four-day workshop on gender sensitive issues for 30 journalists;
- Producing and delivering a multimedia storage device with workshop contents;
- To promote the project through mailing lists and other information tools;
- Preparation of monitoring and evaluation reports;

7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop;
- Conference rooms and equipment for the workshop;
- Training material and supplies;
- Storage media for educational purposes;
- Participants’ transportation, accommodation and meals expenses;
- Suitable hardware and software;

8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team												
Identifying the work processes and objectives												
Fine-tuning of workshop concept												

and outline												
Distribution of a call with national scope to journalists from all country regions for the workshop												
Selection and contracting of instructors and consultants												
Preparation of the training materials for the workshop												
Selection of participants												
Organization of the workshop												
Arrangements for local transportation and accommodation												
On-going four-day workshop for 30 media professionals												
Producing and delivering a multimedia storage device with workshop contents												
Monitoring and evaluation												
Progress report												
Final report												

9. INSTITUTIONAL FRAMEWORK:

The UNESCO Chair in Communication, Democracy and Good Governance was established in 2003 at Pontificia Universidad Católica Madre y Maestra (PUCMM) in Santo Domingo, Dominican Republic.

Its objectives are promoting an integrated system of research, training, information and documentation activities in the field of Communication and Culture of Peace, and serving as a means of facilitating collaboration between high-level, internationally recognized researchers and teaching staff at the University and other institutions in the Dominican Republic and elsewhere in Latin America and the Caribbean, and in other regions of the world.

The Chair has a large experience regarding the promotion of gender equality in Dominican media. It leads the Network of Journalists with Gender Perspective (Red de Periodistas con Perspectiva de Género), a very active network within the media landscape in Dominican Republic,

This Chair benefits of a longstanding strategic alliance with other ORBICOM chairs mostly those with the Latin American and the Caribbean region.

10. SUSTAINABILITY:

We expect this training experience to serve as a model for the carrying out of new programs in the future, for instance, a replica of the workshops as a part of a continuing education program and the development of both local and regional Media Observatories

Based on the resulting multimedia, the workshop will be conducted on a regular basis in alliance with the Dominican College of Journalists and homologue institutions in neighbor countries that will include it in regular training programs. Further editions will establish a very economic fare for participants.

As a training project, it will be sustained by the knowledge being transmitted to each one of the participants, which will in turn be reflected in their daily work and in the audience of the information they will produce.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication strategy to guarantee the production and publishing of project's relevant information. Target audience will include media at national and local scope, with an emphasis on the participating countries. In addition to journalists, media managers and trainers, women will be prioritized as main news sources.

Project implementation will be monitored by the Communication and Information Program Officer of UNESCO Office in Havana, Cuba.

12. EVALUATIONS CARRIED OUT:

Previous experiences of training projects implemented by the submitter have been evaluated by external parties as very good and have proven to be successful.

The relevance of the workshop subject has been proved through research results of academic institutions in the Caribbean as well as through informal discussions with media professionals, university professors and experts from the countries concerned.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The UNESCO Chair in Communication, Democracy and Good Governance in the Pontificia Universidad Católica Madre y Maestra in Santo Domingo will send a monitoring report on project implementation to the UNESCO Office in Havana every six months. It will also provide a final project report containing the extent to which project's objectives were fulfilled. Both reports shall be signed by the person responsible for the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the submitter:

2007: Strengthening freedom of expression in radio, TV and schools of journalism

2010: Promoting best practices in journalism in the age of the Internet: ethics, challenges and innovation

Both projects were successfully implemented exceeding expected results.

D. BUDGET**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)****Four-days workshop on promoting gender equality through media/30 participants**

Air tickets (round-trip, economy fares) and travel expenses for 6 journalists/media trainers from the Caribbean plus 6 lecturers from ORBICOM in LAC (12 international participants, an estimated of \$1000 per pax)	\$12,000
National transportation (bus tickets, round trip) for 8 participants from community media not living in the capital (8 participants x \$50 approximate cost of bus tickets, approximately)	\$400
Accommodation (with breakfast and dinner) for 12 international participants plus 8 participants not living in the capital (20 participants x 5nights x \$85USD)	\$9,350
Meals and gastronomy services during the workshop- lunches and coffee-breaks (30 participants x 4 days x \$35usd)	\$4,200
Facilitator's Fees (4 days x \$100USD)	\$400
Meeting room and equipment rental (4 days x \$200)	\$800
Reproduction of workshop's materials	\$150
Office Supplies	\$200
Local transportation	\$200
Communications costs	\$200
Design of project visual identity, flyers, participants certificates and workshop's memories and reproduction	\$1,600
Total IPDC	US\$ 29,500

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)**

Project reporting	\$1,200
Project coordination and staff	\$14,500
Office space and facilities	\$12,200
Total	US\$ 27,900

BARBADOS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITIES FOR THE SUSTAINED DISTRIBUTION OF INDIGENOUS PROGRAMMING CONTENT IN THE CARRIBEAN REGION.
2.	NUMBER	IPDC/59 BB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse: The media reflects and represents the diversity of views and interests in society, including those of marginalized groups.
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT/TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$52,250.00
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000.00
9.	BENEFICIARY BODY	CARIBBEAN MEDIA CORPORATION UNIT 1B, BUIDLING 6A, HARBOUR INDUSTRIAL ESTATE, ST. MICHAEL BARBADOS TEL. (246) 467-1000; Mail: lori.weatherhead@cmccaribbean.com Contact: Lori Weatherhead
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office
11.	PROJECT LOCATION	BARBADOS

B. PRESENTATION**1. PROJECT JUSTIFICATION:**

One of the common appeals in the Caribbean is the lack of showcasing our indigenous cultures. Caribbean people have been forced to deal with cultural penetration of influences outside of our region, particularly the USA. The people of Caribbean are very conscious of the preponderance of electronically transmitted material from outside the region -- what some have called "cultural penetration" -- has given rise to widespread concern for the preservation of the region's cultural heritage.

Based on studies conducted outlining the limited indigenous material that our Caribbean people are exposed to, one of our mandates is to ensure that the gap is filled and our cultural heritage preserved.

Research has shown that at least 70% of the region's programming is sourced internationally (mainly the US market), CaribVision offers an outlet for local, upcoming and seasoned producers to showcase their material at no charge.

Given the limited resources of the region, we have found that both the male and female producers have always expressed their concerns with respect to the challenges they are faced with in terms of the high production costs; costs associated with distribution and limited places to showcase their material. We are looking to update and upgrade the skills of the producers thereby starting the process of addressing their concerns.

With this in mind the Caribbean Media Corporation (CMC) conceptualized and launched an authentic Caribbean Channel, CaribVision, where it is envisaged that we would showcase our culture not only to Caribbean people, but to the diaspora and the world. By doing so we create an awareness of our own culture, promote the talent and skill of our Caribbean people, not only the producers, but also of the wider cross section of people and talents across the Caribbean.

The challenge CMC is faced with however, in continuing our mission, is maintaining our equipment capacity. Our current equipment would have been sourced many years ago and is now, in addition to being in need of an upgrade; we urgently need to address our back up capacity. This back up capacity will allow us not only to remain on air should any eventuality occur, but it also guarantees the continuous showcasing of the work of the Caribbean producers of indigenous content, while developing the technical capacity of the region.

2. DESCRIPTION OF THE TARGET GROUP:

Enhance the technical capacity of both the male and female producers in 5 Caribbean territories (Barbados, Grenada, Guyana, St. Lucia, St. Vincent), which will also assist the producers and creators (both men and women) of Caribbean content the opportunity to showcase their work via CaribVision, which can be seen in 22 Caribbean territories.

The territories identified are felt to be in most need of attention within the region as it relates to their development and putting them on a growth path.

3. DEVELOPMENT OBJECTIVE:

Showcasing the unique cultures of the Caribbean via our Caribbean Channel, CaribVision for at least the next five years and increasing cultural visibility in the world through the upgrade of the equipment and professional capacities,.

4. IMMEDIATE OBJECTIVE:

Enhancing the technical capacities of CaribVision and improving the skills over a 2 day period of 6 professionals and provide the opportunities to showcase the Caribbean indigenous culture across 5 Caribbean territories.

5. PROJECT OUTPUTS:

With the securing of this equipment and training of 6 male and female producers from across the region, this will enhance their capability and ensure its correct usage, it is also expected that CaribVision would be able to ensure technical capacity for 24 hours daily for at least the next 5 years.

6. ACTIVITIES:

- Source and order and install the equipment
- Train the personnel
- Engage in continuous training of technical staff.

7. PROJECT INPUTS:

- 1 CPI Transmitter
- 1 Trainer
- Training workshop

8. WORK PLAN:

ACTIVITIES / WEEKS	1	2	3	4	5	6	7	8	9	10	11	12
Sourcing quote and order equipment	X	X										
Shipping and clearing of customs					X	X	X					
Selecting and contracting of trainer								X	X			
Installation and training										X		
Submission of final report											X	X

9. INSTITUTIONAL FRAMEWORK:

The Caribbean Media Corporation (CMC) is the region's leading multimedia organization dedicated to excellence in communication services. Its services comprise: Television, Radio, Satellite Uplink Distribution, Print and New Media across the Caribbean, to North America and around the world. Formed in August 2000 as a result of a merger between the Caribbean News Agency (CANa) and the Caribbean Broadcasting Union (CBU)'s commercial operations, CMC is continuously forging ahead

with efforts to increase and improve the quality of news and entertainment produced and disseminated within the Caribbean region and the world. CMC’s developmental mission is to work with media houses in the region to highlight the best skills in journalism, broadcasting, publishing and technical services. In addition, the organization strives to make inroads within the media industry by forging closer links between the Caribbean and the rest of the world. Through a premier team of full-time and contract employees, CMC continues to expand its outreach through satellite delivered media services for Television and Radio, while setting the standard for quality and reliability within the Caribbean’s media industry.

10. SUSTAINABILITY:

CMC will ensure the continuous training of the technical personnel to assist with ensuring there is output for another 5 years minimum. Over this 5 year period we would promote the use of a group sessions either via conference call or skype to keep updated and discuss any challenges or innovations within the sector that may be useful to the male and female producers.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The UNESCO Kingston office will be responsible for the monitoring of the project and CMC will work directly with them. CMC in collaboration with the UNESCO Kingston Office will prepare news releases on the approval of the project; on sign off on the agreement the opportunity will be provided for press to witness. On installation the press will have the opportunity to witness the official handover and the unveiling of wording reflecting IPDC’s contribution to the project. Maximum exposure in all instances will be provided on our CANA news wire service in addition to coverage on Caribbean Newline which is seen both on cable and on terrestrial stations.

12. EVALUATIONS CARRIED OUT:

The CMC’s experience has showed that this brand of transmitter has serviced us over the years, with the necessary care and maintenance we found that it has lasted longer than the usual industry standard of 5 years

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The Administrative Officer/Team Leader undertakes the responsibility of reporting on the project in consultation with UNESCO Kingston office.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
CPI Transmitter – 400W CBand Solid State Transmitter	34,000.00
Training - 2 Day Workshop - 6 participants (4 overseas and 2 local – to include both men and women) Airfare for participants – US\$400 x 4 persons	1,600.00
Airfare of trainer	1,200.00
Participants – accommodation and daily subsistence – US\$200 x 4 days x 4 persons	3,200.00
TOTAL	40,000.00

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Broker & handling charges	3,000.00
VAT*	5,950.00
Accommodation for trainer - \$175 x 4 days	700.00
Subsistence for trainer – US\$200 x 4 days	800.00
Training facilities	500.00
Contingency	1,000.00
Project Reporting	300.00
TOTAL	12,250.00
	0

*This purchase by CMC is not subject to general taxes but the organization is still required to pay Value Added Tax

CURACAO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BARIO MEDIA NEIGHBORHOOD MEDIA (TRANSLATION)
2.	NUMBER	IPDC/59 CW/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Capacity development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training, equipment
7.	TOTAL COST OF PROJECT	USD 59965
8.	AMOUNT REQUESTED FROM IPDC	USD 30000
9.	BENEFICIARY BODY	<p>Stichting de Cultuur kameleon www.stichtingdecultuurkameleon.com Girouette 8 Curacao Contactperson Saskia Luckmann-Meijer 005999 6997760 /0031 6 12778448 saskia@medialabcuracao.com</p> <p>Maduro & Curiels Bank 222.592.01 (Curacao) Bic code: MCBKWCUCU KvK nummer Curacao S-8419</p>
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office Erika Walker
11.	PROJECT LOCATION	Curacao in several (3) so called 'bario centers' in deprived area's
12.	PROJECT PREPARED BY	Saskia Luckmann-Meijer, Stichting de Cultuur Kameleon saskia@medialabcuracao.com Marva Browne UNESCO Curacao

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Stichting Cultuur Kameleon (SCK) is an organization on the various islands in the Caribbean dedicated to particularly media education of children, young people, teachers, students who become teachers and professionals in the various projects. In these projects we work on media and information literacy in different ways for different target groups. By understanding how media is brought to you as a consumer

but also how to make it yourself. By making media you will understand the process of making and presenting better. On the other hand we work on skills for teachers. How to use new media in an effective way in your class. Workshops are various from making a short news item to make a book trailer in film (instead of written on paper), how to use modern tools like Yurls, Presi, math apps, google earth etc etc. to enrich your classes. See for more information www.medialancuracao.com, www.medialabbonaire.com en www.medialabsintmaarten.com and the foundation's website www.stichtingdecultuurkameleon.com.

Especially for young people Stichting Cultuur Kameleon (SCK) develops, in collaboration with project coordinator Sulin Passial, a media training course for disadvantaged young people from Bario's called BarioMedia. The teacher who guides the whole training process is Favell Maduro. He is a radio and television maker par excellence and an experienced youth coach. The term 'Bario' refers to the neighborhoods and their problems in Curacao. Because this project requires a thorough and specialized approach, Stichting Cultuur Kameleon has teamed up with the Dutch organization FIRMA Media www.firmamedia.nl that has national and international much experience in the field of media education and young people from disadvantaged neighborhoods.

After a successful first pilot from February to June 2014, all parties believe that an extension and expansion of a slightly modified program is very desirable and would be good. The project has received attention in the neighborhoods, the media (attention in the newspapers, see appendix.) And it has not gone unnoticed by the government Raynel Martis (UNDP) Ministry of Economic Affairs. In the project both boys and girls will participate in a 50-50 mix.

In the next phase BarioMedia will provide six groups of about 15 young journalists (both girls and boys 50-50%) training in movie making, the art of taking pictures, radio and writing texts with the assistance of various media teachers. The items they make are going to make will be about things that happen in their own Bario, and will be published on a dedicated Facebook page and a blog. So it is a win, win situation. Young people meet (new) media, improve their skills and connect with what is happening in their own neighborhood. Next to that their voice will be broadcast through the social media network so that the whole neighborhood can recognize their potential. The classes will be held in the neighborhood centre of each neighborhood where the teachers will visit to give their classes. At the end of this the six months of training, Bario Media will organize an event for all the groups to come together to see each other's work and connect. The teacher (Favell Maduro) has also another mission to teach youngsters what free media is. Media is, especially on the small islands of the Caribbean, sometimes manipulated by politics, certain businesses and influential people. To make media and find new ways to do so is one of the main themes during the workshops.

The proposal is to offer two sections of three months (2x3) to six different neighborhoods.

Structure and content of the program of 3 months

- First week of training youth journalists from participating neighborhood centers.
- After that a process of 3 months training will start in which three groups of young people will participate in workshops:
 - o Creating Radio,
 - o Film Making Items
 - o Writing Short journalistic reporting and publishing with corresponding photos

The young people will have weekly afternoon lessons at 14.00-17.00 for 3 months. Material such as film cameras, computers (if not present), photo camera and a radio set will be provided by the teacher during each session.

2. DESCRIPTION OF THE TARGET GROUP:

50 young people between the ages of 11-18 years (both girls and boys). This group is the best to learn new skills in the media as well as social skills they can use for the rest of their lives.

3. DEVELOPMENT OBJECTIVE:

The young people learn skills at different levels through a medium that appeals to them: media. First, they are introduced to the possibilities of new media and gain new skills. Then they also need to collaborate, discuss and finish one product which helps them to work on social skills. In addition, they look for new items about people in their own neighborhood, talking with young and old people in their neighborhood on various topics. This contributes to social cohesion in their own neighborhood.

4. IMMEDIATE OBJECTIVE:

Offer 50 disadvantaged (both male and female) young people opportunity to learn to use 21st century skills and work with new media.

- We will train 3-6 bario professionals who guide the youngsters now and in the future what media can do for the youngsters and the neighborhood.
- We will train the youth in creating radio, making films and writing stories.
- We will start a Facebook page for every Bario and link these to the Bario Center
- We will provide for every bariocenter at least 3 good working computers and internet access, 1 camera and excess to radio sets.
- We will make contact with Stimul-it (ICT organization) and offer the talented youngsters an experience in a business as internship and also guide toward a study at the Media school or University of Curacao.

5. PROJECT OUTPUTS:

50 young people (men and women) in six neighborhoods will each receive 36 hours of training from the workshop by the end of the project. As a result, they will have films, radio broadcasts, photographs and texts published on a public online platform of their own neighborhood. The items make clear what the young people find important in their neighborhood and are disclosed to everyone in the neighborhood and beyond. In addition, six youth workers from the Sentro di Bario will get an intense training on what they can achieve with media training within the target age group of 11-18 years.

6. ACTIVITIES:

Structure and content of the program of 3 months

- First week of training youth leaders/social workers from participating neighborhood centers.
- After that a process of 3 months training will start in which three groups of young people will participate in workshops:
 - Creating Radio,
 - Film Making Items
 - Writing Short journalistic reporting and publishing with corresponding photos

- The young people will have weekly afternoon lessons at 14.00-17.00 for 3 months. Material such as film cameras, computers (if not present), photo camera and a radio set will be provided by the teacher during each session.
- Projects Reports

7. PROJECT INPUTS:

We need 6 laptops with internet connection and 6 photo/film cameras and 6 radio cams. This equipment provides key elements in making a small media production. Most of the neighborhoods we work with do not have access to these. So to make the program work this will be the minimum we will need. This equipment will be later available for the youngsters to use when needed. The laptops, cameras and radio sets will be handed over to the Barrio Center (responsible center professional) so the youngsters can have access to the computers after the project. Each center will get one media-set so they can work with the materials in the future.

8. WORK PLAN:

ACTIVITIES / MONTHS	Aug '15	Sept '15	Okt '15	Nov '15	Dec '15	Jan '16	Feb '16	March '16	April '16	Mai '16	June '16	12
Preparation SCK selection contracting bario centers, youngsters and teachers. Make the program, lists of students and t shirts.	x	x										
Start training social workers by Firma Media		x										
Start workshops radio, film and photo/text for youngsters 3 bario's		x	x	x	x							
Final Event					x							
Evaluation & Preparation for second period SCK selection contracting bario centers,				x	x	x						

youngsters and teachers. Make the program, lists of students and t shirts.												
Start training social workers Barrios by Firma Media							X					
Start workshops radio, film and photo/text for youngsters 3 barrios								X	X	X	X	
Final Event											X	
Evaluation report SCK											X	X

9. INSTITUTIONAL FRAMEWORK:

The Stichting Cultuur Kameleon organizes cultural and educational projects, events and (traveling) exhibitions in the Kingdom of the Netherlands, namely: Curaçao, Bonaire, Aruba, Sint Eustatius, Saba, St. Maarten and the Netherlands. The foundation is located in Willemstad and is a project based organization that works with a large number of companies and organizations, including libraries, schools and community centers in the above mentioned islands but also the Anne Frank House in Amsterdam. SCK is active in the fields of education, culture, history and new media. Within our projects we work with a large number of professionals, institutions and idealists who each in their own way contribute to its realization. Project Coordinator of SCK Saskia Luckmann Meijer (www.rucuproductions.com) works with a small team which plans developed and managed projects. The foundation has its own board which consists of four members. SCK is supported by the SNS REAAL Fund, the Cultural Fund, KulturA, The Citco Bank, MCB Bank, the Oranje Fonds and Stichting Doen. See www.stichtingdecultuurkameleon.com.

10. SUSTAINABILITY:

Next to the youngsters the professionals of the Barrio Centers (social workers in the neighborhoods) will get the skills as well to proceed with the creation of new content for the neighborhood even when the teachers are no longer there. This is key to create a continuation, during and after the Barrio Media trainings. The youngsters will then have someone in their neighborhood to go to for any question related to media. Knowledge remains in the organization, so the participating Barrios can move forward on their own. In addition, talks are underway with Stimul-it for the best participants are able to follow internship at a company. There are also contacts with follow-up training institutes where the enthusiastic participants can go to taste.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Stichting Cultuur Kameleon ensures an experienced project manager for the monitoring of the project and proposes to monitor. Attendance, attendance records and materials the project manager oversees the delivery of finished products and placement on social media platforms. A final evaluation will also be conducted on the participants. SCK has good relations with the press and will regularly invite the newspapers, radio and television, to an item. SCK will also produce Papianemts and Dutch press releases on start, progress and completion of the project, which are usually taken and posted.

12. EVALUATIONS CARRIED OUT:

For the final report, which will be made by SCK, evaluations are conducted with all participants and professionals involved in the project. This Final Report (narrative and financial) may eventually be sent as accountability.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

We will report every 4 months
Projectname: Bario Media
Stichting de Cultuur Kameleon
www.stichtingdecultuurkameleon.com
Projectleader Saskia Luckmann Meijer
saskia@medialabcuracao.com
005999 6997760

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Bario Media 2 trajecten		
September- December 2015 & March - June 2016		
		Dollars
Youngsters Coach / Head Teacher (72 workshops 3 hrs)		10,720.00
Master classes photography (24 workshops 3 hrs)		3,350.00
Compensation 6 bario coaches/social workers (need to pay them to join this program)		2,680.00
Training materials development (3 work sheets+)		1,340.00
laptop	6	3,600.00
Film/foto camera	6	1,800.00
Internet	6	800.00
batteries	6	160.00
memory card	6	240.00

mouses	6	100.00	
Project coordinator (preparation coordination contact barrios and youngsters 350 hrs)		10,720.00	
Firma Media Training (12 days training by senior trainer)		5,360.00	
Travel and accommodation expenses (Firma Media comes from Holland)		4,690.00	
Promotion		2,010.00	
Closing Event		1,340.00	
Organizational costs Stichting Cultuur Kameleon 40 days project leader and bureau costs, financial accountability.		11,055.00	
Total		\$ 59,965.00	
Total IPDC			\$ 30.0000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Stichting Johannes Bosco, Curacao	15.000
Reda Social, Curacao	14.965
IPDC	30.000
Total	59.965.00US\$

GRENADA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING GRENADA'S CAPACITY IN INVESTIGATIVE REPORTING ON ISSUES OF SUSTAINABILITY TO BE CAPTURED ON ONLINE MULTI-MEDIA FORMATS.
2.	NUMBER	IPDC/59 GD/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3.
4.	IPDC PRIORITY AREA	Capacity building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Grant funding, training support
7.	TOTAL COST OF PROJECT	\$75,050.00
8.	AMOUNT REQUESTED FROM IPDC	\$40,000.00
9.	BENEFICIARY BODY	Government Information Service (GIS), Ministerial Complex, St. George's, tel. 440-2061. Contact: Director Rawle Titus
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Office for the Caribbean Contact Person: Erika WALKER
11.	PROJECT LOCATION	St. George's, GRENADA

12.	PROJECT PREPARED BY	Government Information Service in collaboration with National Commission for UNESCO and local NGO under the advice of the UNESCO Kingston Cluster Office for the Caribbean
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B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Government of Grenada has also chosen a path of sustainable development and has made the bold move to embrace “geotourism”. The public of Grenada are now in need of sensitization to environmental and governance issues. The media houses are challenged to be the catalyst of change that sensitizes the public to embrace and support the Government’s commitment to sustainability.

There are a superfluous amount of media houses in Grenada given the country’s size (133 sq. miles) and population (approx.100, 000 people). There are about four (4) weekly newspapers, one monthly newspaper, 13 radio stations, 3 television stations, and 12 cable providers. Media ownership is mostly private, public and community orientated. There is only one state run media house (Government Information Services) and one community media group, the rest are all privately owned. The development of community media has not yet taken off in Grenada.

There are over a hundred media workers employed in the country and most do not have formal training. Apart from a few older and more seasoned journalists, many media workers in Grenada are unqualified. Funding formal journalism training remains an expensive proposition for practitioners in Grenada.

Since the advent of a new Director of Information, the Government Information Service has been conducting a series of in house training programmes ranging from news writing techniques and interviewing skills to news reading skills, but there is also a need to equip journalists with research and investigative skills for accurate reporting and content development. Also traditional media in Grenada have not stayed apace with the advances in the technological revolution and in particular the progress in new media.

Nearly all of the media houses on the island have not taken the steps to comprehensively develop their online and multimedia platform, mainly through lack of personnel trained in the field. Admittedly, some have flirted with various aspects of new media such as a basic website, online audio, or pictures of video.

However, a professional approach to investigative reporting and online content generation to serve the needs of the online community has not been met, and so many, including Grenadians in the Diaspora, are deprived of qualified and updated content and proper fora to participate in national discourse.

In other words, the professional values being forged in traditional media through content, structure and personnel are yet to be transferred to Grenada’s new media platform.

Therefore, the proposed workshops will hand 20 practitioners the necessary skills required for basic web page creation, editing multimedia content i.e. text, pictures, audio, and video for online purposes as well as social media platforms such as u tube, face book, twitter etc. In Grenada the media industry has just as

many women in the field as there are men, with both holding positions of management in various media houses. The youth however, lack training and exposure and many have not had the benefit of formal journalistic training. Thus the media industry is in great need of building the capacity of the next generation of media workers, empowering as many young boys as young girls in such an important field as journalism.

It is expected that after the training, the online aspect of Grenada's media will be augmented to facilitate a greater level of professionalism and as such, better access to information as well as wide participation in national issues.

This is clearly an outcome that will manifest in better informed citizens and, the empowerment and awareness of the population on the strength of an enhanced media structure.

2. DESCRIPTION OF THE TARGET GROUP:

This project targets 20 young or mid-career male and female journalists working in radio, television, or print in the tri island state of Grenada, Carriacou and Petit Martinique, who have not received training in generating content for the multimedia platform. Many of them have been attempting to create an online presence for the private or public media for which they work but have not received professional support to accomplish this goal.

3. DEVELOPMENT OBJECTIVE:

The training project will serve to professionally enhance the investigative skills, build an understanding of environmental and governance issues while retooling journalists with skills to develop an online dimension of Grenada's traditional media architecture. It will augment in a more organised and professional manner, capacities in Grenada's struggling but promising field of new media, while fostering a cadre of journalists with new abilities to better accurately research, report and develop awareness for sustainability of a multi-media online platform for their media houses.

4. IMMEDIATE OBJECTIVE:

Twenty media practitioners (50 % men and 50% women) will acquire new skills in accurate research and reporting through a six-month training course. They will also develop awareness of sustainability and acquire improved skills in editing/generating multimedia content i.e., audio, video, pictures, scripts, graphics and basic web page design as well as content uploading, including effective use of twitter, face book, u tube and other social media platforms.

5. PROJECT OUTPUTS:

A national network of 20 newly trained media workers empowered with fresh skill-set of accurately researching, reporting and developing awareness for sustainability in the arena of multi-media, being capable of creating or refining existing online presence of their current traditional media houses, consistent with high production values.

6. ACTIVITIES:

Five weeks of training for 20 media workers -representing public and private sector media houses-, in the art of editing/generating multimedia content i.e. audio, video, pictures, scripts, graphics as well as basic web page design and content uploading.

7. PROJECT INPUTS:

- Trainer in Environmental laws, treaties and issues for three-day training sessions;
- Venue, projector, flip chart and markers environmental awareness training;
- Breaks and Lunches for 20 trainees over a three-day period;
- Trainer in Governance issues for one-week session;
- Venue, projector, flip chart and markers for governance training;
- Breaks and Lunches for 20 trainees over a 5 day period.
- Trainer in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading for a two-week session;
- Venue, projector, flip chart and markers for investigative reporting and online multi-media online reporting training;
- Breaks and Lunches for 20 trainees over a ten-day period;
- Twenty computers with multi-media specs to be rented for two weeks (10 days);
- Trainer in travel writing for a one-week session;
- Venue, projector, flip chart and markers for travel writer training;
- Breaks and Lunches for 20 trainees over a ten-day period;
- Twenty computers with multi-media specs to be rented for one week (5 days);
- One assistant to provide basic secretarial support for all sessions.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection & contracting of trainers												
Secure Flight and accommodations for international trainers												
Delivery of the training work plans												
Secure venue, projector and flip chart												
Printing of support material and workshop supplies												
Training in Environmental laws, treaties and issues for 3 day training sessions												
Training in Governance issues for 1 week session												

Rental of 20 laptops												
Training in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading 2 weeks session												
Training in travel writing for 1 week session												
Evaluation and development of a project website that host training material and promotes the participants												

9. INSTITUTIONAL FRAMEWORK:

The Government Information Service will coordinate the project for the benefit of journalists in Grenada through its various media houses. The focus will be on journalists working in public and private television, newspapers and radio stations in Grenada, who lack the skills to professionalize the online arm of their media houses.

10. SUSTAINABILITY:

The training will have a powerful and profound impact on an exciting and emerging area of media in Grenada that is in need of skilled practitioners. Unleashing twenty (20) trained media workers newly skilled in this specialized area will breathe fresh life into the diverse media landscape and unlock new opportunities in the profession. Potentially, new value will be added to Grenada’s media industry of radio, print and television.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be monitored by the Ministry of Information in collaboration with local NGO to ensure the credibility and quality of the courses and workshops. Press releases will be generated to capture the training, before, during and after, and will be released to the media in general, copies of which will be submitted to the Grenada National Commission for UNESCO/ UNESCO Kingston Cluster Office for the Caribbean in Jamaica.

12. EVALUATIONS CARRIED OUT:

The Ministry of Information will create an assessment tool to test the participant’s capacity and understanding before each training session. Participants will fill out evaluations after each training module. Participants will also need to complete project assignments for each of the training modules. The Ministry of Information will also create a reporting website to host the material and resources used and to promote the participants who have acquired the skills and training.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports on the project will be submitted to the UNESCO Kingston Cluster Office for the Caribbean by the Ministry of Information through Grenada National Commission for UNESCO.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Preparation	
Flights for Investigative/multi-media trainer coming from DC, USA	1,000.00
Accommodations for Investigative/multi-media trainer for 2 weeks	2,100.00
Flights for travel writer trainer	1,000.00
Accommodations for travel writer/trainer 7 days @150/day	1,050.00
Environmental laws, treaties and issues training sessions.	
Trainer in Environmental laws, treaties and issues for 1 day planning and 3 day training sessions	600.00
Venue, projector, flip chart and markers environmental awareness training	750.00
Breaks and Lunches for 20 trainees over a 3 day period.	1,500.00
Governance training	
Trainer in Governance issues for 1 day planning and 1 week session	900.00
Venue, projector, flip chart and markers for governance training	1,250.00
Breaks and Lunches for 20 trainees over a 5 day period.	2,500.00
Investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content	
Trainer in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading for 2 week session	3,500.00
Per diem for Trainer in investigative reporting, audio, video, pictures, scripts, graphics as well as basic web page design and content uploading for 2 week session	3,500.00
Venue, projector, flip chart and markers for investigative reporting and online multi-media online reporting training	2,500.00
Breaks and Lunches for 25 trainees and assistance over a ten day period.	5,000.00
Twenty computers with multi-media specs to be rented for two weeks (10 days).	3,000.00
Travel writer training	
Trainer in travel writing for 1 week session	1,750.00
Per diem for Trainer in travel writing for 1 week session	1,750.00
Venue, projector, flip chart and markers for travel writer training	2,500.00

Breaks and Lunches for 20 trainee, trainers and assistance over a five day period.	2,500.00
Material development for all training	2,000.00
Total	US\$40,650.00
Total IPDC Contribution	US\$40,000.00
Local Contribution	US\$ 650.00

BREAKDOWN OF THE BENEFICIARY AGENCY'S IN-KIND CONTRIBUTION (in US dollars)	
Project coordination for 6 months	6,000.00
4 staff members for 6 months	12,000.00
Communication for 6 months	1,200.00
Transport and maintenance for 6 months	2,400.00
Utilities for 6 months	600.00
Advertising and PR for 6 months	3,000.00
Contingency	3,000.00
Project reporting	1,200.00
Website for hosting material and promoting the project	5,000.00
Total	US\$34,400.00

JAMAICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROGRAMME DEVELOPMENT & SUSTAINABILITY TRAINING FOR COMMUNITY RADIO IN JAMAICA
2.	NUMBER	IPDC/59 JM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	Capacity Building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support/Equipment
7.	TOTAL COST OF PROJECT	USD 35,080
8.	AMOUNT REQUESTED FROM IPDC	USD 18, 160
9.	BENEFICIARY BODY	Transformative Communication Partners; 7 Lindsay Terrace, Kingston 10; Telephone 969-8747; mobile 877-5092; contact Rosamond Brown, Managing Partner
10.	IMPLEMENTING OFFICE	UNESCO Jamaica; Ms Erika Walker
11.	PROJECT LOCATION	JET FM - St Mary, Jamaica; ROOTS FM – Kingston, Jamaica; MORE FM, St James – Jamaica; WAVES FM – St. Ann Jamaica
12.	PROJECT PREPARED BY	Rosamond Brown, Managing Partner – Transformative Communication; advised by Ms. Erika Walker, UNESCO Kingston office

B. PRESENTATION

1. PROJECT JUSTIFICATION:

There are approximately 26 radio stations currently operating in Jamaica. Of this amount the vast majority are commercial entities focused on pop culture and headline news content. Less than ten are community broadcasters and even so, they are struggling to meet basic bills for light and equipment let alone investments in content development and capacity development. Whereas these stations are hugely popular in their communities, their lack of broadcast skills and capacity, prevents them from providing the communication support for community development required by their citizens

This project aims to increase the national capacity of local community radio stations in Jamaica to produce and sustain participatory communication programmes in at least two priority areas of national development: a) crime and violence within or against vulnerable groups; b) teen sexuality/maternal and child care

Informal research tells us that at least 90% of current volunteers in the community radio sector in Jamaica have never received either formal or informal training in broadcast journalism. The overarching success of the project will be its ability to increase the numbers of community media volunteers able to produce quality radio programmes. Quality is assessed by its technical quality, relevance of content, collaboration with stakeholders and edutainment appeal. Outputs will be assessed based on a) measuring human capacity before and after training, b) measuring number of consistent programmes on a development theme aired before and after training, c) response to programmes from citizens

Under this project, selected members of vulnerable groups who reside in the project communities', will receive training alongside community broadcast journalists. This will enable both groups to collaborate on producing participatory media content to effectively engage the targeted communities of interest. The activity is expected to primarily benefit 60 community broadcast journalists and content providers in four parishes in Jamaica.

Because all these radio stations selected are in poor communities, the project will satisfy a dual objective. Young community members will themselves become engaged in the creation of media. In developing their own content they are forced to confront their own issues by looking at negative behaviours and probable consequences, and begin processing alternative behaviours and positive and appealing outcomes. In this process using media as a tool for learning.

2. DESCRIPTION OF THE TARGET GROUP:

This project will directly benefit the community radio stations within the identified communities. The main target group is broadcast journalists/content providers of 4 existing community radio stations in Jamaica. However this larger group encompasses important sub-groups as listed below:

JET FM – a) Broadcast journalists at JET FM (60% women – 40% men) b) Teenage/young adult mothers and fathers resident in Jeffrey Town, St. Mary who contribute to content development on the station (70% women – 30% men);

ROOTS FM – a) broadcast journalists at ROOTS FM (70% women, 30% men) b) Women affected by domestic violence and reformed male perpetrators contributing to content development (90%

women – 10% men), c) At risk youth (60% boys; 40% girls) resident in a Kingston urban inner city community and contributing to content development on the station,

MORE FM – a) broadcast journalists at MORE FM (70% women – 30% men) b) At risk youth resident in Glendevon, St. James and contributing to content development (60% boys, 40% girls); WAVS FM – a) broadcast journalists at WAVS FM (50% women 50% men) b) At risk youth (60% boys; 40% girls) resident in Oracabessa, St Mary and contributing to content development;

3. DEVELOPMENT OBJECTIVE:

This project increases the capacity of media in Jamaica to adequately respond to critical development gaps amongst vulnerable groups in the country.

4. IMMEDIATE OBJECTIVE:

Provide skills and knowledge in sustainable content development to 60 broadcast journalists/content providers at four radio stations (ROOTS FM, JET FM, MORE FM, WAVS FM) in four parishes (Kingston & St. Andrew, St Mary, St. James and St. Ann), across the island.

5. PROJECT OUTPUTS:

- 60 broadcast journalists/Content Providers across Jamaica have acquired skills and techniques to enable them to research, script, produce, present and sustain effective story based community radio learning programmes
- Four community radio stations across Jamaica are empowered to produce community learning programmes focussed on behaviour change in critical areas of national development.
- Five new series of story based radio programme each comprising 8 X 30 minute programmes aired in four parishes across the island
- Personnel of four community radio stations trained in targeting local and international donors/sponsors and writing project proposals to support the ongoing delivery of development radio programmes.

6. ACTIVITIES:

Meetings with management of each station to discuss training outputs, requirements and logistics
Potential stakeholder meetings with programme partner groups (health authorities, conflict resolution organisations, police personnel)
Preparation of training materials
Establishment and coordination of training schedules
Purchasing field recorders
Selection and notification of participants
Phased delivery of all training
Organising listener groups for feedback and monitoring
Production of programmes
Airing programmes
Preparation of project reports

7. PROJECT INPUTS:

Trainers, material, field recorders, financial and in kind resources

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Meetings with station management of 4 community radio stations to identify personnel and training requirements	X											
Preparation of training materials, establishing schedules, purchasing field recorders, selection and notification of participants	X	X										
Project coordination	X											
Deliver training in location 1		X	X									
Listening group in location 1			X									
Deliver training in location 2				X								
Listening group in location 2					X							
Deliver training in location 3					X	X						
Listening group in location 3						X						
Deliver training in location 4							X	X				
Listening group in location 4								X				
Programme development and airing in location 1				X	X	X						
Programme development and airing in location 2						X	X	X				
Programme development and airing in location 3							X	X	X			
Programme development and airing in location 4									X	X	X	
Monitoring/Feedback sessions					X		X		X	X	X	X
Project reporting				X				X				X
Publicity/Communication activities	X			X		X		X				X
Online Proposal writing training							X	X				

9. INSTITUTIONAL FRAMEWORK:

Transformative Communication Partners Caribbean is a media development group with offices in Jamaica and St. Lucia, set up to deliver face-to-face and online communication training and conduct communication research within the Caribbean. The Principals are Communication Specialists in media, social marketing, public education & public relations and communication research. Since its inception in 2012, TCPC has conducted face-to-face advocacy and radio production workshops in Jamaica, Trinidad and Tobago and St. Lucia aimed at building the capacity of community radio practitioners and development workers to deliver community learning programs. The Partners has developed online distance training courses in C4D, research for planning and programme design in collaboration with the Commonwealth of Learning (COL) and the Caribbean Institute of Media and Communication

(CARIMAC). To date approximately 75 learners from Jamaica, Barbados, Guyana, Trinidad and Tobago, Belize, St. Lucia, and St. Vincent and the Grenadines, have been trained on this platform.

Prior to the company's inception, principals worked independently as Consultants to JET FM, ROOTS FM and the Commonwealth of Learning primarily in research and training.

10. SUSTAINABILITY:

Evidence from community media practitioners shows that, especially following training, inability to mobilise funds often leads to a halt of effective programming activities. This funding proposal has built in financial resources for the radio stations to continue the development of programmes over three months. During this time submitters will implement an online proposal writing workshop with select personnel from each participating radio station. This is intended to foster sustainability by enabling station personnel to target local and international sponsors/donors and prepare appropriate funding proposal for project continuation. The submitter has already secured a grant from the Commonwealth of Learning (2015) to conduct this work using online modalities. This training will fill a current need for project writing skills previously identified by Community radio manager.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Communication activities before during and after the training are as follows:

Pre-activity - Receipt of funding and project development activities will be publicized through news items and audio messages aired on all participating radio stations. News releases will be sent to local and national newspapers and online publications, web-sites and the government information service (JIS)

Mid-way activity -At the end of the training activity, photos will be posted on social media sites (facebook, instagram, twitter) managed by the participating station and individual participants.

Post-activity - At the end of training a listening event will be organized where members of the community, stakeholders, other community media and the government information service will be invited to listen to the first programme episode and provide feedback. During the development of the 8-episode series, this listener group format will be used on a smaller scale (approximately 10-12 residents) as a participatory monitoring tool.

12. EVALUATIONS CARRIED OUT:

Prior to the setting up of TCPC in 2012, all three of its principals have been actively engaged in work with community radio throughout the English speaking Caribbean including two of those covered under this proposal (ROOTS FM and JET FM). This work includes a recently concluded baseline survey on the impact of participatory programming on climate change on the residents of Jeffrey Town, St. Mary. We have also conducted several focus group discussions with listeners and broadcasters attached to ROOTS FM in Kingston and conducted prior training activities at both stations.

In both cases insufficient funding to retain volunteers and workers has led to migration of staff , resulting in repetitive training activities rather than capacity building. Most stations suffer from weak or non-existent management structures which further limits the capacity for growth. TCPC suggests that developing a system of programme sustainability will in the long run close this gap, as broadcast journalists and content providers become empowered as business developers of their programme.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Programme documentation and reporting will be provided by Rosamond Brown, Managing Partner of TCPC.

C. ADDITIONAL INFORMATION	
D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
1. 8-day community radio training workshop on programme research, radio drama development, radio production and presentation (in 4 separate locations):	
2 Trainers (8 day training rate at \$150 per day per trainer) per location = 8 days x \$ 150 x 2 trainers x 4 locations	9600
Venue per day = \$30 X 32 training days	960
Training material per unit = \$12 X 60 trainees	720
Meals per day per trainee = \$20 X 60 trainees	1200
Training equipment –overhead projector per day = \$15 X 32 training days	480
2. Development of 4 radio series, each consisting of 8 X 30 minute episodes of themed story based programmes:	
Radio studio and production costs per episode = \$80 X 8 episodes per location X 4 locations	2560
Field interview transportation per episode= \$20 X 8 episodes per location X 4 locations	640
Field recorders- Sony PCMM10/R per unit = \$400 X 5 units	2000
Total IPDC	US\$18,160
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordination – 12 months	2000
Staff costs/1 full-time; 1 part-time X 12 months	2300
Communication costs	
Online delivery of proposal writing workshop Course development - \$2,000 Moodle platform cost (CARIMAC) - \$40 per learner X 20 learners = \$800 eFacilitation – 6 weeks X \$230 per week = \$1380 Course mentors X 2 X \$100 per week X 6 weeks = \$1200	5380
Vehicle maintenance	1000
Trainers per diem 50 X 2 trainers X 32 days	3200
Communication costs	840
Listener group – Refreshments, venue and equipment per event \$300 X 4 events	1200
Contingencies	1000
Total	US\$16,920

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INVESTIGATIVE JOURNALISM IN THE DIGITAL AGE
2.	NUMBER	IPDC/59 RLA/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity Development for journalists and media managers
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support / Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$31,350
8.	AMOUNT REQUESTED FROM IPDC	US\$20,300
9.	BENEFICIARY BODY	Commonwealth Broadcasting Association 17 Fleet Street, London, EC4Y1AA, UK Tel: +44 (0)207 583 5550 Fax: +44 (0)207 583 5549 Adam Weatherhead, Project Manager and Caribbean Broadcasting Union Suite 1B, Building #6A, Harbour Industrial Estate, St. Michael, BB 11145, Barbados Tel: +1 (246) 430 1007
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office for the Caribbean Erika Walker

11.	PROJECT LOCATION	Kingston, Jamaica
12.	PROJECT PREPARED BY	Adam Weatherhead, (former) Project Manager Commonwealth Broadcasting Association

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Caribbean has a varied level of media development, with Trinidad & Tobago and Jamaica being the most sophisticated and Dominica and Guyana the least. Within the territories and countries of CARICOM (the Caribbean Community), there are about 25 local terrestrial stations and 60-100 cable channels. Radio licences exceed 300 and there are more than a dozen daily print newspapers and 5 weekly publications as well as on-line dailies and weeklies, all serving a population of about 6 million. There is a mix of private and state owned broadcasters with the latter dominating in some territories e.g. Guyana while others such as Jamaica and Trinidad and Tobago have experienced significant media liberalization.

Such a diverse media landscape provides the foundation for Caribbean media to carry out its indispensable role of upholding democratic governance and act as a key anti-corruption watchdog, a role reinforced in the UNESCO Global Investigative Journalism Casebook. Beyond the conventional news reporting that goes along with such a role, it is investigative journalism that is often the critical tool used by the media to unearth and report on corruption, engage public participation in public policy discourse and ultimately trigger socio-economic and political change.

The quality of the investigative journalism being practiced across the Caribbean has, however, been negatively affected by the expense, labour intensiveness and legal risks associated with this form of journalism. The dangers that journalists face when attempting to reveal information that is in the public interest are also of concern, particularly in the context of small island nations. These challenges are compounded by the financial pressures caused by declining advertising revenues in recent years. As a result, many of the broadcast media outlets in the target countries do not prioritise their training budgets in a way that focuses on improving the technical skills necessary for high quality investigative journalism. The Caribbean Institute of Media and Communication (CARIMAC), the leading regional body on media studies, does not currently offer professional development courses that could fill this void, specifically relating to investigative journalism.

Consequently, there has been a regional decline in the use of high quality investigative journalism as a means of informing the public of fundamental matters of governance. This has resulted in reduced participation of broader civil society in matters of governance and a lessening of public demand and advocacy for greater accountability and transparency in governance. Another result has been a heightened public sense of increased corruption at the state level. This perception is evident in the repeated low scores of a majority of Caribbean countries over the years, and as recently as 2013, in Transparency International's Corruption Perception Index.

In addition the problem is complicated by the continuing under-representation of women in the media, particularly in journalism. As reported in the latest study from the International Women in the Media Foundation on “Women in the Media”, the Caribbean exhibits general under-representation across occupational groups, glass ceilings, and disproportionately low representation in boardrooms and top management levels. Not only is this pattern of gender inequality a challenge for the journalism sector, it also has an impact on the wider society. That is because as noted by Transparency International in its State of Research on Gender and Corruption,¹⁵ “*Corruption may affect progress towards gender equality and women’s empowerment, by limiting women’s capacities to claim their rights.*”

Many of the challenges posed by the traditional practice of investigative journalism have, however, been significantly minimized in recent times. With the advent of new digital technologies such as social media, journalists now have access to cost-effective ways of contacting sources and accessing information from around the globe. In addition, six of the fifteen member states of CARICOM have passed Freedom of Information laws which now enable affordable, enforceable access to information held by those governments which have them. A more effective use of these laws would enhance journalists’ ability to access first-hand, accurate information critical to investigative journalism research. Finally, through the efforts of strong local and regional civil society and professional organisations in partnership with development agencies such as UNESCO and UNWomen, greater attention has been paid to the need for gender equality in the media in order to achieve national and regional development goals and targets and promote good governance and democracy. This has resulted in greater emphasis being placed on women’s access to capacity-building and training in a wider range of media professions, including investigative journalism.

2. DESCRIPTION OF THE TARGET GROUP:

The project will target a minimum of forty (40) active broadcast journalists who currently work in, or wish to enter, the field of investigative journalism and representing at least ten (10) countries. Participants will be nominated from the memberships of the Public Media Association (formerly the Commonwealth Broadcasting Association) and the Caribbean Broadcasting Union – which currently has forty-five members in twenty-two countries and territories across the English, Dutch and Spanish-speaking Caribbean. Participants will be in a position to utilise and disseminate the skills they acquire, and also to serve as mentors to less experienced journalists in their media houses and national professionals associations. For the face-to-face training opportunities twenty (20) participants will be targeted. A minimum of ten (10) trainees will be from outside of the host country.. A further twenty (20) participants will be invited to participate in the on-line training. To ensure achievement of the gender and nationality aims, a minimum of 50 percent of the participants, for both the in-person and on-line training, will be women.

3. DEVELOPMENT OBJECTIVE:

This project promotes the role of the media as a platform for democratic discourse through professional capacity building and supporting media institutions. It also seeks to promote a more informed public, and consequently greater governmental transparency and accountability, by improving the degree and quality of the investigative journalism currently being practiced by journalists.

¹⁵ <http://www.u4.no/publications/state-of-research-on-gender-and-corruption>

4. IMMEDIATE OBJECTIVE:

Enhance the capacity of forty (40) Caribbean journalists (minimum 50% women) to function as effective investigative journalists utilising digital tools through in-person workshop and on-line training course.

5. PROJECT OUTPUTS:

- Forty (40) Caribbean broadcast journalists from at least ten (10) countries (a minimum of 50% women) trained (in either in-person or on-line courses) in investigative journalistic techniques using the latest, affordable digital tools relevant to the current technology and journalistic environment, highlighting different approaches to access information, including the effective use of existing Freedom of Information laws and ways to protect themselves and their sources, particularly when communicating electronically;
- An online-course on investigative journalism hosted by The Centre for Investigative Journalism. This course which will be available on an established cycle to journalists to extend the reach of this project and fill the existing gap, and will be tailored to the Caribbean in order to sustain and further the reach of this project.
- An on-line portal through which a regional and international network of colleagues will be able to share the latest education and best practices on the craft, culture and methodology of investigative journalism.

6. ACTIVITIES:

- A three-day investigative journalism training workshop for twenty (20) broadcast journalists (50% men and 50% women) to be held in Jamaica during 2015. The curriculum will include: freedom of information, investigating the environment, information security, interview skills, and personal security.
- A five-week bespoke online course on investigative journalism in the digital age for forty (40) (50% Men and 50% women) journalists (open to all of the journalists who attended the in-person training). The curriculum will include: advanced online search, data journalism, and computer assisted reporting.

7. PROJECT INPUTS:

- One internationally-experienced trainer with current expertise in broadcast investigative journalism, information security and computer assisted reporting
- One regional or in-country trainer with experience in obtaining information via freedom of information requests
- Two regional or in-country experts
- Training room with internet access, a multimedia projector and 10 laptops
- Set up of online course using an open-source virtual learning environment
- Online course trainer with expertise in advanced online search, data journalism, and computer assisted reporting
- Publication: International Press Institute's Reporter's Guide to the Millennium Development Goals

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of trainers												
Development of workshop curriculum												
Development of online-course												
Selection of participants												
Workshop preparation												
Workshop												
Online-course												
Final evaluation												
Reports submitted												

9. INSTITUTIONAL FRAMEWORK:

The Public Media Association (formerly the Commonwealth Broadcasting Association) is the largest global association of public service broadcasters. Established in 1945, it aims to further enable Public Service Broadcasting/Media in order to: build public value; foster freedom of expression; build the capacity of the developing Commonwealth; and ensure the exchange of skills and knowledge among broadcasters.

The Caribbean Broadcasting Union (CBU) was formed in 1970 with a view to stimulating the flow of broadcast material among the radio and television systems in the Caribbean region. As a regional institution, it facilitates discussion and analysis that assist in policy formulation on major integration issues. As an industry association, the Union focuses on capacity-building of media institutions and professionals; joint negotiation of rights for programming; and advocacy in regional and international forums on policy and technology issues.

The PMA and the CBU have a long track record of running successful capacity building workshops in partnership: Business of Broadcasting in a Digital Age (Guyana, 2013); Emergency and Disaster Management (Trinidad and Tobago, 2012); Digital Broadcast Switchover (Antigua, 2012); and, Media and Democracy (Jamaica, 2011).

The International Press Institute (IPI) is a global network of editors, media executives and leading journalists. They are dedicated to the furtherance and safeguarding of press freedom, the protection of freedom of opinion and expression, the promotion of the free flow of news and information, and the improvement of the practices of journalism.

The Centre for Investigative Journalism (CIJ) is a charity committed to the education and training of journalists, editors and researchers towards critical in-depth reporting and defence of the public interest.

10. SUSTAINABILITY:

The proposed training workshop and online-course represent a model that is sustainable beyond the project life because a broad range of tangible, high-standard, investigative skills will be learned by individual beneficiaries. They will also have access to a portal with a network of other broadcast journalists working throughout the Caribbean whom they have the confidence to discuss issues with. Participants will learn how to implement measures on their return, which will strengthen their newsroom's capacity to reveal information that is in the public interest. They will be instructed how to share what they have learnt with their colleagues. The online-course will be run annually to sustain the building of investigative journalism skills in the Caribbean.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be monitored jointly by the PMA and CBU under the direction of the local UNESCO field office. Participants will be expected to fill evaluation forms that will be designed to assess the impact of the training as it relates to the expectations of the participants.

The basic communications plan will include the PMA and CBU publicising the training workshop and development of the online-course through social media, e-newsletters, news releases and websites via their extensive combined networks, since the publicity will highlight the important role investigative journalism plays in a democratic society. Consideration will be given to the right of individual participants to remain anonymous, given the sometimes delicate nature of their work.

12. EVALUATIONS CARRIED OUT:

The idea for this project stemmed from a qualitative assessment of the needs of Caribbean broadcasters based on informal discussions between the PMA, CBU and senior Board members of both organisations. Included in the discussion were senior journalists from the leading regional industry association, the Association of Caribbean Media Workers (ACM).

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Lead by the PMA's Project Manager, the PMA, CBU and trainers recruited for this project will collaborate on preparing a report in the month immediately following the completion of the project. The report will evaluate the training and the participant's progress in achieving the goals set out.

C. ADDITIONAL INFORMATION

Investigative journalism, and the tools and environment affecting its practice have been and continue to be high on the media agenda at this time in the Caribbean. Recently in the Bahamas there was concerns expressed about the delay in the implementation of the FOI Law there, with trade unions, the Bahamian Chamber of Commerce, activists, environmentalists, tax activists and others speaking out on the issue.

Adding grist to the mill, an Inter-American Development Bank (IDB) economist also weighed in on the urgent need for the implementation of the law and highlighted how it has affected the IDB itself regarding its ability to account for moneys given for statistical data gathering projects.

While the emphasis will not be solely on Freedom of Information laws, where they do exist or need to be implemented, they provide an affordable, less labour-intensive way of getting information critical to high quality investigative journalism in the region.

The following links are included for possible reference:

<http://www.tribune242.com/news/2014/jun/05/dn-join-march-freedom-information/>

<http://www.thenassauguardian.com/bahamas-business/40-bahamas-business/47986-coalition-in-major-freedom-of-information-push>

<http://www.thenassauguardian.com/bahamas-business/40-bahamas-business/48417-idb-freedom-of-information-act-very-important>

<http://www.tribune242.com/news/2014/jun/25/Freedom-information/>

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training workshop	
Airfares: 10 Caribbean participants from outside Jamaica x \$450	4500
Accommodation: 10 participants from outside Jamaica x 4 nights x \$120	4800
Meals: 20 participants x 3 dinners x \$30	1800
Airport transfers: 10 participants x 2 taxis (to and from airport) x \$30	600
Workshop material (flip charts, pens, paper, printing, etc.)	500
Teas/coffees and lunch: 25 people x 3 days x \$25	1875
Local transportation: \$200 x 3 days	600
Laptop hire: 1 x \$25 x 3 days	75
A/V hire (screen and projector x 3 days)	450
Sub-total: Training workshop costs	15200
Online-course	
Author fee	1800
Technical set-up costs	2000
Trainee set-up	300
Tutor fee: 1 tutor x 4 days x \$250	1000
Sub-total: Online-course costs	5100
Total IPDC	US\$20,300

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Airfares: 1 international trainer x \$1000	1000
Airfares: 1 regional trainer x \$450	450
Fee: 2 trainers x 4 days x \$250	2000
Accommodation: 2 trainer x 5 nights x \$120	1200
Meals: 2 trainers x 5 dinners x \$30	300
Trainers' expenses (taxi, visa, departure tax, etc.)	500
Room hire	1200
Communication and printing costs	400
Project coordinator (8 months part-time)	4000
Total	US\$11050

ST. KITTS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ST. KITTS- NEVIS SCHOOL COMMUNITY TV, AND RADIO NETWORK
2.	NUMBER	IPDC/59 KN/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 2
4.	IPDC PRIORITY AREA (select the <u>single</u> priority area most relevant to your project)	Community Media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL) (select only <u>one</u>)	National
6.	TYPE OF ASSISTANCE REQUESTED	Provision of Equipment
7.	TOTAL COST OF PROJECT	US\$49, 211.00
8.	AMOUNT REQUESTED FROM IPDC	US\$39661.00
9.	BENEFICIARY BODY	Schools Broadcast Unit
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office
11.	PROJECT LOCATION	St. Kitts and Nevis
12.	PROJECT PREPARED BY	Maria Crawford Coordinator, Media Education Unit Ministry of Education Church Street, Basseterre, St. Kitts & Nevis maria.crawford@moeskn.org 869-6635319;869-467-1520

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The purpose of the project is to operationalize a TV, and Radio Channel that will be used as the schools Broadcast Unit with a view to increasing exposure to the role and functions of the electronic media as well as to provide first-hand experience in the field. At the same time it will serve as an informative and

educational tool both for schools and the wider community and get students involved and knowledgeable about their community and its activities.

As of 1 September 2012, the level of media development in the Federation of St. Kitts and Nevis is as indicated in Table 1 below

Print	Radio	TV
Observer	WINN FM	ZBC
Labour Spokesman	ZBC (AM and FM)	Visitor Channel
Democrat	Sugarcity Rock	
Leeward Times	Freedom FM	
	Choice FM	

Table I

The TV Channel 5 owned by ZIZ Broadcasting (a fully owned corporation of the Federal Government) operates on the local cable TV system between the hours of 6pm to 12pm daily as a commercial enterprise. The Visitor Channel is an all-marketing and advertising channel dedicated to the promotion of St. Kitts and Nevis to tourists. All of the FM Radio Stations are commercial entities with very limited spots for school community events and other broadcasts.

In recent times, there has been a huge increase in the number of programmes that students are involved in; with an increase in resources nationally you find more students involved in sporting activities, music production, and other aspects of the visual and performing arts.

Additionally there is a growing audience whose palates are receptive to local programming and who want to hear from and reach out to youths through the expansion of Media opportunities. Unfortunately, without funding through sponsorships and or donations, access to the media and the activities which youth are involved in are in danger of being discontinued as they are unable to reach a wider cross section of the populace in a convenient manner in order to generate additional interest.

This project is designed to address the problem of access to broadcast media by school based groups and individuals. It will enable:

The entire school community to be educated about what is going on in schools island wide

- Schools to glean best practices from each other as they review each other's work.
- The wider community to be educated on School activities, progress and issues in the Education Sector,
- The wider community to be entertained by the talents and achievements of school children
- Highlight the achievements of outstanding school students
- Build morale and competitive rivalry between schools
- Allow students to have an outlet for their creative endeavors
- The Ministry of Education to have an outlet to highlight outstanding Corporate Partners.

In addition to the foregoing, the UNESCO National Commission will be using the channel as a medium for promoting the work of the UNESCO National Commission as well as UNESCO in general as very little being aired/promoted on the local media on the work and functioning of UNESCO. Further, the National Commission is often required to pay to have content aired on the local media.

2. DESCRIPTION OF THE TARGET GROUP:

The target audiences for this project are

- The School Community

- Local Stakeholders in the Field of Education
- Youth Groups
- Education Officials/Planners/Managers
- Parents
- Donors

3. DEVELOPMENT OBJECTIVE:

The School Community Broadcast Network project is designed to:

- Contribute to increasing the plurality and diversity of media in the Federation of St. Kitts and Nevis
- Enhance the capacities of schools and educators to use media as a platform for democratic discourse.
- Provide an avenue for the promotion of locally developed content in an era when most of the television content is based on lifestyle and culture of North America in general and USA in particular.

4. IMMEDIATE OBJECTIVE:

The establishment of a self-sustaining schools community TV, and Radio station/channel with a view to engaging school teams and youth based organizations, education officials, key UNESCO stakeholders, young aspiring creative individuals in the Federation of St. Kitts and Nevis in facilitating self-expression through school news and other productions, sports, music, art and the sharing of information and points of view on matters related to education, youth and the school system will be established within a twelve-month period from the point of project inception.

5. PROJECT OUTPUTS:

A sustainable and well managed Community Cable TV, and Radio station equipped with transmission and production facilities for school community based programs as well as, the creative works of students and other youths and showcase other youth interests.

6. ACTIVITIES:

The following are the activities that will be undertaken in establishing the community TV Channel:

- Procurement of video productions and transmission equipment
- Establishment of a productions studio equipped with TV set and ancillary equipment
- Installation of Transmission Facilities from Studio to the Cable TV operators head end
- Installation of equipment
- Commissioning and Testing of the station
- Development of Operating procedures and protocol to manage access to and the sustainable operation of the Schools Community Network
- Preparation of Education Officers and School Students
- Public awareness campaign on the development of the Schools Community Channel

7. PROJECT INPUTS:

The following are the input required for the establishment of the Community TV Channel:

1. Human Resources (Engineers and Project Manager) to design and implement the project
2. One production and Transmission system suitable for video broadcasting (see equipment list

provided below)

3. Suitable facilities to host TV broadcast studio
4. Fibre Optic connection to Cable TV head end
5. Appropriate license and access agreement for use of the Cable TV system

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Obtaining all License or access agreement to the Cable TV network												
Selection of equipment												
Purchase and Shipping of the equipment												
Preparation of Education Officials for Implementation of the Community Channel												
Drafting and Finalizing Operational and Management guidelines												
Studio Site Preparation												
Equipment Installation & Commissioning												
Preparation and Education of Students for school programming												
Production and broadcast of Programmes												
Submission of implementation reports												

9. INSTITUTIONAL FRAMEWORK:

The Media Education Unit presently uses the local radio and television station to broadcast its programmes but the limited programming time available for school related programmes and activities is hampering the full development of this well needed resource. Whereas there are a great deal of activities being covered, the Media Unit with its limited access to broadcasting facilities and low funds does not have the capacity under the present circumstances to get school based activities aired. With the exception of 60 second news spots, and an hour per week slot for educational programmes which is actually part of the Government Information Service’s weekly programming, the Unit is not able to air many of the activities that take place or share greater details of School based projects due to exorbitant broadcasting costs.

The Media Unit currently operates with three members of Staff: Maria Crawford- Coordinator, Jason Connor – Technical Operator and Glen Philip, Assistant Technician. However the schools project will be possible due to the involvement of the actual students themselves in programme production as well as the commitment of Education Officers to assist in involving their respective school zones. Additionally the Minister of Education has given his full commitment and support to the success of this venture by making it school policy.

10. SUSTAINABILITY:

It has been agreed that the station will be located at the Education Media Unit located at the Education Department. This will negate the need for the payment of rent, security and electricity. The UNESCO Nation Commission will retain responsibility for oversight and policy development and implementation

and will provide some managerial support to ensure equal access and good governance. Supplies as well as maintenance cost, capital investment and insurance will be supported by nominal usage fees contributed by community groups and organizations and other benefactors. It is intended that the funding model would be patterned by the one used by PBS in the United States.

11. PRIOR EVALUATIONS CARRIED OUT:

During the period 2001 and 2003 the Federal Government through the Department of Information and Technology facilitated a number of consultations on the on the feasibility of establishing a Community TV Channel operating over the Cable TV network. Media practitioners from across civil society participated and concluded the time was right for the establishment of a non-commercial community oriented channel. As it was to be privately established, the matter of funding and control were the main issues that were to be resolved but they never were.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

Monitoring of the project implementation will be done in conjunction with the St. Kitts and Nevis Information Service.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Maria Crawford Coordinator of the Education Media Unit acting on behalf of the UNESCO National Commission will provide a total of three progress reports on the implementation of the project commencing with the initial start of project report, progress report provided halfway through the project and then a final end of project report.

C. ADDITIONAL INFORMATION

D. BUDGET				
BREAKDOWN OF IPDC CONTRIBUTION				
(in US dollars)				
STUDIO AND TRANSMISSION EQUIPMENT				
	Model #	Qty.	Unit Cost	Total Cost
Panasonic Video Production Studio	HDTVP-2	1	16,305.00	16,305.00
Editing Computer (iMAC)	MC812LL/A	2	1550.00	3100.00
Smith Vector K33- 3 Lights system	K33 -3	1	500.00	500.00
Sony HDV VCR	GV-HD700 HDV	2	1119.00	2238.00
Sure Cordless	PG Series Combo	4	600.00	2400.00

Microphone PG Series Combo System				
Chroma key background and support	B&H # LABGC1024BLG	1	600.00	600.00
Fibre Link Terminal	(Fibre Link 3620 A)	2	2000.00	4000.00
Camera Cases	Mfr # CTC-3PAN	2	459.00	918.00
Microphone Stand	AKG K&M 210/70	2	50.00	100.00
Training and Orientation for Students				3000.00
Uninterrupted power supply	Mfr # SMT1500	1	500.00	500.00
Consultancy Fees:		1	4000.00	6000.00
Equipment costs:				39,6661

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)**

Project Management and Installation (6 months)	2,550
Studio and station building renovation	2,700
Fibre Installation	3,000
Contingencies	1,000
Project reporting	300
Total beneficiary 's contribution	US\$9550.00

SURINAME

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	INTRODUCTION OF ONE YEAR JOURNALISM TRAINING PROGRAM
2.	NUMBER	IPDC/59 SR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	1. Promotion of freedom of expression and press freedom and independence 2. Capacity Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support/Institutional Capacity Building/Training Equipment
7.	TOTAL COST OF PROJECT	US\$ 47,345
8.	AMOUNT REQUESTED FROM IPDC	US\$ 28,445
9.	BENEFICIARY BODY	Media workers Journalism Department of the Academy of Higher Arts and Cultural Education
10.	IMPLEMENTING OFFICE	Foundation for the Promotion Journalism in Suriname Stadionlaan 3, tel.: (597)520843 /863-3733 contact person: Jane Kolf Bergraaf, chair person stichtingbjs@yahoo.com / janebergraaf@hotmail.com
11.	PROJECT LOCATION	Stadionlaan 3, Paramaribo, Suriname
12.	PROJECT PREPARED BY	Rachael van der Kooye, Secretary of SBJS / Jane Kolf - Bergraaf rvanderkooye@gmail.com

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Suriname has 19 television stations, 34 radio stations, 4 newspapers, 9 community radio stations, approximately 10 journals and about 9 new media news sites. The State owns 1 radio station 1 one television station. The rest of the media is privately owned. About 150 journalists are working at the media. The media sector employs mostly 'self-made' media workers who largely need to be educated and trained. This need also originates from a strong increase in the number of news media in the previous years and consequently also the number of required journalists. The purpose of the media in Suriname is first to make profit and second to inform people. The news is seen as a profit center, but the media are not competitive, and all stations broadcast similar stories. Television news broadcasts are sponsored by companies, and therefore no negative news is reported about those companies.

The media lack objectivity. The country has so many political parties (20) and ethnic groups that it is difficult for media outlets to be objective, because they are afraid of offending interest groups. In general, media owners are more loyal than objective, because they have their own political policy. Some journalists are unable to obtain interviews from certain authorities because they work for a media organization opposed to the government.

Ethical journalism standards in Suriname have been declining. Journalism is threatened by political and commercial interests, media ownership, and unprofessional conduct. According to the 2011 Country Report on Human Rights Practices by the UN refugee agency UNHCR, little investigative journalism takes place and some journalists practice self-censorship due to pressure and intimidation from government officials. The self-censorship is due to a history of intimidation and reprisals by elements of the former military leadership or in response to pressure by senior government officials and important community leaders on journalists who publish negative stories about the administration. Coverage of certain issues, such as drug trafficking and the human rights abuses that took place under the Bousterse dictatorship in the 1980s, are also discouraged (UNHCR, 2011).

Because of the poor media performance and bad journalism practice in Suriname this project proposal seeks funding to support the development and implementation of a one year training program for active journalists working at all forms of media (newspaper, television, radio, magazines and online news sites). The training will include: media ethics; journalism (investigative, radio, television, newspaper, online journalism); language proficiency and mass communication. The training will: help build awareness of media's potential in fostering democracy and human rights, equip journalists to report the perspectives of marginalized groups; equip journalists with investigative reporting skills and related disciplinary knowledge and cover journalism ethics and risk awareness. Several technical equipment is needed to be able to conduct the training. This equipment is included in the budget. The equipment will be used in current and future training. All media will be supported and strengthened by this project (radio, television, newspaper, magazine, online news sites).

2. DESCRIPTION OF THE TARGET GROUP:

Practicing journalists who do not have the proper journalism education and minimum time to learn journalistic skills on the job.

3. DEVELOPMENT OBJECTIVE:

Reinforce the development of journalism to strengthening of democratic norms and mechanisms in Suriname, such as freedom of press; freedom of speech; increasing access to information; citizen participation in policy development issues; monitoring human rights; promotion of good governance and transparency by building professional capacities in the field of journalism in Suriname.

4. IMMEDIATE OBJECTIVE:

Build the capacities of the Journalism Department of the Academy of Higher Arts and Cultural Education to introduce a one year Journalism course for working journalists adapted from the UNESCO model curricula for Journalism Education.

5. PROJECT OUTPUTS:

At least 20 journalists are trained in journalism, mass media and ethics. After the training they will be skilled in the technique of professional journalism and capable of using their mobile phones in the news production process.

6. ACTIVITIES:

- Formal review and preparation of report on existing media training content in Suriname;
- Identification of training material and equipment;
- Purchase of training equipment and material;
- Instructions for the use of equipment and material;
- Identification, confirmation and selection of training instructors;
- Development of the training curricula;
- Offer structured and practical one year journalism training program;
- Implement structured and practical journalism training program;
- Evaluation & Monitoring Report;
- Financial Report.

7. PROJECT INPUTS:

- A one year training program with seven courses which included: investigative journalism, radio journalism, television journalism, newspaper journalism, online journalism, media ethics, language proficiency and mass communication.
- Training Facility – The training facility is a room with all what is necessary to conduct the training (beamer, white board, tables, chairs, refrigerator and air-conditioning), exclusive specialised training equipment.
- 8 Local Trainers: One trainer capable of training radio journalists in digital production techniques, one trainer capable of training television journalists in video production techniques, one trainer capable of training newspaper journalists in journalism writing techniques, one trainer capable of training journalists in investigative techniques, one trainer capable of training journalists in multimedia techniques, one trainer capable of training journalists in mass communication techniques and one trainer capable of training journalists in ethics. The Academy of Higher Arts and Cultural Education (AHKCO) will supply the trainers. All trainers have credible qualifications and at least five years training experience. The CVs of the trainers will be provided

to UNESCO Field Office for approval. AHKCO is an evening college established on 18th of may 1981 and has three study departments: the department of visual arts, the department of social and cultural educational work and the department of journalism. AHKCO The Academy has a long experience in the field of bachelors degree programs and has many skilled forces added to the Surinamese society.

- Equipment – The equipment will be used by journalists during the online journalism training. At least 20 journalists will be trained during the first year. They will have to sign a contract for borrowing. Merely of the journalists do not have iphones which they need to gather multimedia content. They are not aware of the mobile equipment/gear they can use in the news gathering process, by which they do not have those equipment. When confronted with those equipment/gears they will purchase them after the training and use them in their profession. After the end of the project the trainees will submit the equipment they borrowed from SBJS and the equipment will be stored and housed at the training centre to be used for the future one year training programs. The training facility does not have the needed equipment to conduct the training. The needed equipment are:

1. Apple Iphones 5c 32 GB (4-inch diagonal wide screen, multi-Touch Retina display, 1136-by-640-pixel resolution at 326 ppi, 8 megapixel iSight Camera, LED Flash, five-element lens, Hybrid IR filter, 1080p HD video recording, 3x zoom, video playback, audio playback;
2. Apple MacBook Air MD711LL/B 11.6-Inch Laptop
3. Apple Ipads Air MD789LL/A (32 GB, Wi-Fi) mini
4. ALM mCamlite starter kit for iPhone 5/5x, 37mm wide anege/macro combo lens
5. IOGrapher Mobile Media Case for Ipad 2//4
6. Makayama Movie Mount for iPad 2 and new iPad
7. ALM 37mm Telephoto Lens with 2x Magnification for mCAM & mCAMLITE (Black)
8. Hosa XVM-110M Right Angle 3.5mm TRS to XLR3M 10 Ft
9. Rode VMGO Video Mic GO Lightweight On-Camera Microphone Super-Cardio
10. Rode Smartlav Lavalier Microphone for iPhone and Smartphones

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of training material and equipment;	X											
Purchase of training equipment and material;	X											
Instructions for the use of equipment and material;		X										
Identification, confirmation and selection of training instructors		X										
Development of the training curricula;	X	X										
Offer structured and practical journalism training program;		X										
Implementing structured and practical journalism training			X	X	X	X	X	X	X	X	X	X

program												
Evaluation & Monitoring Report;				X				X				X
Final Report.												X

9. INSTITUTIONAL FRAMEWORK:

The activities will be initiated and carried out by Foundation for the Promotion of Journalism in Suriname (SBJs). The foundation was established on the 14th of May 2008 and is formed through a partnership with AHKCO, the Surinamese Union of Journalists (SVJ) and the Union of Radio and Television Station (VRTS), an association of media organizations which is a unique public/private cooperation bond (public private partnership). The mission of SBJs is to promote high quality journalism in Suriname. One NGO form is submitted with this project proposal.

Within this platform AKHCO will aim to supply trainers. The journalists and media companies will communicate and discuss the indispensable components of the trainings content, which will then allow for the courses that are offered to journalist and media companies to be adapted to these special needs. Special attention will be given to the practical circumstances in which journalists and media companies have to work.

The board members of SBJs will:

- Upholding high quality of the content of the project; content, needs and phasing of course- possibilities and training, selection of teachers and students.
- Ensuring progress of the project (as well as maintaining the training centrum), financial administrative affairs, time limits and reports.

The implementation of the above mentions tasks can be delegated – partly- to the Project Manager; however SBJs will keep its responsibility for the successful completion of the tasks.

The management of the training activities will lie in the hands of the Project Manager who will report to SBJs and the donor.

The project diversifies itself because of its strong coalition approach where all the different stakeholders are organized towards one goal and result. The project team that will be active during the preparation stage will also play a key role during the implementation. Before implementing the project the following preparatory activities will be carried out:

1. identification of training material and equipment;
2. purchase of training equipment and material;
3. instructions for the use of equipment's and material;
4. identification, confirmation and selection of training instructors;
5. development of the training curricula according to the UNESCO Model curricula for journalism education;
6. offering structured and practical journalism training program

We will work in close relationship with UNESCO Field Office who will assist in developing the training curricula and purchasing learning material and equipment. The UNESCO Field Office will also monitor project implementation together with SBJs.

10. SUSTAINABILITY:

In the preliminary phase for this project donor investments will be done in order to the development of the training program and the purchase of training equipment. Participants and/or the companies where they work will give a financial contribution for the training program they follow.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project implementation will be monitored by the UNESCO Field Office and SBJS. There will be frequent personal and telephone communication with UNESCO Field Office. We will evaluate the implementation success by evaluation forms completed by the trainees and the trainers. The results of this evaluation will be included in the evaluation report.

12. EVALUATIONS CARRIED OUT:

We have done a survey on the training needs of the media and we have evaluated the training of more than 50 active journalists. The outcomes of the evaluation and survey show that there is a need in the different subjects as included in the project inputs.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The SBJS will prepare and submit quarterly reports on project progress to UNESCO Field Office in Suriname on a four-month basis and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports is: Jane Kolf- Bergraaf.

C. ADDITIONAL INFORMATION

Prior to the submission of the project to IPDC SBJS completed various preparatory activities. Such as:

- Harmonizing with the respective media and project partner, getting their input concerning the content and execution of the project;
- Enquiry done into the accreditation process, especially that for the needed certificates or diploma's given by the media training institute. (ongoing)

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. One Year Journalism Training Program

Fee Local Trainers (8 trainers x US\$ 140 x 10 d.)*	11200
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Course Development (8 courses x 500)	4000
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Sub-Total: Training Costs	15200
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II. Training Equipment

5 Apple Iphones 5c 32 GB (4-inch diagonal wide screen, multi-Touch Retina display, 1136-by-640-pixel resolution at 326 ppi, 8 megapixel iSight Camera, LED Flash, five-element lens, Hybrid IR filter, 1080p HD video recording, 3x zoom, video	3000
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playback, audio playback (10 x 600)	
Apple MacBook Air MD711LL/B 11.6-Inch Laptop (5 x 900)	4500
Apple iPad Mini MD528LL/A (16GB, Wi-Fi, Black 7 Slate) (5 x 285)	1425
ALM mCamlite starter kit for iPhone 5/5s, 37mm wide angle/macro combo lens (5 x 100 US\$)	500
IOGrapher Mobile Media Case for iPad 2//4 (5x60)	300
Makayama Movie Mount for iPad 2 and new iPad (5x70)	350
ALM 37mm Telephoto Lens with 2x Magnification for mCam & MCamlite (black) (5 x 40)	200
Hosa XVM-110M Right Angle 3.5mm TRS to XL3M 10 Ft (5 x 8)	40
Tripod or Monopod Mount for Apple iPad Mini, Amazon Kindle Fire, Nexus 7, other 7-8 Tablets (5x18)	90
Rode VMGO Video Mic GO Lightweight On-Camera Microphone Super-Cardio (5x100)	500
Rode REPORTER Omnidirectional Dynamic Interview Microphone (5x130)	650
Rode SmartLav Lavalier Microphone for iPhone and Smartphones (5 x 80)	400
Sub-Total Training Equipment**	11,955
Total IPDC	US\$27,155

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (12 x 300 p.m.)	3600
Staff Costs (12 months x 2 staff members x 200 p.m.)	4800
Training Facility	7000
Contingencies	2000
Project Reporting	1500
Total:	US\$ 18, 900

* The journalism training program will be given in two semesters (a semester is five months, included vacation time) and consists of 8 modules (online journalism, investigative journalism, radio journalism, television journalism, language proficiency, mass communication and media ethics). A module represents a self-contained fraction of the trainee's workload for the year and carries an examination/assessment mark. In one semester four modules will be given. Each module lasts 10 weeks (1 day per week). Credits are the value allocated to modules. They will be developed and given by 8 trainers. It could be that 1 trainer gives 2 modules such as the online journalism trainer who will also give investigative journalism and the radio trainer who is also able to give television journalism. In that case there will be 6 trainers, but the amount of training modules remain the same and also the payment for the modules.

** The equipment will serve as learning material during 6 of the 8 modules of the proposed one year training program and beyond. These 6 modules includes: online journalism, investigative journalism, radio journalism, television journalism, newspaper journalism and mass communication. The one year

program is an introduction. We assume that the UNESCO-funds will make training possible for now and the coming decades. The laptops will be used to eliminate lack of own laptops.

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Building civil society's capacity for incidence towards the post-2015 agenda and the world summit on the information society +10
2.	NUMBER	IPDC/59 RLA/04
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Pluralism
4.	IPDC PRIORITY AREA	Promotion of pluralism, freedom expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Research and capacity building
7.	TOTAL COST OF PROJECT	USD \$39,700
8.	AMOUNT REQUESTED FROM IPDC	USD \$20,000
9.	BENEFICIARY BODY	Latin American Observatory for Regulation, Media and Convergence (Observatorio Latinoamericano de Regulación Medios y Convergencia, OBSERVACOM) – Comunicación Comunitaria A.C.
10.	IMPLEMENTING OFFICE	UNESCO, Montevideo, Guilherme Canela
11.	PROJECT LOCATION	Regional
12.	PROJECT PREPARED BY	Latin American Observatory for Regulation, Media and Convergence. Eduardo Rodríguez 46 Código Postal 12800. Contact person: Aleida Calleja, aleida.calleja@gmail.com

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The UNESCO publication “World Trends of Expression and Media Development” (WTEMD) states that Latin America has very high levels of commercial media concentration. Although efforts are underway to establish anti-monopoly regulations, the process is slow or has failed to generate results. In countries such as Peru, Chile, Argentina, Mexico and Uruguay, there are intense debates about the need for government intervention in order to avoid monopolization of ownership and control of the media by a small number of groups due to the impact that they have on the quality of democratic debate.

Following the World Summits of the Information Society of 2003 and 2005 and based on UNESCO’s WTEMD Regional Report, it was felt that digital TV transition processes were an opportunity for the development of more pluralist media and a more diverse media system. At the same time, experts warned that such developments could be a threat, generating higher levels of concentration with the resulting limitation of freedom of expression. Technological convergence increases the importance of this topic and the need to address it further.

These and other issues such as the establishment of spectrum reservations for community and public radio, the future of the digital divide, the promotion of pluralism and diversity in ownership and the content of the media, the creation of fair procedures for access to new services, and policies for supporting the needy so that they are not excluded from new technologies are key issues that must be included in public policy and national legislation.

Citizen participation should be a vital part of the development and implementation of new regulations and public policy on national communication in order to achieve more vigorous and inclusive democracies. It also is a central component of the Post-2015 Development Agenda. In order to play this important role, civil society must have more information, knowledge, and comparative experience and engage in dialogue to a greater extent. The Latin American Observatory for Regulation, Media and Convergence (OBSERVACOM) is in a position to provide these resources and tools.

UNESCO’s WTEMD Regional Report is an important input for this discussion, as it addresses the topics mentioned and the main trends. If it were presented and expanded and enriched through the gathering and analysis of new key information on the situation and trends of concentration in Latin America as well as the proposals and recommendations of experts, activists, researchers and social organizations from the region, it could become an important tool for collaborating on important processes. These include the drafting of the Post-2015 Development Agenda and WSIS +10 in the area of freedom of expression, media development and pluralism, and the generation of regulatory frameworks and adequate national public policies.

In the context of the International Programme for the Development of Communication (IPDC), OBSERVACOM thus proposes the implementation of sustained actions for the dissemination and expansion of the WTEMD Regional Report and the promotion of processes of dialogue and collaboration with experts, researchers, media outlets, regulators, and civil society organizations in the region.

OBSERVACOM also proposes gathering data, conducting comparative research and other studies, and formulating recommendations and promoting coordination among various stakeholders in order to

contribute to the strengthening of civil society's ability to have an impact, participate and develop proposals at the national level and to more active participation of Latin America as a region in the process of consultation and definition of the Post-2015 Development Agenda and WSIS +10.

The Latin American Observatory for Regulation, Media and Convergence uses its Website (<http://observacom.org>), newsletters and other tools and communication resources to contribute to these processes, facilitating open access to systematic and current information on pluralism and concentration in television, a regulatory database, recommendations, and comparative research and other studies. The Observatory also generates spaces for dialogue and collaboration among key stakeholders.

2. DESCRIPTION OF THE TARGET GROUP:

- Thirty social organizations and one hundred experts, activists and researchers from Argentina, Brazil, Mexico, Uruguay, Chile, Costa Rica, Paraguay, Ecuador, Bolivia, Colombia, Peru, Venezuela, Guatemala and El Salvador who work to develop plural media and to protect and promote freedom of expression, of which 60% are men and 40% are women.
- The Offices of the Special Rapporteurs for Freedom of Expression of the Inter-American Commission on Human Rights and the United Nations.

3. DEVELOPMENT OBJECTIVE:

To disseminate and expand the WTEMMD Regional Report in order to allow it to become a tool that strengthens Latin American civil society's capacity to participate, develop proposals and have an impact in order to promote the exercise of freedom of expression, pluralism and media diversity.

4. IMMEDIATE OBJECTIVE:

- To disseminate the WTEMMD Regional Report in Latin America, and particularly the aspects related to concentration and promotion of plurality and media diversity, and to open up spaces for discussion and debate with various stakeholders involved in the development of the media and freedom of expression in order to support civil society's participation in the construction of the Post-2015 Development Agenda and WSIS +10.
- To gather and publish information, conduct studies, and formulate recommendations in the area of diversity, pluralism and media concentration which complement and develop the WTEMMD Regional Report so that they can serve as inputs for the development of national public policies and regulatory frameworks for the drafting of reports and decision-making by international agencies which protect and promote freedom of expression.
- To provide tools and inputs that allow experts, media outlets, researchers, activists and social organizations to strengthen their capacity to participate, develop proposals and have an impact at the national level and in the aforementioned international processes.

5. PROJECT OUTPUTS:

- Graphic adaptation and distribution of the WTEMMD Regional Report through the OBSERVACOM network, newsletters, social networks and virtual discussions.
- Interactive Map on pluralism, concentration and television in Argentina, Brazil, Mexico, Uruguay, Chile, Costa Rica, Paraguay, Ecuador, Bolivia, Colombia, Peru, Venezuela, Guatemala and El Salvador.

- Database on regulations and public policies on pluralism, concentration and digital TV transition in the aforementioned nations with periodic updates.
- Open access through the OBSERVACOM Web platform to research, analysis, and indicators on the digital TV transition and policies for promoting pluralism in radio broadcasting in the region using the Media Development Indicators and UNESCO World Trend of Expression and Media as a reference.
- Regional report on pluralism, concentration and development of the audiovisual media in Latin America with reference to the Media Development Indicators and UNESCO's World Trend of Expression and Media, which will be submitted to the Special Rapporteurs for Freedom of Expression of the UN and IACHR as well as regional UNESCO Offices in Latin America.

6. ACTIVITIES:

- Dissemination of the WTEMD Regional Report through OBSERVACOM communications tools: newsletter in English, Spanish and Portuguese with analytical articles on the report that reach 700 email addresses as well as the development of six news pieces and monitoring through our media archive.
- Organization of three virtual fora with experts, researchers and representatives of social organizations from throughout the region. The events will involve at least 30 people, ten per event, and will be organized around sub-regions: Southern Cone (Argentina, Chile, Uruguay, Brazil), Andean (Peru, Ecuador and Colombia) and MesoAmerica (Mexico, Costa Rica, El Salvador and Guatemala). UNESCO and IACHR Office of the Special Rapporteur for Freedom of Expression representatives will take part in the fora.
- Gathering, updating and analysis of information on the situation, implementation processes, regulatory frameworks and public policies on pluralism and concentration in TV (especially digital TV) in the selected countries in collaboration with experts, universities and national counterpart organizations.
- Development of indicators and design of an Interactive Map on concentration and pluralism in television and the digital TV transition processes in selected nations in the region.
- Drafting of a Regional Report on pluralism, concentration and development of audiovisual media in Latin America.

7. PROJECT INPUTS:

- 2 researchers for creating the regulatory database on concentration and digital TV in 14 countries in the region
- 1 web designer for the development of the interactive map with indicators on pluralism, concentration and digital TV in Latin America
- 1 webmaster for updating information on the Observatory's Web platform
- 1 consultant to develop the Regional Report on pluralism, concentration and the development of audiovisual media
- 1 editor to review and edit newsletter articles
- 1 consultant to organize and run virtual fora
- 1 expert for the final project report and evaluation
- 2 translators to produce English and Portuguese versions of newsletter texts

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identification of experts and counterparts in the countries	X	X										
Development and dissemination of Web pages, newsletters and other products	X	X				X		X				
Updating of regulatory database			X	X	X	X	X	X	X	X	X	X
Gathering, analysis and publication of information	X	X	X	X	X	X	X	X	X	X	X	X
Development of indicators and design of interactive map				X	X	X						
Conversations with experts, organizations and others		X			X			X				
Drafting and presentation of regional report									X	X		
Final project report and evaluation												X

9. INSTITUTIONAL FRAMEWORK:

The Latin American Observatory for Regulation, Media and Convergence (OBSERVACOM) is an initiative of communications experts and researchers that engages in the systematic monitoring and analysis of the development of regulatory frameworks and public policy on communications. The purpose of OBSERVACOM is to produce analysis and information that allows its impact on freedom of expression, the development of the media, and diversity and pluralism in the region's media systems to be evaluated. Through our tools and information and advising services, we facilitate and promote the ability of social organizations and experts in the field to strengthen their incidence actions. OBSERVACOM is the region's most complete platform on regulatory frameworks and public policy on audiovisual media and digital transition. It is headquartered in Mexico through the legal entity Comunicación Comunitaria A.C.

10. SUSTAINABILITY:

OBSERVACOM enjoys the support of the Open Society Foundation, the Ford Foundation in Brazil, Fundación Friedrich Ebert through the program C3 para América Latina, and UNESCO's Office for Latin America. Our sustainability is also supported by resources obtained from the advising services that we provide to organizations, universities and institutions that address public policies and regulatory frameworks in the area of audiovisual media, convergence and freedom of expression.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Our communications strategy and the framework for monitoring the project progress will be based on the following indicators, which will be analyzed using applications such as Mail Chimp and other online monitoring tools:

- At least 80% of the organizations, academics, researchers and experts respond to the regional consultation and get involved in the discussion process through the three regional fora.
- Implementation of 100% of the regional fora, which will result in the development of proposals for participation and topics for the analysis of the WTEMD Regional Report and recommendations for the Post-2015 Development Agenda and WSIS+10.
- At least 60% of the members of the network of researchers and organizations in the OBSERVACOM database receive and read the newsletter containing analysis and proposals from the WTEMD.
- At the end of the project, there is a Latin American agenda for participating in the Post-2015 Development Agenda and WSIS+10.
- The Regional Report is submitted to the Offices of the Special Rapporteurs for Freedom of Expression of the IACHR and UN so that it can be used as an input for the issuing of international recommendations on pluralism and diversity.
- The database and Interactive Map are consulted by 70% of those who visit our virtual platform.

12. EVALUATIONS CARRIED OUT:

The project evaluation will be validated with our Editorial Committee and counterparts in the countries involved in information gathering activities.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

In principle, the beneficiary agency will present a progress report every four months.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

1 consultant for developing the campaign and publicity materials (\$80 per day for 25 days)	2,000.00
1 consultant to coordinate the three virtual fora (US\$80 per day for 30 days)	2,000.00
1 editor to review and edit newsletter articles (US\$100 per day for 10 days)	1,000.00
1 webmaster to update the database and website in order to upload all of the data generated by the project (US\$80 per day for 25 days)	2,000.00
2 researchers to gather regulatory information on concentration and digital TV in 14 countries in the region (US\$100 per day for 40 days)	4,000.00
1 consultant to develop the indicators and design of the Interactive Map (US\$80 per day for 25 days)	2,000.00
1 web designer to develop the Interactive Map with pluralism, concentration and	2,000.00

digital TV indicators for Latin America (US\$80 per day for 25 days)	
1 consultant to draft the regional report (US\$100 per day for 30 days)	3,000.00
2 translators for newsletter texts (US\$333.33 per 6 text for translation into English and Spanish)	2,000.00
Total IPDC	US\$20,000.00

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
General Direction of OBSERVACOM (3 months)	8,400.00
OBSERVACOM Advocacy Coordination (3 months)	7,500.00
Administration (3 months)	900.00
General Assistance (3 months)	900.00
Communications Expenses (Telephone, Internet) (3 months)	2,000.00
Total	US\$19,700

ARGENTINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	IMPROVING RELATIONS BETWEEN THE JUDICIARY AND THE PRESS IN ARGENTINA
2.	NUMBER	IPDC/59 AR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	25,700 USD
8.	AMOUNT REQUESTED FROM IPDC	18,700 USD
9.	BENEFICIARY BODY	FUNDACION UNIVERSIDAD DE PALERMO, CENTRO DE ESTUDIOS EN LIBERTAD DE EXPRESION Y ACCESO A LA INFORMACION – CELE- (Center for Freedom of Expression and Access to Information Studies), cele@palermo.edu, (54 11) 5199-4500 int. 1213, Mario Bravo 1050, 7° piso, Ciudad de Buenos Aires, Argentina, Eduardo Bertoni, Director
10.	IMPLEMENTING OFFICE	Guilherme Canela Oficina Regional de Ciencia de la UNESCO para América Latina y el Caribe Luis Piera 1992, Edificio Mercosur, 2do piso Montevideo 11200 Uruguay
11.	PROJECT LOCATION	Universidad de Palermo, Av. Córdoba 3501, Ciudad de Buenos Aires, Argentina
12.	PROJECT PREPARED BY	Eduardo Bertoni, Director Centro de Estudios en Libertad de Expresión y Acceso a la Información –CELE- (Center for Freedom of Expression and Access to Information Studies).

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The relationship between the press and the judiciary in Argentina, as in other countries, is one that has historically been marked by tension. In the majority of cases, this tension leads neither to the bolstering of freedom of the press nor to the strengthening of the judicial system. Given these two entities' centrality in the democratic landscape of Argentina, the ongoing conflicts between them adversely affects not just the institutions, but also the exercise of democracy itself.

This tension stems equally from structural factors as from factors rooted in the poor conduct of the actors involved. One example of this sort of conduct relates to access to information on judicial proceedings. Often, members of the judiciary chose not to share information on the decision-making process on issues of significant public interest, which provokes backlash among members of the press. At the same time, journalists must understand that the very function the judiciary performs in many cases makes it impossible for them to offer information in the same way and with the same frequency that other public actors can. The strain between these two institutions arises at a number of junctures, in some instances blocking the free flow of public information and muddying the judicial process.

Nevertheless, considering the shared principles enshrined in these two systems in a democratic society – independence and impartiality, professionalism, and ethical behavior – it is possible to surmount the tensions between them. This project therefore proposes to improve the relationship between the judiciary and the press in Argentina through dialogue and reciprocal learning, diffusing the tensions between them in order to facilitate more open lines of communication and more effective press coverage of important judicial events. While the primary target group is journalists reporting on judiciary actions, judges' participation in the project will bolster their capacity to consider issues related to freedom of expression and access to information when ruling on such cases. It will thereby serve to increase judges' awareness to these issue areas in future decisions.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of this project are not only print and digital media journalists who cover judiciary proceedings in Argentina but also Judges and courts staff.

At the open conference, approximately 70 individuals working in these themes will be invited to participate, with equal gender representation. At the training workshop, which will involve 20 participants, 8-10 women media professionals and 8-10 men media professionals will participate.

3. DEVELOPMENT OBJECTIVES:

A.- To improve the relationship between the media and the judicial system in Argentina in order to promote a more fluid exchange of information and reduce conflicts that undermine the democratic underpinnings of both institutions.

B.- Increase judges' capacity to consider issues related to freedom of expression and access to information when ruling on such cases.

C.- Increase judges' awareness to these issue areas in future decisions.

4. IMMEDIATE OBJECTIVE:

Enhance, through a specific training the capacity of journalists reporting on judicial proceedings in Argentina to effectively engage with members of the judicial system in a way that upholds the integrity of both institutions and supports freedom of expression, pluralism and diversity of the media.

5. PROJECT OUTPUTS:

CELE will develop the following products to fulfill the project's immediate and development objectives:

- A. An open conference involving 70 participants featuring one journalist from Argentina, one judge from Argentina, and a keynote speaker, yet to be defined. This will be held in a conference space of the University of Palermo in Buenos Aires, Argentina.
- B. 5-10 journalists who report in Argentina and 5-10 members of Argentina's judicial system participate in a workshop and gain tools for improving the judiciary-press relationship.
- C. A guide that synthesizes findings from the project activities and proposes recommendations for improving the judiciary-press relationship in the short and long term that are applicable to both Argentina and other country contexts. This guide will detail best practices for journalists and judges, specifically with regard to freedom of expression and access to information. These guidelines will be distributed throughout CELE's networks and at UNESCO sites.

6. ACTIVITIES:

As the overarching goal of the project is to enhance the working relationship between the judicial system and members of the press in Argentina, the main activities are structured around dialogue and capacity building on this issue.

An open conference, to which members of the public and 70 key stakeholders will be invited, more or else 35 men and 35 women. The conference will feature an expert (CONSULTANT A on the Budget) on matters related to reporting on judicial affairs, who will serve as keynote speaker. CELE plans to extend invitations to the following people and will select the keynote speaker based on his/her availability: **Adam Liptak**, current Supreme Court Correspondent, New York Times; **Linda Greenhouse**, former Supreme Court Correspondent, New York Times (1978-2008), Professor, Yale Law School; **Robert Barnes**, Supreme Court Correspondent, Washington Post; **Joan Biskupic**, Editor in Charge, Legal Affairs for Reuters. Former Supreme Court Correspondent, Washington Post; **Owen Bowcott**, Legal Affairs Correspondent, The Guardian; and **Jane Croft**, Law Courts Correspondent, Financial Times. The keynote speaker will share his or her experiences reporting on and interacting with the judicial system and provide insight into best practices for members of the press. One journalist and one judge, yet to be defined, will also attend the open conference and discuss their experiences in their respective fields with regard to this issue.

A full-day workshop involving 20 participants, specifically targeting members of the press who report on the judiciary, along with members of the judicial system. The goal of this workshop is to bring the groups together to reflect on the lessons and challenges presented during the initial conference, as well as the personal experiences of participants, in order to develop mechanisms to improve the relationship between these two institutions. This workshop will serve as a training activity for journalists, in particular, to enhance their capacity to effectively report on judicial proceedings. It will also touch on international standards related to freedom of expression and access to information in order to broaden participating judges' perspectives on these themes and inform their judicial decision-making. Together

the groups will identify a series of strategies and recommendations to guide press coverage of the judiciary to ensure a more mutually beneficial relationship between journalists and judges.

Drafting of a guide: this document will compile the project findings and outline mechanisms for improving the judiciary-press relationship - 3 months of work involving consultant B.

Uploading and distributing the document mentioned above.

7. PROJECT INPUTS:

- a) One senior legal expert (part-time) with experience working in issues related to freedom of the press. S/he will perform the general supervision of the project and be in charge of the final edition of the guide mentioned in the activities (referred to as PROJECT DIRECTOR in the budget).
- b) A keynote speaker (CONSULTANT A) on the budget - an expert on matters related to reporting on judicial affairs. A facilitator (part-time, referred to as CONSULTANT B in the budget) with experience in the organization of events, leading workshops, compilation of information for the preparation of reports, and other activities that the project requires in relation to the two meetings specified in the activities.
- c) Facilities for hosting the open conference and the workshop.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Identification/consolidation of keynote speaker and workshop participants	X					
Preparation of conference and workshop materials and logistics		X				
In-country open conference			X			
In-country training workshop			X			
Preparation and dissemination of final guide				X	X	X

9. INSTITUTIONAL FRAMEWORK:

The “Centro de Estudios para la Libertad de Expresión y Acceso a la Información” (CELE, Spanish acronym for Center for Freedom of Expression and Access to Information Studies) was created within the Law School of the University of Palermo (founded in 1986), in order to provide rigorous research that would be useful to defenders of these rights in civil society and academia, as well as government institutions, particularly in Latin America. The CELE’s director is Professor Eduardo Bertoni, who has renowned experience in the defense of these rights, and is the former Special Rapporteur on Freedom of Expression for the OEA.¹⁶ The CELE was created in March of 2009 by the Dean of the Law School, Professor Roberto Saba,¹⁷ well known for his work defending civil rights, among them, freedom of

¹⁶ Eduardo Bertoni was the Executive Director of the Due Process of Law Foundation (DPLF) until May 2009. He was the Special Rapporteur for Freedom of Expression of the Inter-American Commission of Human Rights at the Organization of American States (2002-2005). He holds a Masters in International Policy and Practice from the Elliot School of International Affairs, George Washington University.

¹⁷ Roberto Saba is a lawyer, a constitutional law and human rights scholar and a civil rights advocate and activist. He received his J.D. from the University of Buenos Aires (1990), his Masters in Laws, LL.M., at Yale Law School (1995), and is a JSD Candidate, also at Yale Law School. Roberto Saba was Executive Director of the Association for Civil Rights (Argentina), 2001-2009, and Executive Director of Citizen Power Foundation, the Argentinean Chapter of Transparency International, between 1995-1998. He is currently the Dean of Palermo University School of Law, Buenos Aires, Argentina.

expression and access to information.

10. SUSTAINABILITY:

Once the project has finished, CELE will maintain contact with workshop participants and monitor their subsequent media outputs in order to continuously evaluate the evolution of the press-judiciary dynamic in Argentina. The expected result of this project, i.e., the improvement of the working relationship between members of the press and the judicial system, will be ongoing and have a long-term impact. Since one of the outputs of the project is a guide for covering judicial matters this guide will later serve as a tool to improve the quality of reporting on judicial issues.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring will be undertaken by the UNESCO Adviser for Communication and Information in consultation with CELE. CELE will produce two medium-term and one final monitorial report. In terms of communication strategy, the open conference will be widely publicized by CELE and within its networks, both before and after. While the workshop will be closed to the public, its principal findings will be made available for public consultation upon completion of the final project report.

12. EVALUATIONS CARRIED OUT:

CELE receives institutional and financial support from the University of Palermo and, in order to develop its various research projects, has received support from the Open Society Foundations, the World Bank, UNESCO, the Konrad Adenauer Foundation and others. These donors undertake periodic evaluations of CELE's activities and have continued providing support for the Center's work based on these evaluations.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The progress reports will be completed by the CELE's director, Professor Eduardo Bertoni, at the conclusion of each project activity phase.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

CONSULTANT A Key Note Speaker (1): Includes Honorarium and Travel expenses (Plane ticket from the United States to Argentina for \$2300, hotel \$150/night for 3 nights, per diem \$150/day for 3 days, \$ 4,000 honorarium for the work of a leading expert in the area)	7,200
CONSULTANT B (1): Consultancy fee for 4 hours of work/day during 6 months (\$11.50/hour)	5,500
Interpretation (English and Spanish: Includes translation interpretation for the conference and the workshop)	4,000

MEALS FOR THE TWO EVENTS (Conference and workshop): \$1080 for a welcome dinner (\$18/person for 60 people); \$500 for lunch during workshop (\$25/person for 20 people); \$420 for 2 coffee breaks during workshop (\$10.50/person for 20 people)	2,000
Total IPDC	US\$ 18,700

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
PROJECT DIRECTOR	5,000
FACILITIES	1,200
COMMUNICATIONS	300
MATERIALS FOR THE EVENTS	500
Total	US\$ 7,000

CHILE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	<i>VUELAN LAS PLUMAS</i>
2.	NUMBER	IPDC/59 CL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Community Media
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	42,250
8.	AMOUNT REQUESTED FROM IPDC	19,750
9.	BENEFICIARY BODY	Vuelan las Plumas. Miguel Claro 509, Providencia, Santiago, CHILE Telephone: +(56-9) 97992398 E-mail: contacto@vuelanlasplumas.cl
10.	IMPLEMENTING OFFICE	UNESCO Montevideo
11.	PROJECT LOCATION	Chile
12.	PROJECT PREPARED BY	Vivían Lavín, Director of Vuelan las Plumas Andrés Pascoe, Communication and Publications coordinator, UNESCO Santiago

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The *Vuelan las Plumas* platform seeks to become an example of quality cultural journalism whose content production can be taken advantage of by many other media and forms of communication.

The creation of content requires a professional team with the capacities to develop quality programs and interviews. *Vuelan las Plumas* consists in generating and broadcasting live via radio and TV, and then uploading the content produced to the website to be downloaded by other communications media professionals and the wider public. To achieve this, capacity building is essential.

For the creation of content the team will form strategic alliances with important cultural organisations in Chile and Latin America, as it has done in the past. This will allow the promotion of a culture of freedom of speech, access to media and to promote culture in the country and in the rest of Latin America. Thus, along with the Chilean Academy of Language, the Fidel Sepúlveda Llanos Corporation and the Book and Reading Observatory there will be audio-visual and radio programme cycles as well as written reports uploaded to www.vuelanlasplumas.com and associated websites, and shared through social media.

The content presented at www.vuelanlasplumas.com is varied, with the most important genres being:

1. Audio-visual, radio and written reports: reports on cultural issues that seek to capture the interest of the audience and that are based on solid journalistic research and supported by valuable material found at cultural sites and online.
2. Interviews, the specialisation of journalist Vivian Lavín, which are available at the VLP archive and in the two books Vivian Lavín has written. These interviews will also be available in three formats (TV, radio and print).
3. Opinion columns and book commentary: important writers of Chilean and Latin American culture share their points of view regarding different topics, and also comment on books.

The generation of this content is done through the radio programme and TV channel NOVASUR. The content will be available on a newly updated website that will provide other cultural, educational and communications media organizations and entities with free multi-media content to share with their audiences.

This project will develop the capacities and skills young journalism in the area of culture and education through a training methodology course. At least 10 young journalists (with a particular emphasis on female students of journalism) will be capacitated on new media competencies, and will be also trained to capacitate other students.

In order to develop this project, strategic support is being provided by different companies from a variety of areas, such as La Marraqueta for audio-visual production; Altavoz for software support and the housing of content on reliable servers, and BakerStreet, for journalistic research.

This project will also address the great need for content in small communications media entities which do not have the resources to produce their own. The past and current content of the *Vuelan las Plumas* radio programme has been broadcasted by many university and community radio stations. However a larger production effort is needed to reach a wider audience, increase the presence in social networks and generate more audiovisual content. At present, most of the content developed by *Vuelan las Plumas*

is transmitted via the University of Chile Radio station, Radio Etchegoyen of Talcahuano, which broadcasts the radio programme and audio-visual interviews, and Radio Anáhuac-Mayab from the Yucatan peninsula in Mexico.

Given this scenario, we also believe that the contents developed will contribute to enrich the programming of other emerging media, through open-access licenses. To do this not only requires continuing to do what it has been doing, but also to grow and forge alliances with companies that provide essential tools to meet these objectives.

2. DESCRIPTION OF THE TARGET GROUP:

The primary target audience are young journalists that have an interest in culture and in the development of new media, particularly those interested in literature and arts. A network of journalists and media professionals with nation-wide coverage will be created to raise awareness on the issue, with particular attention to gender representation.

3. DEVELOPMENT OBJECTIVE:

- To generate a network of national and Latin American cultural communications media with world-class material to enhance reading in their audiences.
- To take advantage of the characteristics of audio-visual, radio and written production to foster reading and promote books and their authors through witty and entertaining narration with plenty of images and/or make certain topics and/or institutions related to books and reading more accessible to the public. The same applies to the Chilean Academy of Language, whose work is not widely seen by audiences.

4. IMMEDIATE OBJECTIVE:

To develop capacities of journalist in the development of high-quality content, both for radio and for TV, regarding the freedom of the press, access to media and culture.

5. PROJECT OUTPUTS:

- To broadcast the generated content – in its radio format - through the University of Chile radio station, Radio Etchegoyen of Talcahuano, Radio Anáhuac-Mayab of the Yucatan peninsula in Mexico, and in its digital TV format through the NOVASUR channel of CNTV and its associated channels in order to reach different audiences in Chile and Latin America.
- To improve the quality and quantity of cultural content in radio in Chile.
- To disseminate the work of young artists and writers in the country.

6. ACTIVITIES:

NAME OF ACTIVITY	DESCRIPTION	LOCATION
GENERAL EDITING	Coordination and production of the weekly programme. Selection of programme interviewees and material; coordination with the TV and website teams, and relations with all strategic	Santiago, Chile

	partners: communications media and sponsors.	
CREATION OF CULTURAL MEDIA NETWORKS	Online research along with Baker Street and other organisations, such as the Global Association of Community Radio of Chile, for the creation of a database to reach different communications media and offer them this content. Online advising to communications media on the creation of their own content.	Santiago, Chile
PRODUCTION	Coordination with different co-production organisations to produce the respective programme cycles on different topics. Production by the <i>Vuelan las Plumas</i> team of the radio programme and the material in the online VLP library to be uploaded and shared.	Santiago, Chile
DEVELOPMENT	Preparation of contents for the radio programme and audio-visual coverage of cultural events. This work will be done by two professional journalists (one male, one female) and by Vivian Lavín, director of the project. The work will last 12 months.	Recording Studios, La Marraqueta, Santiago, Chile
MEDIA TRAINING	Offer media training in culture and content development to young journalists from different universities in an eight-week workshop. The student will apply online and 10 will be selected after review of their application and CV. Six women and four men will be selected.	Santiago, Chile (Universidad de Chile)
WEBSITE UPDATING	Continual text drafting, editing of audio and uploading material to www.vuelanlasplumas.com	Santiago, Chile
PRESS CAMPAIGN	Production and issue of press releases, Facebook and Twitter updates	Santiago, Chile
EDITING OF AUDIO-VISUAL MATERIAL	Alteration and editing of audio-visual material.	La Marraqueta, Santiago, Chile.

7. PROJECT INPUTS:

Equipment inputs:

- Already available:

2 digital voice recorders

2 Laptops with licensed software

1 digital video camera

- What is the equipment requested in the project and why should it be purchased rather than rented?

Six notebooks (Dell Inspiron 14, Intel Core i5-4200U, 1.6 GHz, Dual Core, 6 GB DDR3 1600 MHz, 1 TB hard drive, \$900 each)

Editing software (Six licences of Wavepad, \$50 each)

Professional Digital recorders (Records WAV or MP3, Records to microSD/SDHC Flash Memory, Adjustable Mics, 3.5mm Mic/Line Input with Plug-in Power, 3.5mm Headphone/Line Output, Integrated Speaker, USB 2.0 Port, Six for \$400 each)

Nikon D3200 Camera

It should be purchased given that the VLP project will continue to operate and produce contents after the IPDC is terminated.

- If they are to be purchased with IPDC funds, specify the types, models, number of units and unit price for each equipment item

The values are stated in the budget.

- Clearly state what will happen to the equipment after the end of the project.

The equipment will continue to be used by the journalist and trainers in the ongoing development of new contents and further workshops, as part of the sustainability commitment of VLP

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Website development and updating	X											
Capacity building (training)		X	X	X	X							
Press campaign		X	X	X	X	X	X	X	X	X	X	X
Creation of cultural media networks					X	X	X					
Editing and development of materials	X	X	X	X	X	X	X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

The programme, which is currently broadcast via the University of Chile radio station, Radio Etchegoyen of Talcahuano and Radio Anáhuac-Mayab of Mexico, is seeking to expand its audience and its network of media associates in order to produce more and better content to share.

For this reason, as of September-October 2013, VLP changed its website from www.vuelanlasplumas.cl to www.vuelanlasplumas.com. This platform will allow it to share its content with other communications media, in order to generate and disseminate Chilean and Latin American cultural content in multiple.

The associated organizations of the project are:

1. AltaVoz: a software developer composed of a team of engineers and designers that are innovative in the creation of online and mobile platforms.
2. La Marraqueta: an audio-visual content producer that produces the audio-visual content according to the format required for both TV and the Internet.
3. BakerStreet: a desk research company that works in a number of different areas including communications, products, branding, and consumer trends.

These are primarily technical and production allies, but VLP has also tried to associate itself with important organisations and individuals related to the Chilean and Latin American cultural sphere in order to create better quality content.

10. SUSTAINABILITY:

The project is highly sustainable. It has existed for several years and will continue to do so. However, this particular contribution will help to improve the quality, quantity, range of reach and influence of the content produced, thus promoting UNESCO's objectives of plural, high quality, diverse and cultural media.

Vuelan las Plumas has become an important benchmark for sustainability throughout the cultural scope in Chile. The endurance of a radio show for eleven years, with the participation of a relevant cultural agent at each session, has been made possible through different kinds of human and financial resources. The heterogeneity of the support received by VLP in the past proves that its sustainability is realistic, especially considering its growing audience. Some of the sponsors that have been present throughout these years are: CCU (1991-1996) with the sum of \$1,800 (monthly), Fundación Pablo Neruda (2009-2012) with the sum of \$1,200 (monthly); the Instituto Milenio de Astrofísica Milenium with \$ 8,000 in 2013; the Librería Prosa y Política with \$800 (2014); University of Chile -whose contribution is detailed in the documents presented below-; and the Cultural Corporation MetroArte and Metro de Santiago which funded a series of live interviews open to public in the Quinta Normal Santiago Metro station. At the same time, as mentioned, we have established agreements with "Altavoz" a company that has paid the initial costs for the creation of the digital platform that makes feasible the existence of the repository (this is described in the budget section). We're also considering the future incorporation of new companies into the project as a result of the Chilean Cultural Donations Law (Ley Chilena de Donaciones Culturales Act 20.675). This will allow us to gain funding for the project from private entities that may benefit from these new legal provisions.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

A key aspect of this project is for the media associates to have continual information about the new content that is being uploaded to the website, and e-mails are sent to them with this information by the journalist in charge of contacting media associates, media in general and social media. One can already see the presence of *Vuelan las Plumas* on their respective websites and in their respective line-ups.

Additionally, Facebook and Twitter will be used as means to communicate and share the new content that is updated on the VLP website.

There will also be a mass press campaign for the Chilean media sector using the database developed by VLP for the 11 years it has been on air. Once this project begins, we will need to work to create and maintain a line of contact with foreign media entities.

VLP will provide constant monitoring elements regularly, including:

- Workshop reviews and evaluations
- Workshop attendance
- Number of contents (stories, interviews, media files) produced
- Number of contents re run in different stations
- Number of contents viewed online

12. EVALUATIONS CARRIED OUT:

During the years that Vuelan las Plumas has existed, a constant demand for more content and more cultural media has become evident. The lack of resources and trained professionals has hindered advances in this sense. The need to promote cultural digital media in Chile is clear.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Training staff	
Teams transportation and meals (\$ 30 per day x 4 participants x 25 days)	3000
Four Trainers (camera, editing, story development, interviewing – 100 students from 25 schools- 25 days training at a rate of \$80 per day)	8000
II. Equipment	
Six notebooks (Dell Inspiron 14, Intel Core i5-4200U, 1.6 GHz, Dual Core, 6 GB DDR3 1600 MHz, 1 TB hard drive, \$900 each)	5400
Editing software (Six licences of Wavepad, \$50 each)	300
Professional Digital recorders (Records WAV or MP3, Records to microSD/SDHC Flash Memory, Adjustable Mics, 3.5mm Mic/Line Input with Plug-in Power, 3.5mm Headphone/Line Output, Integrated Speaker, USB 2.0 Port, Six for \$400 each)	2400
Nikon D3200 Camera	650
Total IPDC	US\$ 19,750

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Content development, editing and publication	5000
Website updating	1500
URL sustainability	500
1 Project Coordinator	10000
Printing workshop manuals for 100 students and other documents	2500
1 Journalist	3000
Total	US\$22500

PARAGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DIALOGUES WITH JOURNALISTS ON THE IMPLEMENTATION OF THE NEW LAW ON ACCESS TO PUBLIC INFORMATION IN PARAGUAY
2.	NUMBER	IPDC/59 PY/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT INNOVATION IN CONVERGENCE & INTEGRATION OF LEGACY MEDIA AND NEW COMMUNICATIONS)
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Financial
7.	TOTAL COST OF PROJECT	\$ 23,204
8.	AMOUNT REQUESTED FROM IPDC	\$ 20,204
9.	BENEFICIARY BODY	IDEA – Instituto de Derecho y Economía Ambiental Calle Nicanor Torales 174, Asuncion, Paraguay Tel +595 21 662543 Ezequiel Santagada – Executive Director ezequiel.santagada@idea.org.py
10.	IMPLEMENTING OFFICE	IDEA – Instituto de Derecho y Economía Ambiental
11.	PROJECT LOCATION	Asuncion, Paraguay

12.	PROJECT PREPARED BY	Patricia Abed / Ezequiel Santagada (the designation of the person within the Instituto de Dcho y Econ. Amb. needs to be mentioned, as well as the name and designation of the UNESCO official from whom the project initiator received advice.)
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B. PRESENTATION

1. PROJECT JUSTIFICATION:

On August 2014, the Paraguayan law on access to public information was passed. Our institution – IDEA- has been leading efforts towards this goal for 8 years: a process that at times could not see a light at the end of the tunnel, and required a significant investment in terms of time and funds.

During that process, communicators have been mostly allies; although a small number of the sector opposed. Led by IDEA, the GIAI (a Group of NGOs and individuals who got together to coordinate actions in support of Access to Information) included the press at all times, as main protagonists of the subject, and as such, invited its members to several discussion forums and consultation sessions.

At present, with the goal of having the law approved now accomplished, we consider this a very timely moment to promote forums to reunite journalists in the capital and the interior regions of Paraguay to convey, in our capacity as lawyers and drafters of the law, a comprehensive and thorough analysis of the new law and discuss opportunities and challenges it presents.

As indicated, this process has been closely accompanied, right from the start, by important representatives of the press. The most recent joint movement came when in late May 2014 a group of journalists and members of civil society expressed concern about a worrying twist in the treatment of the bill. It had been approved by the Senate including an Article that would have distorted its essence and purpose, and when the bill was passed to the House of Representatives its Committee on Press and Propaganda issued a statement which considered "unnecessary the adoption of a law on access, given that the Constitution guarantees this right". In this situation, the joint statement of journalists and civil society expressed as follows: *“The right of access to public information is a fundamental human right to a democratic society and to realize the enjoyment of other rights. There can be no democracy without guarantees and regulations that make effective the exercise of this right. Secrecy is the argument of the inhibitor, and should be categorically banished from our society.*

The Constitution enshrines this right and explicitly mandates that "the law shall regulate the time, manner, and penalties for the effective exercise of this right." (Article 28). The fact that more than 20 years went by and we are still in default of this command shows how difficult or impossible has been for our citizens to access public information, as a result of persistent obscurantism practices in public institutions.

Free press and free exercise of journalism do not contradict this law. Rather, they are enhanced and improved in quality and range when access to public information laws are in effect. This has happened and is happening in more than 90 countries of the democratic world with access laws. The laws on access to public information based on legitimate internationally accepted standards, help promote quality journalistic research.

The branches of government have the historic challenge to effectively guarantee this right that benefits the citizens providing them with better weapons for the effective control of the management of public affairs. The Legislature has in its hands the opportunity today to accomplish what the Constitution explicitly commands, and to respond to recommendations made to Paraguay by the American Commission on Human Rights and other international agencies, to ensure the effective access to public information. As for the bill that is currently being analyzed at the House of Representatives, it is imperative that Article 22 be removed or modified according to these international standards to prevent it from becoming an obstacle to the effective exercise of this right of access to public information"

The statement also reminded MPs the General Assembly of the Organization of American States was to be held soon in Paraguay with the theme of "Development Social Inclusion", and expressed the need for consistency with this motto. It was argued that there can be no real development or inclusion if people do not have their basic rights guaranteed, which include public to access information in quick, easy and timely manner.

The result of this joint action between communicators and civil society organizations was the approval by the Chamber of Deputies of the bill with the exclusion of the infamous article 22 (which established a series of exceptions on information that can be made public). The bill went back to the Senate only for the processing of its sanction, in the month of August 2014 and the President finally signed the law in September 2014.

This proposal consists in building upon this existing project, which aims for communicators to get to know and understand the access to information law in detail, its mechanisms, and the opportunities and challenges it presents.

2. DESCRIPTION OF THE TARGET GROUP:

80 Paraguayan media professionals , both from the Capital and the interior Departments. The aim is to ensure perfect gender balance, and at minimum 40% of female participants.

3. DEVELOPMENT OBJECTIVE:

Collaborate towards an efficient implementation and enforcement of the new Paraguayan law on access to public information. This will strengthen the Freedom of Information Law by improving current use of regulatory framework by journalists, by improving governmental accountability and consequent perception of the law in the Paraguayan society.

4. IMMEDIATE OBJECTIVE:

To increase awareness of the capital's and interior of Paraguay media professionals on the content, opportunities and challenges of the new Law on Access to Public Information through a series of training workshops.

5. PROJECT OUTPUTS:

- At least 80 journalists trained on the recently passed law (approximately 40 men, 40 women)
- Appropriate information on the newly approved Law on Access to Public Information disseminated by journalists as a result of the training received.

- Increased public awareness on the existence of this law and the benefits and advantages it presents the Paraguayan citizens.

6. ACTIVITIES:

- Survey of communicators in each of the places where the training will take place.
- First Dialogue session in the capital (5 days, 20 people , 10 women, 10 men)
- Dialogue session in Encarnacion (south of the country) (5 days, 20 people , 10 x women, 10 x men)
- Dialogue session in Ciudad del Este (East of the country) (5 days, 20 people , 10 x women, 10 x men)
- Second Dialogue session in the capital (5 days, 20 people, 10 x women, 10 x men)
- Final Report and Evaluation.

7. PROJECT INPUTS:

- IDEA professionals and associate consultants, highly trained and experienced,
- Contacts established with journalists who have been working with access to information several years.
- Contacts with universities that will be associated with the invitation to the workshops and they will provide their headquarters for the dialogue sessions.
- Physical infrastructure of the institution.
- Consultant 1: work to better understand the needs of Paraguayan media professionals in dealing with the new freedom of information regulatory framework (capital city media professionals)
- Consultant 2: work to better understand the needs of Paraguayan media professionals in dealing with the new freedom of information regulatory framework (countryside media professionals)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	1
Development of training material.	X	X										
Survey of communicators in each of the places where the training will take place.	X	X										
Contract 1 national consultant and 1 international consultant to support the training		X										
Invitations			X									
First Dialogue session in the capital				X								
Dialogue session in Encarnacion (south of the country)						X						
Dialogue session in Ciudad del Este (East of the country)									X			
Second Dialogue session in the capital											X	
Final report and evaluation												X

9. INSTITUTIONAL FRAMEWORK:

The Organization "Institute Of Environmental Law And Economics" (IDEA) is a civil association for common good, non-profit, which recognizes as its main objective the study and application of the Environmental Law and Environmental Economics towards sustainable development, and to reconcile harmonically the social aspirations of better quality of life with development, preservation of environmental balance, heritage and natural resources. The institute also develops an approach to analysis and discussion of the national and regional reality, to generate political and social governance proposals in our areas of expertise, which can be applied in practice. In the past we have received funds from organizations such as the Open Society Foundation.

10. SUSTAINABILITY:

The sustainability of this initiative will be given by the results for the benefit of Paraguayan society and those who live or have relationships or interests in Paraguay.

The sustainability of this initiative will be through making the discussion and workshops available to other media professionals and schools of communications and journalism schools throughout the country.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

IDEA will produce specific press releases to inform people on the availability on the workshop and also to inform of its results. Communication strategy will also involve partner universities and IDEA will also send two mid-term reports and one final report to the UNESCO office in Montevideo. Although this small project consists only of a series of dialogues, wide publicity will be given to sessions and their results/conclusions.

12. EVALUATIONS CARRIED OUT:

IDEA's work was accessed in the past by other donor organizations such as the Open Society Foundation.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

IDEA undertakes to report on project progress on a four-month basis to the relevant UNESCO Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Patricia Abed (President) and Silvia Cudas (Administrative and Accountant) will be responsible for this.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

2 x Trainers (4 x workshops 5 days) 70 dollars per trainer per day	2,800
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Consultancy 1(38 days x 143 US\$)	5,434
Consultancy 2 (28 days x 135 US\$)	3,780
Workshops 2 x in Asuncion and 2 x in the interior of the country	
Accommodation 10 days x 2 people at 70 dollars	1,400
2 x Coffee breaks per day x 20 people x 2.5 dollars per person	2,000
Rental of equipment for workshops x US\$ 400	1,600
Communication	140
Ground transportation for trainers to Paraguayan countryside 1,500km 0,7 per km	1,050
Mercosur ticket for trainer (only for the first workshop).	450
Accommodation for trainer 5 days for 1 trainer	300
Perdiem	250
Printing x 200 training material	1,000
Total IPDC	20,204

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
IDEA Personnel	2,000
Equipment and Office Materials	1,000
Total:	3,000

URUGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Justice, Access to Public Information and freedom of expression
2.	NUMBER	IPDC/59 UY/01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category III: Media as a platform for democratic discourse. C. Media self-regulation
4.	IPDC PRIORITY AREA	Promotion of freedom of expression. Strengthening of institutional capacity
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Support for training. Strengthening of institutional capacity
7.	TOTAL COST OF PROJECT	\$ 24.800
8.	AMOUNT REQUESTED OF IPDC	\$ 17.300
9.	BENEFICIARY BODY	Centro de Archivos y Acceso a la Información Pública San José 1330 (Montevideo-Uruguay) (5982) 901215
10.	IMPLEMENTING OFFICE	UNESCO-Montevideo
11.	PROJECT LOCATION	Uruguay
12.	PROJECT PREPARED BY	Tania da Rosa/Fabián Werner Directors, CAINFO

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the last decade, Uruguay has experienced a significant advance in the updating of its laws regarding international standards of freedom of expression and access to public information. This process led to the decriminalization of media offenses, regulation of community broadcasting sector and the adoption of a Law on Right of Access to Public Information. However the progress made at the policy level have been frequently threatened by various institutional practices at the different branches of government. In recent months the country has been increasing the amount of judiciary pronouncements that threaten freedom of expression and the effective exercise of the right of access to public information. This results

in the citation of journalists by some judges in judicial proceedings in order to prevent them from exercising their profession¹⁸, disclose the identity of their sources of information¹⁹, or subject to prosecution for libel for publishing complaints against public officials²⁰.

Besides, although the Supreme Court of Justice recently reaffirmed the constitutionality of the Law on Access to Public Information, various courts in first and second instance have rejected demands for access to public information by journalists and members of civil society.

At the same time, several national and international organizations involved in the protection of human rights have recently issued recommendations underlining the need to strengthen human rights training for civil servants (including judges and prosecutors) as a fundamental component of positive commitments taken onboard by the State in the matter. This has been noted by the Human Rights Committee²¹, the Human Rights Council of United Nations during the Universal Periodic Review Second Cycle²² and the National Institution of Human Rights in their report for the same instance²³.

Moreover, the Annual Report 2013 of the Special Rapporteurship for Freedom of Expression of the Organization of American States noted that in order to advance the implementation of measures designed to ensure the right of access to information, member states should “Encourage the effective and efficient implementation of norms on access to information, adequately training public employees and informing the citizenry in order to eradicate the culture of secrecy and provide citizens the tools to effectively monitor state activities, public administration and the prevention of corruption, all essential to the democratic process”²⁴.

In consideration of all these elements, the objectives of this project are:

- A. To contribute in the creation of tools for updating and training members of the judiciary in the thematic project.
- B. To promote the application of international human rights law and international standards on freedom of expression and access to public information by the judiciary.
- C. To improve the justice system's response to threats to freedom of expression and the right of access to public information.
- D. To contribute to the creation of conditions that will strengthen the justice system as a guarantor of freedom of expression and right to information.
- E. To facilitate access to technical resources to resolve cases.
- F. To facilitate access to training for judges in the Uruguayan countryside.
- G. To foster positive interactions between the Judiciary, civil society organizations and journalists by contributing to maintaining open channels of dialogue and the sharing of experiences.

2. DESCRIPTION OF THE TARGET GROUP:

The main targets of the project are the stakeholders involved in the judicial system from the central regions of Uruguay judges, prosecutors and lawyers.

¹⁸ APU condena pronunciamiento judicial que implica censura previa. Available in: <http://www.apu.org.uy/destacada/apu-condena-pronunciamiento-judicial-que-implica-censura-previa/>

¹⁹ APU planteó a Suprema Corte de Justicia su preocupación por citación de periodistas para que revelen sus fuentes. Available in: <http://www.apu.org.uy/institucional/comunicados-apu/apu-planteo-a-suprema-corte-de-justicia-su-preocupacion-por-citacion-de-periodistas-para-que-revelen-sus-fuentes/>

²⁰ APU expresa preocupación por juicio contra periodistas de El Eco de Nueva Palmira. Available in:

<http://www.apu.org.uy/noticias/prensa/apu-expresa-preocupacion-por-juicio-contra-periodistas-de-el-eco-de-nueva-palmira/>

²¹ Available in: <http://acnudh.org/2013/10/comite-de-derechos-humanos-%E2%80%9393-uruguay-2013/>

²² Available in http://www.ohchr.org/EN/HRBodies/HRC/RegularSessions/Session26/Documents/A_HRC_26_7_SPA.DOC

²³ Available in <http://inddhh.gub.uy/wp-content/uploads/2013/10/Informe-INDDHH-de-Uruguay-a-la-2da.-ronda-del-EPU.pdf>

²⁴ Available in <http://www.oas.org/en/iachr/expression/showarticle.asp?artID=840&IID=1>

The aim is to reach 35 individuals among which at least 20 members of the Public Ministry and Judiciary. The selection of individuals to participate will be gender equal, thus striving for a 50/50 balance of male-to-female participants. Additional attention will be paid to ensuring a regional balance among participants, with representatives from the different provinces as well as from the capital.

3. DEVELOPMENT OBJECTIVE:

Contribute to the training of members of the judicial system on international standards of human rights, particularly those related to freedom of expression and access to public information. In addition, contribute to national courts' adherence to international human rights law and to international standards of freedom of expression and access to public information. Finally, promote a fluid dialogue between the judicial system, journalists and civil society organizations to defend freedom of expression and the access to public information.

4. IMMEDIATE OBJECTIVE:

Implementation of a 35 (gender-balanced) high-level training course for judges, prosecutors and lawyers from across the country and the development of an on-line center for legal reference for the members of the judicial system, journalists and civil society organizations so as to defend freedom of expression and access to public information in Uruguay. The center for legal reference will be a sort of clearinghouse offering jurisprudence on access to information cases to member of the judicial system.

5. PROJECT OUTPUTS:

- Engagement of the Judiciary power in a training system for a better understanding of all access to information issues (an agreement will be negotiated with the Uruguayan Center for Judicial Studies CEJU and the Supreme Court of Justice to reach judges across the country get involved and the use of the center for legal reference).
- An online launch of the center for legal reference (taking into account the work of Article19 in Brazil²⁵).

6. ACTIVITIES:

- 6.1. A high-level course in Montevideo (two or three days) with the participation of international experts (closed meeting for operators of judicial system).
- 6.2. 1 day seminar (open activity extended to journalists and civil society organizations).
- 6.3. Development of an online center for legal reference. (4 months)

7. PROJECT INPUTS:

- Main consultant of the project.
- Project assistant.
- Expert consultant in web development.
- Consultant to build the database of center for legal reference.
- 2 x foreign trainers

²⁵ Available in <http://artigo19.org/centro/>

-3 x local trainers (the need for 3 local trainers is because this project will also work as a trainers of trainers opportunity, which means that the local trainers will benefit from the training offered by the international guest.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Definition of methodology and course content	X	X	X									
Negotiations to involve the Judiciary, the Public Ministry, the Uruguayan Press Association and others organizations in the project.	X	X	X									
Course content development and recruitment of international and national experts				X	X	X						
Research and construction of the database for the Center for Legal Reference	X	X	X	X	X							
Development and publication online of the Center for Legal Reference				X	X	X	X					
Maintenance and update of website								X	X	X	X	X
Face or virtual meetings with contracted experts for course preparation and coordination of logistics to ensure the participation of international guests							X	X	X			
Mapping of stakeholders of the justice system to promote their participation in the course							X	X	X			
Call for interested parties to participate. Establishment of a list of candidates and selection									X	X		
Coordinating event logistics						X	X	X	X	X	X	X
Public dissemination of the course									X	X	X	X
High level course in Montevideo												X
Evaluation of project results												X

9. INSTITUTIONAL FRAMEWORK:

The project is presented by the Center for Archives and Access to Information (Centro de Archivos y Acceso a la Información - CAinfo²⁶), a civil society organization that will additionally manage the project.

CAinfo (Center for Access to Public Information and Archives) is a nonprofit organization working in Uruguay for the right to information, freedom of expression and democratic communication. Since its founding in 2008 it promotes cultural change, institutional and legislative arrangements for the full and effective implementation of these rights, and participation of all people. CAinfo has received funds from UNESCO, OSF, FES, among others. Its former director, Edison Lanza, is the current OAS Special Rapporteur on Freedom of Expression.

²⁶ www.cainfo.org.uy

In the last few years, CAinfo has developed several projects with UNESCO and several international organizations, which guarantees the realization of the project and reach the targets. As an example one could mention the successful history of development of the Journalists Code of Ethics, the first self-regulation experience for journalism in Uruguay. In this context, a significant number of meetings, workshops and seminars were held in Montevideo and other provinces in order to share the Code's contents, promote its adoption by journalists not affiliated to APU and media, and encourage universities offering journalism and communication courses to address the issue of ethics in the classroom.

On access to public information, CAinfo monitors the implementation of Access to Public Information Law, promotes the use of legal tools by several social stakeholders (including journalists, activists and average citizens) through training courses and the production of guides and other materials.

CAinfo integrates the advisory council of the Access of Public Information Unit UAIP²⁷ representing civil society and maintaining a fluid dialogue with the authorities.

10. SUSTAINABILITY:

A network with strategic partners will take place (Uruguayan Center of Judicial Studies CEJU, Human Rights Consulting Services or Judiciary, National Institution for Human Rights and Uruguayan Press Association) to promote and develop the project. Once the judiciary system has included the access of information issue as part of their training it will make the process more sustainable.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Ongoing monitoring of the project will be carried out by UNESCO-Montevideo. CAinfo will deliver progress reports and a final report, along with accountability of funds to the UNESCO office in Montevideo.

The final report will present a breakdown of the results obtained by the project during its implementation in 2015, its activities and a final evaluation.

12. PRIOR EVALUATIONS CARRIED OUT:

CAinfo has worked with several organizations and has been well assessed. It is important to highlight that the previous project with IPDC, which was key for the approval for the Code of Ethics, was well assessed by UNESCO Montevideo Office.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

An intermediate report will be handed in to UNESCO Montevideo Office at the end of the 6th month of implementation. A comprehensive final report (including participants feedback will be submitted at the end of the 11th month. CAINFO directors will be in charge of the whole reporting process.

²⁷ www.uaip.gub.uy

D. BUDGET		
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
ACTIVITIES	DETAILS	US\$
CENTER FOR LEGAL REFERENCE		
Website development	Web interface design, information classification and ways to filter searches 10 hs x week x 4 months x 75 dollars	3.000
Research and database construction	Collection of legal documents, court decisions, national case law and international conventions signed by the country 10 per week x 4 months x 62.5 dollars	2.500
HIGH LEVEL COURSE IN MONTEVIDEO		
Fees for local and foreign trainers	Professional fees for three local (\$125x3x4days of work) and 2 foreign guest trainers (\$250x2x4days) Please note: there will be a 3 days high-level course plus a 1 day open seminar.	3.500
Flight tickets and accommodation for two foreign trainers	Flight tickets and stay in Montevideo for two foreign trainers 2 tickets (approx. 600 each) + 2 per diems (approx. 600 each) x 2 trainers	2.000
Printed materials	Material support for 35 seminar attendees (banners, folders, literature)	500
Rent of location for seminar	1 Suitable room to accommodate 35 participants, members of the organization and attending the workshop open segment	1.000
3 coffee breaks for 35 people (closed meeting)	Approx. 12 dollars per person	1.250
Transportation	Transfer of attendees from the interior of the country (the number depends on the inscriptions, objective is a minimum of ten people)	500
SEMINAR / PUBLIC ACTIVITY		
Coffee break 80 people	Approx. 12 dollars per person	1.000
Printed materials	Material support for 35 attendees and journalists (banners, folders, literature)	250
Flight ticket for Special Rapporteur for Freedom of Expression	Flight Ticket Montevideo/Washington/Montevideo	1.800
TOTAL IPDC U\$S		17.300

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)		
ACTIVITIES	DETAILS	US\$
Communication and dissemination	Development of communication strategy, writing press releases and supporting materials for the seminar. Sending press releases and management. 10 hs x week x 4 months	1.500
Project assistant	General assistance for conducting the project. 10 hs x week x 12 months	1.200
Secretariat	Provisions for the projects administrative support service: paperwork, purchase of supplies, hiring, purchasing tickets, hotel reservation, payments to consultants, payment exhibitors. 10 hs x week x 12 months	1.200
Facilities and office expenses	Office stationery, telephone, internet, electricity, transport	3.600
TOTAL BENEFICIARY'S CONTRIBUTION US\$		7.500

BOLIVIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PUBLICATION AND SOCIALIZATION OF UNESCO'S MEDIA DEVELOPMENT INDICATORS IN BOLIVIA
2.	NUMBER	IPDC/59 BO/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	All - Research report covering categories 1,2,3,4 and 5
4.	IPDC PRIORITY AREA	Human Resource Development. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National: La Paz, Cochabamba and Santa Cruz
6.	TYPE OF ASSISTANCE REQUESTED	Support for publishing and dissemination of MDI findings
7.	TOTAL COST OF PROJECT	19,448 USD
8.	AMOUNT REQUESTED FROM IPDC	13, 848 USD
9.	BENEFICIARY BODY	National Observatory of Media (ONADEM in Spanish) - UNIR Bolivia Foundation. Tel.: (591-2) 2117069 – 2110665 Fax: (591-2) 2119767 2528 6 de Agosto Avenue Contact: Erick Torrico, ONADEM's Coordinator E-mail: etorrico@unirbolivia.org
10.	IMPLEMENTING OFFICE	UNESCO-Quito Office
11.	PROJECT LOCATION	La Paz – Bolivia
12.	PROJECT PREPARED BY	Erick Torrico, ONADEM's Coordinator

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Bolivia is the second Latin American country where the Media Development Indicators (MDI) were applied following the methodology developed by the United Nations for Education, Science and Culture Organization (UNESCO).

This study was carried out from June 2011 to June 2012 by the Bolivian Media Observatory (ONADEM in Spanish) from UNIR Bolivia Foundation and supervised by Rosa González, the Communication and Information Counselor for the UNESCO's Representation of Andean countries.

After finishing the application, the 250 page report was submitted to a peer review assessment. The peer review comments were implemented by UNIR and another version of the document was presented to UNESCO by the end of 2012. Due to lack of funds to translate the entire document into English for UNESCO final comments, it was needed to find a solution. In 2014, the report was updated and a robust executive summary was produced in Spanish (80 pages) for further translating into English. Since, 2014 was an electoral year in Bolivia, the decision was to present the final updated report to new authorities in the first semester of 2015.

The research identifies the characteristics of the media landscape in Bolivia according to international freedom of expression standards right and provides a roadmap for the way forward. The results show a balanced overview of the current situation thanks to answers obtained from a wide range of personal, institutional and documentary sources.

Two advanced drafts of the report were presented to the Advisory Council in October 2011 and February 2012. The information and recommendations included in the report can be used by political, social and cultural actors when designing public policies about communication and information in the near future in Bolivia.

The study used the methodological approach of the MDIs which were endorsed in (2008 by the Intergovernmental Council of the International Programme for Development of Communication (IPDC). The MDI framework includes five categories:

1. A system of regulation conducive to freedom of expression, pluralism and diversity of the media.
2. Plurality and diversity of media, a level economic playing field and transparency of ownership.
3. Media as a platform for democratic discourse.
4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
5. Infrastructural capacity is sufficient to support independent and pluralistic media.

An advisory council was formed comprising of 22 institutions²⁸ to receive their suggestions about the methodological design of the projects as well as relevant information sources to be consulted from among journalists' trade unions, media enterprises, civil society, non-governmental organizations and universities.

The research involved an in-depth review of international and national laws related to the media and journalists' codes of ethics in place in the country. Eighty interviews were carried out with a wide range of stakeholders in different cities of Bolivia.

This report needs to be published to promote the public discussion about media development in democracy. That is why this proposal intends to publish the research report in an executive synopsis and then raise awareness, both its findings and recommendations among public and social actors.

It will be particularly important to develop a process of dissemination of the report in the three cities with the largest population in Bolivia (La Paz, Cochabamba and Santa Cruz) to open the public debate about advances, strengths, challenges and risks in the field of communication and information.

This goal will be achieved through two workshops in each of the three cities according the following modalities:

- 1) The content of workshops will focus on the presentation of the main research results of UNESCO Media Development study in Bolivia, in each of the categories of indicators, to promote a discussion about public policies, media-related rights, and professional standards in journalism.
- 2) The 6 workshops will be developed in coordination with the UNIR Bolivia office in La Paz, Cochabamba and Santa Cruz. In each city, local authorities, journalists and representatives of journalists' trade unions will be invited. Each workshop will have a one-day duration.

2. DESCRIPTION OF THE TARGET GROUP

The proposal plans to work with 120 representatives. In La Paz, Cochabamba and Santa Cruz, each workshop will involve:

- 1) 5 public authorities and social actors.
- 2) 5 mass media journalists and trade unions' representatives.
- 3) 10 students and professors from public and private universities.

In each case, men will represent the 50% of beneficiaries and women the other 50%.

3. DEVELOPMENT OBJECTIVE:

To have an impact on the Bolivian media ecosystem through an in-depth discussion using the data collected from the application of the media development indicators. We aim to offer the decision-makers objective inputs to change the current regulatory framework.

²⁸ Media owners associations, media profesional associations, media researchers associations, Journalist training institutions, Media self-regulatory institutions, Ngo's, Governmental bodies among others.

4. IMMEDIATE OBJECTIVE:

Socialization of UNESCO Media Development Indicators in Bolivia through the dissemination of the research results. The socialization will include the training of 120 actors involved with Bolivia's media sectors in workshops in La Paz, Cochabamba and Santa Cruz (the cities with the largest population) to generate a public discussion about the advances, strengthens, challenges and risks for the Communication and Information area.

5. PROJECT OUTPUTS:

- A concise version of UNESCO's Media Development Report on Bolivia and an online publication to be share with journalists, government authorities, social leaders, journalism professors and students in La Paz, Cochabamba and Santa Cruz to share with them the main reflections about the media and journalism situation in Bolivia.
- Six workshops in La Paz, Cochabamba y Santa Cruz (two per city) to analyze and discuss the research results about indicators but also to foster a discussion on solutions to the detected problems.

6. ACTIVITIES:

- 1) Publication of the Bolivian MDI research report.
- 2) Design and execute a Dissemination Campaign of this publication through the organization of workshops in three cities

7. PROJECT RESOURCES:

- A consultant who will design and implement the campaign for disseminating the publication.
- Two facilitators for workshops
- Office supplies
- Printing costs of the printed report.
- Travel and accomodation allowances.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Design, edition and publication of the research report	X	X								
Campaign design and organization		X								
Workshops			X							
Systematization of experience and final report of this project				X						

9. INSTITUTIONAL FRAMEWORK:

ONADEM belongs to the Democratic Communication Area of UNIR Bolivia Foundation, an institution which works since 2005 to promote democratic communication, an information society and a culture of peace in Bolivia.

ONADEM has a coordinator, 2 researchers and 3 research assistants. It is working to promote Information and Communication Rights and to improve media watching.

10. SUSTAINABILITY:

An agreement signed between ONADEM, the directors of Schools of Communication and the representatives of journalism trade unions will guarantee the dissemination and analysis by these organizations of UNESCO Media Development Indicators in Bolivia with information and discussion activities up to one year after the research is published.

11. PRIOR EVALUATIONS CARRIED OUT

From April 2006, ONADEM has organised 50 meetings with journalists, citizen and university professors and students in the nine main cities of Bolivia. Those activities repeatedly showed the need for Bolivian journalists to receive training in technical abilities, ethical evaluation and human rights defense and promotion.

12. MONITORING FRAMEWORK:

The monitoring will be made by the UNESCO Quito Office for the Andean region in close cooperation with ONADEM's coordination from the UNIR Bolivia Foundation.

This monitoring will be done according the objectives, schedule and budget of the project; it will evaluate the execution efficiency and organize the feed-back information from the workshops beneficiaries. These results will be included in the preliminary and final reports of the project.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Erick Torrico, ONADEM's coordinator will send a report of activities every two months to UNESCO Quito: preliminary or progress reports and a final report.

C. ADDITIONAL INFORMATION

IPDC, through the UNESCO Office in Quito, financed part of the cost of elaboration of UNESCO's Media Development Indicators report on Bolivia but it has never supported any other ONADEM project.

D. BUDGET

BREAKDOWN OF IPDC'S CONTRIBUTION (in U.S. dollars)	IPDC
Professional fees of a Consultant (40 hours x US\$ 60)	2.400,00
Professional fees of workshops facilitators (6 x workshops x 2 facilitators x 150 dollars per day)	1.800,00
Printing of an executive synopsis of UNESCO's Media Development Indicators in Bolivia research final report	6.000,00
Two travel air round tickets La Paz-Cochabamba-Santa Cruz-La Paz	900,00
Travel allowances (2 x 3 days x 2 - \$us 36 per day)	432,00
Accommodation (2 x 3 x 2 - \$us 40 per night)	480,00
Local Transportation (2 x 3 x 2 - \$us 23)	276,00
Auditoriums rent (6 days x \$us 200 per day)	1.200,00
Snacks (20 x 6 days x \$us 3)	360,00
TOTAL REQUESTED IPDC	13,848

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Telephone and communication expenses	200,00
Office Supplies	250,00
Sending of books by courier	350,00
Salary of a secretary (4 months)	4.800,00
Total	5.600,00

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Using the law of access to information as a journalistic tool
2.	NUMBER	IPDC/59 CO/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	4. Capacity Building of Journalists
4.	IPDC PRIORITY AREA	Capacity Building
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	\$ 25.833
8.	AMOUNT REQUESTED FROM IPDC	US 20.000
9.	BENEFICIARY BODY	Fundación para la Libertad de Prensa (FLIP) Colombia
10.	IMPLEMENTING OFFICE	UNESCO-Quito Office
11.	PROJECT LOCATION	Colombia
12.	PROJECT PREPARED BY	Fundación para la Libertad de Prensa (FLIP) Colombia

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In March 2014 Colombian President Juan Manuel Santos, signed the Law on Transparency and Access to Information (hereinafter 1712 Law) after five-years of work by various individuals and organizations of civil society, mainly Alliance More Info More Rights (<http://masinformacionmasderechos.co/>), which is formed by organizations such as Transparency for Colombia, DeJusticia, Ocasa, FLIP and Proyecto Antonio Nariño Alliance–PAN (which groups within it, for purposes of the right to freedom of

expression and access to information to The Foundation for a New Iberoamerican Journalism -FNPI- Andiaros, Fescol and FLIP).

The law, in essence, seeks for every citizen to know of the existence and content of information that is in the possession or control of public entities, with very limited exceptions, and to be able to access it in a timely, transparent and complete manner. Its spirit is in line with the creation of an open society and the strengthening of citizen control.

National entities have six months from March 2014 to implement the guidelines proposed by this new law. Beyond that, the main challenge is related to the obligations of government officials on how to enable citizens to access public information according to the law. It will require several years of work to create a civic culture that accompanies and supports change. Therefore, organizations consider it important to start contributing to this process through the raising of awareness of this law among the different stakeholders.

This dynamic work with journalists is essential in two-ways:

- 1) Firstly, it is a target in itself. The sSocial responsibility of journalists involves seeking all possible access to public information, which constitutes a key input of their daily work. This dimension joins developing phenomena such as Open Government, Big Data, Data Journalism, and the like, resulting in the need to bring into play different variables related to the issue of access to information scenarios, not only the classical approach rights.
- 2) To contribute to a multiplier effect by disseminating the message about the need for citizens to appropriate public information, with the understanding that the 1712 Law is not a law just for journalists, but for the public in general.

2. DESCRIPTION OF THE TARGET GROUP

The main target group are journalists and news media professionals (30 men, 15 women)from across Colombia, mainly in the regions outside the capital, and from all types of media: radio, internet-based, newspapers and television.

3. DEVELOPMENT OBJECTIVE:

The development objective of this project is linked to Indicator 1.2 (on the right to information) and Category 4 (Professional capacity building) of the UNESCO/IPDC Media Development Indicators (MDIs). The project intends to build the capacities of local media in the use of Law 1712 of 2014 on Transparency and Access to information as a tool for enabling them to carry out stronger and better informed investigations.

4. IMMEDIATE OBJECTIVE:

Build awareness and capacity among 45 journalists on the use of the Law on Transparency and Access to Information in Colombia (Law 1712, 2014) through three one day workshops, one in the capital and two in regions different than capital.

5. PROJECT OUTPUTS:

- At least one spot or short, graphic and audiovisual educational piece to be broadcasted over the internet, through social networking and events and activities conducted by the alliance More Information, to

promote ways in which journalists can make use of the 1712 Law to request public information under the standards to which the law requires.

- At least two communication pieces with the same objective to be published in the local media and on social networks.
- 30 regional journalists (20 men and 10 women) and 15 national journalists (10 men and 5 women) to be trained in the use of the 1712 Law as a tool for journalism.

6. ACTIVITIES:

- Creating an audiovisual spot on the importance of the right of access to public information and the 1712 Law.
- Posting on the Internet (Youtube) of the audiovisual spot and carrying out a campaign to promote viewing
- Preparation of two communicative pieces with practical messages of the usage of the law
- Dissemination of communication pieces between local media and social networks
- Two one-day regional workshops with 30 journalists in total (20 men and 10 women) on the use of the 1712 Law as a tool for journalism.
- A one-day national workshop involving 15 journalists (10 men and 5 women) on the use of the 1712 Law as a tool for journalism.

7. PROJECT INPUTS:

- One communication expert to develop the campaign's concept and integrate the message into all project actions.
- A graphic consultant to design the communication pieces
- Producer and director of the audiovisual spot
- Two trainers for the national and regional workshops capable of delivering training in matters of access to information and freedom of expression
- 45 access to information manuals

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Work plan	x									
Creating a visual spot		x	x	x						
Posting on the Internet audiovisual spot and carrying out a campaign					x	x	x	x	x	x
Preparation of two communicative pieces with practical messages of the usage of the law		x	x	x						
Dissemination of communication pieces between local media and social networks					x	x	x	x	x	x
3 workshops with journalists				x			x			x

9. INSTITUTIONAL FRAMEWORK:

Implementing Organization:

Foundation for Press Freedom

Established in 1996, the Foundation for Press Freedom (FLIP, in Spanish) is a non-governmental organization that systematically monitors violations to press freedom in Colombia, develops activities that contribute to the protection of journalists and the media, and promotes the fundamental right to information. FLIP strives for the protection of journalists, access to information, prevention of indirect censorship and fight against impunity.

FLIP will provide the following personnel and know-how:

1. Administration personnel: FLIP will contribute by placing the foundation's financial advisor and the accountant on the service of the project.
2. Offices: FLIP will contribute with the office location and office spaces for the implementation of the project, for the location of implementing personnel and consultants.
3. Experience organizing events and taking advantage of relations with the media and communications strategy.

10. SUSTAINABILITY:

The project builds on existing strategic alliances which it will continue to consolidate. It will also be the gateway to building lasting cooperation between the media, the state and civil society. In addition, Alliance More Info More Rights has extensive experience in promoting this law within civil society. It is worth mentioning that its origin comes from a campaign that, given its strength, became a Platform; it has gained recognition internationally by networking with the Regional Alliance for Freedom of Expression and Access to Information, in which the platform is considered a reference point on the right of access to information Colombia.

11. PRIOR EVALUATIONS CARRIED OUT:

In 2007 FLIP began working in the field of access to information. This line of work involves the creation of workshops with journalists. The experience from those workshops has been used for the continuous improvement of the methodology and contents. Additionally, FLIP was part of the team that promoted Law 1712 and has closely followed up of its implementation. Its work has served to strengthen knowledge on the tools presented by Law 1712 to the media sector and society overall.

In addition, FLIP has made three campaign videos: one will explain the importance of journalists in the society, another explaining the freedom of expression as a human right and another explaining the guarantees needed by the press to cover protests.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

UNESCO Office in Quito oversees project implementation. FLIP will provide additional oversight to the process of monitoring and evaluation. In the first month of the project, a work plan will be developed. Monthly internal meetings are held to plan activities and monitor those taking place.

A narrative report will be provided to UNESCO on the fifth and tenth months of the project execution. FLIP will promote the activities and products from the project in social media and in FLIP's webpage. FLIP will send at least three weekly messages related to these subjects. The video will be published in FLIP's youtube channel and will be using in the different events organized by FLIP.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Mr. Pedro Vaca Villarreal, FLIP Executive Director, director@flip.org.co

D. BUDGET	
BREAKDOWN OF IPDC'S CONTRIBUTION	
(in U.S. dollars)	
Specific costs for two regional workshops with journalists Sub-total: 4.000	
Two National experts on access information and freedom of expression (USD150 x 2 x 2 days)	600
Local Air ticket (USD 600 x 2 national experts)	1.200
Food, lodging and local transportation for 2 national experts	800
Food and accomodation for participants (20 people x 50 USD x 1 day)	1.000
Material (20 people x 8 USD)	160
Local Transportation 6 people x 40 USD	240
Specific costs for the national workshop with journalists Sub-total: 1.140	
Two National expert on access information and freedom of expression (USD150 x 1 day)	300
Food and local transportation for participants (15 people x 50 USD x 1 day)	750
Materials (15 people x 6 USD)	90
Specific costs for other activities Sub-total: 13.552	
Communication expert (\$833 X 10months)	8.333
Audiovisual spot (An audiovisual expert with equipments)	4.108
Consultancy for preparation of graphic pieces. Design and layout. USD\$ 37 per day *30 days	1.111
Indirect expenses (Internet, phone bill, postage)	1.308
Total Cost	20.000

Breakdown of the beneficiary agency's contribution	
(in US dollars)	
Project Coordinator 10%	3.611
Administrative assistant 10%	2.222
Total Cost	5.833

ECUADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Open course for journalists and journalism students on the ethics of covering and reporting human mobility, gender, human rights, refugees and children issues.
2.	NUMBER	IPDC/59 EC/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Professional fees for national and international trainers, travel allowances, snacks and office supplies.
7.	TOTAL COST OF PROJECT	USD 18.150
8.	AMOUNT REQUESTED FROM IPDC	USD 13,550
9.	BENEFICIARY BODY	School of Journalism, Faculty of Communication, Universidad de las Américas. Address: Av. de los Granados E12-41y Colimes esq., Quito - EC170125 Contact: Yolanda Aguilar, Director, School of Journalism E-Mail: yolanda.aguilar@udla.edu.ec Phone number: (+593)(2) 3981000 / (+593)(2) 3970000 Extension: 101
10.	IMPLEMENTING OFFICE	Main offices in Quito, representing Bolivia, Colombia, Ecuador and Venezuela Contact: Indira Salazar
11.	PROJECT LOCATION	Universidad de las Américas, Quito, Ecuador
12.	PROJECT PREPARED BY	Project by: Yolanda Aguilar, Director of the School of Journalism Received by: Indira Salazar, Program Direction Assistance

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mass media and communications are a constant debate in Ecuador. There have been a series of changes and progress to improve the mass media, such as the professionalization of journalists in Ecuador. One of the most important elements during this process is protecting the audience through the broadcast of quality information.

The newly-approved Organic Communication Law is an example of the debate around media's role in Ecuador. The law classifies the media into three types: public, private and community media. According to the latest census, if the media outlet reaches 30% of the total population it is considered a "national" media outlet.

At present time, media outlets are in the process of registering at the CORDICOM (Regulation and Information Development Board) which is expected to result in precise data on audience and content. According to the last data provided, there are 1,048 private media outlets, 63 public media outlets and 35 community media outlets in Ecuador. They are classified in the following way: 38 open television VHF channels, 41 open television UHF channels, 166 AM radio stations, 497 FM radio stations and 2 shortwave length radio stations registered.

There are 38 Web Sites on the Internet, 105 newspapers and 84 magazines. Most of the media are located in the provinces of Guayas (197), Pichincha (192) and Azuay (72). In contrast, the provinces with least media representation are Galapagos (12) and Zamora (11).

An important element for consideration is the need for gender, intercultural learning and diversity to be better included in the content of the media. It is also important to promote standards for the effective reporting of sensitive topics and issues, following strict ethical norms, since the people who are subjects of this type of news are generally in a vulnerable situation.

It is worth noting that Pichincha's Journalism Club included an "Autoregulation and Gender Treatment" section in its Media Handbook. This project was supported by the International Programme for the Development of Communication (IPDC) of UNESCO.

The Open Course for Journalists project of this proposal will, through 40 hours of training, contribute to strengthening journalists' and journalism students' awareness on how to report on sensitive issues including gender, human rights, human mobility, refugees and children issues in Ecuador.

2. DESCRIPTION OF THE TARGET GROUP:

Public and private mass media journalists and journalism students in Ecuador. Total number of participants: 50. It is estimated a participation balanced by gender, with the presence of 50% female and 50% male.

3. DEVELOPMENT OBJECTIVE:

The project will help to improve skills in reporting on gender, human rights, human mobility, refugees and children issues in Ecuador through professional training for Ecuadorean journalism students and journalists.

4. IMMEDIATE OBJECTIVE:

To organize a seminar for 50 Ecuadorean journalists and journalism students on how to effectively and ethically report on sensitive issues related to gender, human rights, human mobility, refugee and child issues, following ethical standards. Participation is to be gender equal.

5. PROJECT OUTPUTS:

A total of 50 journalists and journalism students from Ecuador professionally trained in how to report on sensitive issues of gender, human rights, human mobility, refugees and children issues following ethical standards.

6. ACTIVITIES:

1. To establish the proposal, methodology and tentative schedule for the seminar.
2. To identify national and international experts on the training of subjects.
3. To coordinate national and international experts' participation.
4. To assemble a database with the information of the institutions and professionals who might be interested in being part of the training.
5. To design the outreach strategy including printed informative material and invites for the seminar.
6. To promote the seminar. An Ecuadorian consultant, expert in media positioning campaign will be in charge of its promotion. Universidad de las Américas will deal with external and internal communications.
7. To video-record the training.
8. To compile data (dossier) of the seminar and to publish it.

7. PROJECT INPUTS:

1 highly qualified international trainers
3 highly qualified national trainers
Material infrastructure for the training
2 computers
2 projectors
2 whiteboards
1 box of whiteboard markers
20 flip charts
1 box of permanent markers
50 plastic folders
50 blue ballpoint pen
50 notebooks
1 printer
2 video cameras

- 2 tripods
- 4 memory cards
- 2 voice recorders

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
To establish the proposal, methodology and tentative schedule for the seminar.	X											
To identify national and international experts on the training subjects	X											
To coordinate national and international experts participation		X										
To assemble a database with the information of institution and professionals who might be interested in being part of the training	X	X										
To design the outreach strategy which includes printed informative material and invites for the seminar			X									
To promote the event				X	X	X						
To generate an audio-visual record of the training							X					
To compile data (dossier) of the seminar and to publish it								X	X	X	X	

9. INSTITUTIONAL FRAMEWORK:

Universidad de las Américas (UDLA) is an educational institution focused on professionally educating men and women in Ecuador. Approximately 14,000 students from the whole country study different careers at the university. The university was founded in 1994 and has kept a steady growth, which can be seen through the addition of new careers, the increasing number of students, new infrastructure and campus constructions. The university’s mission is: “To train competent, entrepreneurial, successful people fully committed with society, based on excellence and values”.

The university currently has some 900 full-time teachers. These teachers are part of the different areas of study and all hold postgraduate studies, as required by the university. UDLA’s educational programs follow international standards, in order to guarantee an integral education that will allow students to face different professional challenges. The School of Journalism has a

professional team of teachers and students committed to a responsible, critical, ethical and high standard professional training.

10. SUSTAINABILITY:

This project focuses on promoting an adequate ethical approach through communication. It is important to generate connections and partnerships that will allow a constant work on subjects such as human rights, human mobility, refugees and gender, through workshops and seminar.

The School of Journalism's teachers have incorporated in their own classes frameworks these important subjects aimed to better the lives of Ecuadorian citizens.

11. PRIOR EVALUATIONS CARRIED OUT:

Since October 2013, Universidad de las Américas (UDLA) through their Faculty of Communication, has worked together with UNHCR and UNESCO to generate tools and actions for strengthening professional journalists' and students' approach towards subjects such as gender, human mobility, human rights, refugees and children issues.

Professors and students have contributed to generate new tools and areas, through their knowledge of communication, where UNHCR can pass on its message about human mobility to raise awareness to the Ecuadorians.

The UDLA- UNHCR joint project has finished its phase one satisfactorily. The second phase is expected to begin by the end of 2014. Through a deeper analysis of human mobility issues, the need of educating professional journalists about the importance of issues such as gender, human mobility, human rights, refugees and children showed to be pressing and urgent.

Esperanza Foundation and UDLA have also worked together to generate several co-operation activities. The most important was training senior journalism students on human mobility issues in order to ensure the adequate and ethical reporting of these issues in their future careers.

12. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

UNESCO Office in Quito oversees project implementation. Universidad de Las Americas will provide additional oversight to the process of monitoring and evaluation. In the first month of the project, a work plan will be developed. Monthly internal meetings are held to plan activities and monitor those taking place.

A narrative report will be provided to UNESCO reporting project progress. In the same way, Universidad de Las Americas will promote the activities and products from the project in social media

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Universidad de las Américas undertakes to report on project progress on a four-month basis to the relevant UNESCO Field Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports should be indicated.

Universidad de las Américas School of Journalism Director's Office will hand the progress reports, after the validation of progress of project execution in following up commitments and deliverables established in the Terms of Reference.

Name of responsible person: Yolanda Aguilar, Director, School of Journalism

C. ADDITIONAL INFORMATION

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

3 national trainers (US\$150 X 3 X 2 days)	900
1 international trainer (US\$250 X 1 X 2 days)	500
National and international trainers travel expenses	3,500
Snacks	1,250
Office supplies	400
Outreach strategy and promotional materials	2,500
Consultancy for preparation of graphic pieces. Design and layout.	1,000
Printing of materials	1,500
Publication of seminar dossier (250 copies)	2,000
Total IPDC	US\$13,550

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)**

Human Resources UDLA	1,600
Project Coordinator	1,300
Administrative Assistant	300
Infrastructure	2,500
Technological Resources	3,000
Total	US\$ 7,100

PERU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Developing journalists' capacities on climate-change-driven disaster risks in the Ancash region
2.	NUMBER	IPDC/59 PE/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	31,900 USD
8.	AMOUNT REQUESTED FROM IPDC	25,000 USD
9.	BENEFICIARY BODY	Practical Action
10.	IMPLEMENTING OFFICE	UNESCO Lima
11.	PROJECT LOCATION	Huaraz – Ancash Region
12.	PROJECT PREPARED BY	Practical Action International NGO Latin America Office: 257 Tomás A. Edison street, San Isidro, Lima, Peru Tel: (511) 447-5127, 446-7324 Fax: (511) 446-6621 Email: info@solucionespracticas.org.pe

B. PRESENTATION

1. PROJECT JUSTIFICATION

According to the latest Assessment Report of the Intergovernmental Panel for Climate Change, “It is *extremely likely* that human influence has been the dominant cause of the observed warming since the mid-20th century”²⁹, due to an increase of greenhouse gases concentrations by late industrial development. Such warming has had an effect on the mean temperatures of both the atmosphere and the oceans, leading to changes in the water cycle, reductions of snow and ice caps, rise of the global mean sea level and affecting several climate extremes³⁰.

Mountains are amongst the most sensitive ecosystems to these variations and they suffer from climate change effects at a faster rate than other terrestrial habitats. Further warming is expected to lead into major alterations in temperature and precipitation patterns, decreasing of snow and glacier resources, changes in river flows and greater frequency of extreme events, like fires, droughts, floods and GLOFs³¹. Needless to say, these have direct consequences on the livelihoods of the human settlements nearby the mountain zones and indirectly to the rest of the population.

In Peru, the vast majority of tropical glaciers are located in the Cordillera Blanca (Ancash) of the Central Andes chain – 95% of it belonging to the Huascarán National Park -, where it is estimated that about 22% of the ice and glacier mass in the area has been lost since the 1970s. More than two million individuals directly depend on the resources provided by these mountains and are highly vulnerable to climate-change-driven disaster risks³².

Access to information and knowledge is a powerful and effective means to manage disaster risks. The Hyogo Framework for Action 2005-2015 explains that “disasters can be reduced considerably if the population is well-informed and motivated to assume a preventive and resilient culture towards disasters, which poses the need to gather and provide pertinent knowledge and information on hazards, vulnerability factors and capacities.”³³

Media play a key role in promoting such a culture through correct coverage and strengthening communities’ capacities through communications campaigns. However, local journalists in Peru’s regions outside the capital city are in disadvantage when it comes to having current information and knowledge for reporting emergency situations or building the aforementioned culture, either for not having easy access to the sources or for not being appropriately trained.

Furthermore, the 2014 UN mission to analyze the implementation of the Disaster Risk Management System in Peru, concluded that the “relationship of the media with the DRM system is very weak and hardly fluent, [*especially since*] media do not show a clear perception of what DRM is and the messages

²⁹ IPCC, 2013: Summary for Policymakers. In: Climate Change 2013: The Physical Science Basis. Contribution of Working Group I to the Fifth Assessment Report of the Intergovernmental Panel on Climate Change [Stocker, T.F., D. Qin, G-K. Plattner, M. Tignor, S.K. Allen, J. Boschung, A. Nauels, Y. Xia, V. Bex and P.M. Midgley (eds.)]. Cambridge University Press, Cambridge, United Kingdom and New York, NY, USA: p. 17.

³⁰ Ibid. p. 15-17.

³¹ UNESCO, 2013: Climate Change Impacts on Mountain Regions of the World. International Hydrological Programme (IHP) and Man and Biosphere Programme (MAB). [McDonald, D. and M.L. Faber (eds.)] UNESCO, Paris: p.4-6

³² Zapata, M. 2008. Deglaciación en la Cordillera Blanca y el Cambio Climático. Unidad de Glaciología y Recursos Hídricos, INRENA, Ministerio de Agricultura.

³³ UNISDR, 2005: Hyogo Framework for Action 2005-2015: Building the Resilience of Nations and Communities to Disasters. World Conference on Disaster Reduction. 18-22 January 2005, Kobe, Hyogo, Japan: p. 9.

that should be broadcasted to inform adequately the population.”³⁴ Moreover, there is a lack of awareness campaigns directed at the population and decision-makers at all levels, and no communication strategy has been developed to enhance the reach of the DRM law.

Therefore, this project, which will take as reference the approach of UNESCO’s publication ‘Climate Change in Africa: A Guidebook for Journalists’⁷, which focused at raising awareness among journalists on the interdisciplinary core of the climate change and on how they can reflect that in their practices. The project aims at providing skills and knowledge for designing and implementing communication campaigns on DRM and CCA to at least 30 local journalists permanently working in the Ancash Region. This would be done through a 60-hour course in collaboration with the Universidad Nacional Santiago Antúnez de Mayolo.

2. DESCRIPTION OF THE TARGET GROUP:

The immediate beneficiaries of the projects are 30 in-service journalists of which 15 will be male and 15 female of the press, digital media and community radio of the Ancash Region.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to building a culture of prevention on climate-change-driven disaster risks by strengthening local journalists’ professional capacities in the fields of Disaster Risk Reduction (DRR) and Climate Change Adaptation (CCA) in the Ancash Region.

4. IMMEDIATE OBJECTIVE:

The project aims at providing skills and knowledge for designing and implementing communications campaigns on DRR and CCA to a gender-balanced group of at least 30 local journalists permanently working in the Ancash Region through a 60-hour blended learning course in collaboration with the Universidad Nacional de Ancash Santiago Antúnez de Mayolo (UNASAM).

5. PROJECT OUTPUTS:

- A 60-hour learning programme on CCA and DRM for local journalists consisting of the syllabus, learning materials and means of evaluation, designed and approved in collaboration with the UNESCO Lima office and the UNASAM.
- 30 local journalists (15 men and 15 women) permanently working in Ancash selected on the basis of a jointly-designed and comprehensive course participant’s profile.
- The selected 30 local journalists (15 men and 15 women) have acquired the skills and knowledge to design and implement communications campaigns on CCA and DRR for a variety of audiences.
- 1 communication campaign on CCA and DRM designed for each of the following prioritised actors: local authorities, highly vulnerable population, media workers, students and parents.
- 1 final report aimed at systematising the whole process.

³⁴ Naciones Unidas, 2014: Análisis de la Implementación de la Gestión del Riesgo de Desastres en el Perú. Misión de las Naciones Unidas, Lima, Perú: p. 23.

⁷ UNESCO, 2013. Climate change in Africa: a guidebook for journalists - <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/climate-change-in-africa-a-guidebook-for-journalists/>

6. ACTIVITIES:

- 2 one-day workshops to design the course syllabus: the first one in the premises of Practical Action (Lima) and the second one in the UNASAM (Huaraz). 8 participants (5 men and 3 women)
- 1 two-day workshop held in Lima to validate course's syllabus, learning materials and evaluation mechanisms with relevant national actors (such as national journalists association, national CCA and DRM bodies, UNASAM, UNESCO Lima). 14 participants (6 men and 8 woman)
- 1 one-day seminar held in the premises of UNASAM to inform local journalists about the course and participants' selection process. 80 participants (40 men and 40 woman)
- A 20-day course consisting in two parts: A first part consisting in 40-hours of face-to-face training in the premises of the UNASAM, and a second part consisting in a 20-hours of online training. Period: 3 months. Participants: 30 local journalists (15 men and 15 women)
- At least 10 personal interviews and 1 focus group aimed at gathering participants' perception on the course.
- 1 one-day seminar held at the UNASAM to present the results achieved and the final products of the course (namely 5 communications campaign). 80 participants (40 men and 40 woman)

7. PROJECT INPUTS:

- A highly-skilled DRM/CC specialist with solid professional and academic experience in charge of project implementation and content design coordination for the training programme
- A virtual online training platform, with room for webinars and webinar application usage, maintenance and hosting of the Moodle platform.
- A technician responsible for managing/monitoring the use of the virtual platform, for updating content in the virtual classroom, and student support.
- One GRD/CC expert, with extensive experience in teaching and a proved academic background in specialised courses
- An educational coordinator from UNASAM in charge of articulating and harmonising the programme with the University activities to ensure institutional appropriation
- UNASAM facilities for lectures; rooms for seminars and conferences
- Training materials, properly designed, printed and used as multimedia resources.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6
Project Organisation	x					
2 workshops to design the course syllabus: the first one in the premises of Practical Action (Lima) and the second one in the UNASAM (Huaraz).	x					
Selection of 4 experienced and highly-skilled trainers on the basis of selection criteria.	x					
Preparation of course materials (learning materials, bibliography, evaluation mechanisms, pre-test and post-test) in collaboration with the selected trainers under the supervision of UNESCO Lima.	x	x				
Workshop held in Lima to validate course's syllabus, learning materials and evaluation mechanisms with relevant national actors (such as national journalists association, national CCA and DRM bodies, UNASAM, UNESCO Lima).		x				
Participatory design of the criteria to be used for the selection of course participants, design and implementation of the selection process (namely public open-bidding, establishment of an interinstitutional jury and publication of the final ranking).		x	x			
40 -hour face-to-face portion of the course held in the premises of the UNASAM.			x	x	x	
20-hour online portion of the course.			x	x	x	
Evaluation of the course					x	x
Final report						x

9. INSTITUTIONAL FRAMEWORK:

Practical Action has extensive experience in training and managing virtual platforms of knowledge and research. For example, the ELLA programme (Evidence and Lessons from Latin America, <http://ella.practicalaction.org>) is an initiative funded by UKAid (6 million pounds), through which we have shared lessons from development initiatives in Latin America with stakeholders in Africa and Asia for 6 years (2010-2016). Thanks to this programme, Learning Alliances have been established with virtual and physical components on issues such as climate change, DRM and environment. Another example of a research and knowledge management initiative is the Study of the Economic Impacts of Climate Change in Peru (2012-2013) funded by the Inter-American Development Bank, which seeks to assess how it is that climate change will affect the welfare of society, by quantifying its impact on the most relevant resources and productive activities of the national economy.

In terms of institutional capabilities in the field of communications, our Web portal www.solucionespracticas.org is one of the first systems of technical information on poverty reduction in Peru. It registers an average of 22,400 visits and 63,700 downloads of publications per month. Among its activities, the area of Communications has published over 800 pieces and has registered 519.655 downloads during the past two years. Also, we have published about 800 pieces of information, including over 300 audiovisual pieces, which has added 933.920 downloads from our website since 2008. In 2012, videos uploaded reached 215,000 views.

In addition, the Communications area maintains links with around 6,500 professionals of social development in Latin America through their Facebook pages. Moreover, through the online service "Replies practices" (Practical Answers) Practical Action answers an average of 2000 annual technical consultations on issues of sustainable technologies mainly in Peru, Bolivia, Ecuador and Paraguay. Currently, this service has franchises in a number of Latin American countries. Well-recognised organisations such as the Information Center on Renewable Energy (CINER, Bolivia) and the Uruguayan Centre for Appropriate Technologies (CEUTA) are associated with this service.

Practical Action is active in the use of different media such as television, radio and film. It works actively in projects, plans, programs and advocacy campaigns. The most recent experience is the BioCAN Program, where we were in charge of their visibility and communications plan (2012-2013). To do this, we spread knowledge on the biological and cultural richness of the Amazon to the 4 member countries of the Andean Community (Ecuador, Colombia, Peru, Bolivia), managing to reach 200 radios, 7 TV channels and 39 cinemas, and achieving a high level of press coverage (about 400 appearances).

10. SUSTAINABILITY:

The course is meant to become part of the UNASAM regular academic offer and will be used as the cornerstone for designing an undergraduate journalist training strategy on CCA and DRR. Additionally, as a result of this experience, Practical Action is interested in developing a free-access and self-instructive e-course intended to sensitise journalists on issues of CCA and DRR at a national level.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The highest possible level of visibility will be granted to project activities throughout their implementation. For example, one seminar will be held at UNASAM to inform local journalists on the course and the selection procedure. Press notes will be written to inform local media (press, radio and digital media), Practical Action's communication platforms will be used and, at the end of the project, one seminar will be held to present the results achieved and to systematize the intervention's best practices.

Monitoring activities will be coordinated with UNESCO Lima office and the results of the project will be included in the intermediate and final reports. The evaluation of the whole intervention will be carried out in coordination with UNESCO Lima office and the UNASAM.

12. EVALUATIONS CARRIED OUT:

Practical Action goes through two external annual audits per year. Deloitte & Touche LLP audited the institution and certified USD 14 million in total revenues between 2011 and 2013. Also we register regular evaluations from our key partners and donors, including: German Agro Action; Inter-American

Development Bank (IDB); European Commission; National Council for Science, Technology and Technological Innovation; Conservation International; CO-OP BANK; DFID; CHAD; DIPECHO - ECHO; Directorate-General for International Cooperation (DGIS); Imperial College London; Entwicklung und Internationale Weiterbildung gGmbH (InWEnt); Lutheran World Relief; Ministry of Cooperation of Finland; Ministry of Transport and Communications;; National Lottery; OIKOS Cooperação e Desenvolvimento; FAO, IFC-World Bank; OXFAM America; National program for rural water and sanitation; Save the Children; International Solidarity; St. Mark's Overseas Aid Trust; State of Jersey; The Guardian; W.K. Kellogg Foundation; WISIONS; Wuppertal Institute; Zephyr Charitable Trust, among others.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

An intermediate report will be handed in to UNESCO Lima Office at the end of the 4th month of implementation. A comprehensive final report (including participants’ feedback on the course) will be submitted at the end of the 6th month. Mr. Pedro Ferradas – Practical Action’s Manager of Climate Change Adaptation and Disaster Risk Reduction Programme – is to be in charge of the whole reporting process.

C. ADDITIONAL INFORMATION

The present proposal is a core part of the activities that the Ancash Civil Society Net for DRM and CCA (GRIDE) is developing in the region. The Ancash GRIDE has been active since 2009 and both Practical Action and the UNASAM are part of it. Its mission is to be a regional space for debate aiming at generating and driving DRM innovative proposals that contribute to Ancash sustainable development.

The Ancash GRIDE has organised a number of forums, workshops and seminars on communications, DRM and law among others.

Currently, it has a key role on the implementation of the national law on DRM and is working for the inclusion of the DRM into the agenda of the Ancash climate change technical group.

To accomplish all of this, a strategic alliance with Ancash journalists is considered a core component of the GRIDE’s strategy and the present proposal contributes to strengthen this link.

More information on the GRID is available at <http://www.redesdegestionderiesgo.com/>

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

I. Coordination, preparation of training modules and implementation of virtual platform	
Practical Action Program Manager for monitoring and quality control (5 days x 452)	2,260
GRD / CC Specialist for curricular design and content (50 consulting days x \$ 125)	6,250
A virtual online training platform, for webinars and webinar application usage, maintenance and hosting of the Moodle platform (30\$/month + 3 months x \$100)	390

Consultant for the virtual platform technical management/monitoring (30 consulting days x \$ 60)	1,800
Awareness event for the identification of beneficiaries (25 participants x 2 days x \$10 for information materials and snacks)	500
II. Dictation of 60 classes hours	
1 GRD/CC experts in charge of lectures (65 hours x \$60)	3,900
Consultant expert in pedagogy from UNASAM (40 days consultancy x \$ 50) in charge of articulating and harmonising the programme with the University activities to ensure institutional appropriation	2,000
Classroom use and maintenance in Ancash (40 hours x \$ 50)	2,000
Training materials, design, printing (30 local journalists x \$ 57)	3,420
Per diem 1 expert (12 nights lodging x \$ 40 + 24 days per diem expert x \$ 30)	1,200
Local travel (\$80 x 4 experts x 4 trips)	1,280
Total IPDC	US\$ 25.000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs (5 months x 3 administrative staff members -Assistant, program manager, accountant)	4,500
Project reporting	300
Rentals and services (5 months; room online training sessions)	1,500
UNASAM Personnel involvement in induction events and training (3 days + travel and lodging Lima)	300
Editing and systematic of the dissemination experience (virtual portals, institutional memory, media coverage, etc.)	300
Total	US\$ 6,900

GUATEMALA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DIGITAL SKILLS TRAINING FOR WOMEN JOURNALISTS WORKING IN COMMUNITY RADIO IN GUATEMALA
2.	NUMBER	IPDC/59 GT/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	4. Professional training and institutions which support freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity Development
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	23315.00 USD
8.	AMOUNT REQUESTED FROM IPDC	14,475.00 USD
9.	BENEFICIARY BODY	CEPPAS, 13 calle 2-14, Zona 1, Ciudad de Guatemala
10.	IMPLEMENTING OFFICE	Guatemala
11.	PROJECT LOCATION	Guatemala
12.	PROJECT PREPARED BY	

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Guatemala is a post-conflict country in which media plays a key role in strengthening democratic processes. Community media provides a unique opportunity to rural, marginalized and indigenous communities to participate in public debate. Guatemala's population is predominantly female, young and rural. However, this profile does not correlate with gender distribution within community media. For example, female media workers can only prepare and present news. Technical and management functions are historically dominated by men. In general, women's participation in Guatemalan media is characterized by four patterns: an overall low number of female media workers, a slow career development, underrepresentation in senior positions in newsrooms and absence in management positions.

Vulnerability of female media workers was also reflected in the Report on the State of Freedom of Expression in Guatemala published by CERIGUA, which noted that between January 2013 and April 2014, 15 attacks on women journalists were documented, "which included threats, intimidation, physical assaults and arrests". Also, according to UNESCO's Gender-Sensitive Indicators for Media "there is a clear intersection between women's empowerment and media development" and addressing equality and gender issues is an indicator of social diversity of media.

This project will be particularly address the remaining challenges of the Beijing Declaration and Programme of Action, which by 2015 will be celebrating it's 20th anniversary whose Strategic Objective B.3 is to "Increase the access of women to professional training, science, and technology and permanent education" and Objective J.1 to "Increase the access of women and their participation in the expression of their ideas and the adoption of decisions in the media and through them, as in the ICTs".

CEPPAS proposes to train women journalists on the use of ICTs for investigative journalism. The project targets Verapaces, North East and Petén; Western; South East, Central and Metropolitan Regions which suffer a profound digital divide and where women have little say in the community media, in which they work. The proposal is based on three pillars: gender equality; community media; technology and innovation with emphasis on FOSS.

Three workshops of three days each will involve women-journalists. CEPPAS will also hold a Forum on Women and Journalism involving media and advocacy organizations, journalists and gender experts. All contents resulting from these events will be uploaded to our website as an open on-line course.

2. DESCRIPTION OF THE TARGET GROUP:

45 women journalists working at community radios of three regions of Guatemala

3. DEVELOPMENT OBJECTIVE:

To increase plurality, gender balance and linguistic diversity of media as a platform for democratic discourse in Guatemala

4. IMMEDIATE OBJECTIVE:

To build capacities among 45 women journalists from community radio in Guatemala on the use of ICT and digital journalism to improve programming and media content.

5. PROJECT OUTPUTS:

- 45 women journalists and popular communicators enabled to use ICT for investigative journalism
- 12 radio testimonies about the experience of women in journalism uploaded to the audio exchange platform Radioteca.net, our website, and UNESCO's website, if possible.
- Web section which compiles materials on ICT, digital journalism and gender, and presents results of the workshops (interviews with participants, their digital journalism projects, methodological guide to the workshops, photographs, etc.) so other journalists can learn from this experience
- 1 video about project experiences.
- Forum on Women and Journalism in Guatemala.

6. ACTIVITIES:

- Select participating community radios of Guatemala and conduct a brief survey of technical skills of their female staff and professional development needs
- Design the content and the methodology of workshops, as well as training materials, hand-outs, etc.
- Conduct three workshops in CEPPAS' offices in Guatemala City, of three-days each, targeting women journalists from Verapaces, North East and Petén; Western; South East, Central and Metropolitan Regions. The workshops will focus on the use of ICT and digital journalism to improve programming and media content. There will be two trainers per workshop: one women journalist from CEPPAS, specialized in digital security and one journalist from Radioslibres.net expert in the use of ICT in community radio.
- Interview 4 women per workshop about their experience working with digital media in community journalism, for further publication
- Design and program web page on gender and digital journalism
- Organize and run the Forum on Women and Journalism.
- Create mail group on women and digital journalism for participants to communicate and share experiences after the workshops

7. PROJECT INPUTS:

IPDC Contribution:

- Skilled trainers in ICTs
- Transportation, accommodation and meals for participants
- Training materials produced (photocopies, prints, USB for the participants, etc.)
- Equipment rental for workshops
- Editor hired to work on interviews
- Coffee break for the "Forum on Women and Journalism"

CEPPAS contribution:

- Coordinator for workshops
- Design workshop's dissemination pieces
- Accommodation of coordinator for workshop and the Forum
- Office facility and resources for coordination (computers, telephones, supplies)

- Administrative assistant
- Venue for the workshops
- Equipment to record interviews
- Web platform’s designer/developer, and website hosting

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Identify community radios to participate in the workshop and conduct a survey	X											
Analysis and needs identification	X											
Preparation of the survey report		X										
Design content and methodology of workshops		X										
Coordinate workshop logistics with local partners			X									
Conduct workshops				X								
Interviews with women journalists				X								
Preparation of progress report					X							
Edit and publish interviews					X							
Design and program web page on gender and digital journalism						X						
Organize and run the forum on Women and Journalism.						X						
Establish a mailing list and email network for project participants							X					
Monitor research projects							X	X	X			
Prepare final report									X			

9. INSTITUTIONAL FRAMEWORK:

CEPPAS Guatemala is a non-governmental organization devoted to research, training and advocacy of public policies. In the area of communication, CEPPAS Guatemala promotes: 1. **Media democratization**, with special emphasis on strengthening community media practice. 2. **Free Culture**, to ensure access to knowledge and its democratization. 3. **Radio production of community radios**.

10. SUSTAINABILITY:

CEPPAS will monitor and support women journalists who participated in the training for three months following the end of the project. CEPPAS will serve as a helpdesk to answer questions and sort out technical problems. Email messages will be answered within 48 hours. Project participants

with no regular email access, will keep in contact through phone. Women have access to Internet connection in the radios but not at their houses. The same with the computers. They have desktop computers that is why we have to rent laptops for the workshop. In addition, an email group will be created so they share experiences and questions about their projects.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Monitoring will be undertaken by the UNESCO Specialist for Communication and Information in consultation with CEPPAS. Consolidated reports produced by the partners and UNESCO CI expert will be submitted to the IPDC on a recurrent basis by UNESCO Guatemala Office through UNESCO San Jose. Mrs. Inés Binder, coordinator of CEPPAS, will prepare the reports.

The project's visibility, the support of the IPDC, UNESCO Guatemala and SJO Offices will be guaranteed at all stages of the project implementation. Not only the logos will appear on all printed materials and web platform but the national office will be invited to the workshops and the forum. In addition, the forum will be an opportunity to establish strategic institutional relationships between organizations that work on a national and regional level.

12. EVALUATIONS CARRIED OUT:

CEPPAS' work was evaluated several times, in regards to the implementation of projects financed by the European Union, ILO, the Ministry of Social Development of the City of Buenos Aires, the Ministry of Culture of Argentina and many other agencies. These assessments concluded that the projects were implemented on time and achieved its objectives.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress on quarterly basis and after each activity. At the end of the project, the beneficiary agency will submit a comprehensive final report describing the extent to which the immediate objectives of the project were achieved.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Professional fees for two trainers-specialists in ICTs and digital journalism (2 trainers x 150\$ x 9 days)	2700
Computer rental (30\$ x 10 computers x 6 days)	1800
Travel to Guatemala city and back (\$15 x 45 tickets)	675
135 hotel accommodations (20\$ x 45 women x 3 nights)	2700
144 meals and coffee breaks (25\$ x 48 participants x 3 days)	3600
Training materials (photocopies, prints, USB for the participants, etc.)	1000
Edition of interviews (125\$ x 12 interviews)	1500
Forum coffee break	500
Subtotal	14475

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

Accommodation for coordinator during workshops (\$120 x 9 days)	1080
Coordination (\$300 x 9 months)	2700
Office - computers, phone, supplies- (350\$ x 9 months)	3150
Assistant (\$60 x 9 days)	540
Rental of equipment for interviews (\$50 x 9 days)	450
Web hosting (\$60 x 2 years)	120
Digital Journalism Projects Monitoring (\$200 x 3 months)	600
Forum accommodation for coordinator	100
Subtotal	8740

PART V

EUROPE

INTERREGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING FREEDOM OF THE MEDIA: EVALUATING THE VALUES, PRACTICES AND ATTITUDES OF NEWS EDITORS WITH REGARD TO JOURNALISM SAFETY AND IMPUNITY IN MEXICO, PAKISTAN, BULGARIA, TURKEY, INDIA AND THE DEMOCRATIC REPUBLIC OF CONGO.
2.	NUMBER	IPDC/59 INT/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: In particular relating to 'knowledge building' to enable the design of location specific and bespoke approaches to the kind of measure required to combat the threat to journalists, to increase safety, to enable the systematic reporting of attacks on journalists and the use of impunity.
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom (including the safety of journalists), pluralism and independence
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	INTERREGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	Bespoke funding for research assistance
7.	TOTAL COST OF PROJECT	\$ 27089.62
8.	AMOUNT REQUESTED FROM IPDC	\$ 20.000
9.	BENEFICIARY BODY	Centre for Freedom of the Media (CFOM) Journalism Studies University of Sheffield 9 Mappin Street S1 4DT UK
10.	IMPLEMENTING OFFICE	UNESCO, Division of Freedom of Expression and Media Development

11.	PROJECT LOCATION	MEXICO, PAKISTAN, BULGARIA, TURKEY, INDIA AND DRC.
12.	PROJECT PREPARED BY	Professor Jackie Harrison, Chair Centre for Freedom of the Media (CFOM)

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The killings of journalists and the level of impunity for such crimes is a persistent problem. Between 2006-2013 593 journalists were killed and the current level of impunity, based on states' responses to UNESCO, is 93.3% (UNESCO's DG's report to IPDC, November 2014). This problem is widely recognised amongst IGOs, NGOs and the media community and has become a priority agenda item for the UN. The UN has developed a 'Plan of Action on the Safety of Journalists and the Issue of Impunity' in 2012 in an attempt to combat, crimes against journalists and impunity and ultimately to ensure greater freedom of expression and media freedom. However, such action plans can only be successful if news organisations (and the public) are aware of them, engage with the safety of their own journalists and issues of impunity and are willing to take measures in line with action plans specific to the countries they operate in.

In this project CFOM will interview news editors/senior journalists of news organisations (see C Additional Information below) in six countries where press freedom is constrained and where editors could therefore be expected to have a greater interest in combating threats to journalists and ensuring safe reporting than in countries where the press is relatively free and journalists generally operate in a safe environment. These countries are Pakistan, Mexico, Democratic Republic of Congo (DRC), Turkey, India and Bulgaria. The interviews will focus on editors/senior journalists' news values and practices and their attitudes and opinions with regard to the kind of measures that are required to combat the threat to journalists, increase their safety, enable the systematic reporting of attacks on journalists and to report about the problem of impunity. CFOM will analyse these findings to identify barriers to the editors' engagement with journalism safety and impunity and to outline the potential for the development of bespoke country-specific approaches with regard to the kind of assistance in terms of, journalism training, stimulating policy debate and initiatives and information campaigns that will be of direct benefit to aiding the development of the news media in each country, with the long-term aim of increasing media freedom.

2. DESCRIPTION OF THE TARGET GROUP:

Interviews will be conducted in the following countries and news organisations (where suitable editors and senior journalists concerned with the issue of impunity and safety of journalists have already been identified):

Pakistan is classed 158th on the Press Freedom Index 2014. According to the Freedom House, journalists in Pakistan face high levels of violence and threats from a range of sources, including the military, intelligence services, and militant groups³⁵. CFOM will conduct interviews with editors/senior

³⁵ https://freedomhouse.org/report/freedom-press/2014/pakistan#.VK_1vkqvwl

journalists at the following news organisations: Daily Aaj, Daily Mashriq, Daily Surkhab, Daily Subah (regional) and The News International, Daily Dawn, Daily Express, Daily Jang (national).

According to Reporters without Borders, **Mexico** is one of the world's most dangerous countries for journalists. They are threatened and murdered by organized crime or corrupt officials with impunity. The resulting climate of fear leads to self-censorship and undermines freedom of information.³⁶ Freedom House states that 76 journalists were killed between 2000 and 2013 and that another 16 have disappeared since 2003.³⁷ Mexico currently ranks 152nd on the Press Freedom Index 2014. CFOM will conduct interviews with editors/senior journalists at the following news organisations: La Jornada, Reforma, El Universal, Proceso (national) and Río Doce, Lado Be, Zeta, El Siglo de Torreón (regional).

Democratic Republic of Congo: According to Freedom House journalists and media outlets face censorship and harassment from multiple sources, including national and local government officials, members of the security forces, and non-state actors.³⁸ DRC ranks 151st on the Press Freedom Index Ranking 2014. At this stage CFOM has not yet decided which news organisations to approach. It is, however, currently collaborating with Fondation Hirondelle³⁹ which has offered CFOM the possibility to use their University and news organisation contacts. As such, access to the DRC's news organisation is ensured.

Turkey: According to Freedom House 'Turkey's government is improperly using its leverage over media to limit public debate about government actions and punish journalists and media owners who dispute government claims'⁴⁰. It currently ranks 154th on the Press Freedom Index 2014. CFOM will conduct interviews with editors/senior journalists at the following news organisations: NTV and CNN Türk (national news channels), Habertürk and Milliyet (national newspapers); Sakarya, Olay, Dücze Damla (regional newspapers) and IHA (news agency).

India currently ranks 140th on the Press Freedom Index 2014. Its media freedom is constrained by 'interference by media owners in editorial content in the run-up to the 2014 national elections, and an expansion of censorship and surveillance of digital platforms'. Journalists face violence and are often subject of legal actions⁴¹. CFOM will conduct interviews with editors/senior journalists at the following national TV news channels: Times Now, Aaj Tak, NDTV, Headlines Today and the regional newspapers Hindustan Times and Anand Bazaar Patrika as well as the TV news channels Sahara and Mahua TV.

Bulgaria, member of the EU, ranks 100th on the Press Freedom Index 2014. Journalists in Bulgaria face police violence and arrests, are threatened and experience physical violence and attacks. Government an corporate pressure on Bulgaria's media leads journalists to exercise self-censorship.⁴² CFOM will conduct interviews with editors/senior journalists at the following news organisations: Dnevnik, Capital, Sega, 24 Chasa (National newspapers) and Brjag, Zov, Borba, Dobrudjanska Tribuna (regional newspapers).

³⁶ <http://en.rsf.org/report-mexico.184.html>

³⁷ https://freedomhouse.org/report/freedom-press/2014/mexico#.VK_8UEvqvwl

³⁸ https://www.freedomhouse.org/report/freedom-press/2014/congo-democratic-republic-kinshasa#.VK_5F0vqvwl

³⁹ Fondation Hirondelle is a Swiss non-governmental organization of journalists and humanitarian aid professionals. (<http://www.hirondelle.org/index.php/en/who-we-are>).

⁴⁰ <https://freedomhouse.org/report/special-reports/democracy-crisis-corruption-media-and-power-turkey#.VLE2CEvqvwl>

⁴¹ <https://freedomhouse.org/report/freedom-press/2014/india#.VLE22kvqvwl>

⁴² <https://www.freedomhouse.org/report/freedom-press/2014/bulgaria#.VLE4MEvqvwl>

3. DEVELOPMENT OBJECTIVE:

The long-term development objective is to contribute to greater media freedom in the targeted countries. This objective obviously depends on a number of different factors. CFOM hopes to make a contribution to this long-term goal by providing a greater understanding of the news editors/senior journalists values, attitudes and practices regarding journalism safety, issues of impunity and the reporting of attacks on journalists by identifying barriers to the engagement with these issues and to outline potential ways to address these barriers through bespoke assistance.

4. IMMEDIATE OBJECTIVE:

The immediate objective is to provide an in-depth analysis of the news editors/senior journalists' values, attitudes and practices regarding journalism safety and issues of impunity in the above countries. It is vital to understand these as they provide the basis for an evaluation of what assistance NGOs, IGOs as well as governments can provide to these countries.

5. PROJECT OUTPUTS:

- 1) A report on the news editors/senior journalists' values, attitudes and practices regarding journalism safety, issues of impunity and the reporting of attacks on journalists and recommendations for bespoke assistance. This report will be made available to NGOs, the media community, IGOs and the public on the CFOM website and be disseminated through the CFOM network.
- 2) In-depth profiles of the countries' engagement with journalism safety and issues of impunity as well as barriers to such an engagement. These profiles can be used as templates for the assessment of news editors' (non-)engagement with these issues in countries similar to those examined in this project and as a roadmap for possible forms of assistance to encourage engagement - again this will contain recommendations for bespoke assistance.

6. ACTIVITIES:

- To generate the data: 6 research assistants will conduct 48 structured 1hr interviews in total with news editors/senior journalists (8 interviews per country – 4 with the national media and 4 with the regional media). Each interview will be professionally transcribed and translated.
- To generate the project outputs: the University of Sheffield and CFOM staff will analyse the data, write the report and develop the country profile templates.

7. PROJECT INPUTS:

- 2 Academic members of staff (CFOM, University of Sheffield) will prepare the interview questionnaires, undertake the analysis of the interview data and produce the report and the templates.
- 6 Academic research assistants (one per country – CFOM has identified all of these except for the DRC where the FH will make the contact) to contact the news editors/senior journalists, set up and conduct the interviews, identify a professional and reliable transcription and translation service for the interview data. These six assistants are nationals of the countries CFOM targets and are therefore familiar with the media environment. They have agreed to act as research assistants. All of the assistants are native speakers and have academic research experience in the area of media freedom in their specific country.

- Funds for translation and transcription costs of questionnaires and interview data

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of interview questionnaires and setting up of interviews	X	X										
Interviews in each country			X	X	X							
Transcription and translation of interview data						X						
Analysis and Writing Up of Outputs							X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

CFOM was established in 2008 as an interdisciplinary research and advocacy centre based at the Department of Journalism Studies at the University of Sheffield. CFOM's mission is to illuminate where freedom of expression is undermined or abused and where journalism and the safety of journalists come under attack. CFOM's management structure: It is chaired by Professor Jackie Harrison, Joint Head of Department and Director of Research in the Department of Journalism Studies, University of Sheffield, UK. CFOM has an International Director, two co-Directors, nine academic staff members, two research assistants and part-time support from Finance, Communication and Administrative Officers. The University of Sheffield's statutes and governance procedure govern CFOM. The University of Sheffield is a member of the Russell Group of leading UK research universities. It is also in the top ten UK research-intensive universities. CFOM has received funding from the University of Sheffield, the Open Society Foundations, the Swedish and UK National Commission for UNESCO, the Foreign and Commonwealth Office. Including the investment of curriculum development and research excellence funds, staff time and other associated costs by the University of Sheffield (£165,000) CFOM's annual income is circa £185,000. CFOM has worked successfully with The Division for Freedom of Expression and Media Development, within the Communication and Information Sector of UNESCO since 2012 on research and advocacy initiatives relating to journalism safety and the issue of impunity.

10. SUSTAINABILITY:

This project is a continuation of work undertaken by CFOM (see section C Additional Information). CFOM is currently envisaging grant applications with major funding bodies such as the ESCR, Leverhulme and the Open Society Foundations in order to continue and broaden the scope of CFOM's work in this area. The report of this project will be made available to NGOs, IGOs and media organisations and as such, the sustainability of this project could be ensured through policy impact. Finally, the templates CFOM will develop can be used for CFOM's own future research, but will also provide a research tool for other researchers engaging in similar work.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project outcomes will be CFOM publications which go through the University of Sheffield's established publication protocols and benefit from its marketing strategies and outlets.

12. EVALUATIONS CARRIED OUT:

CFOM has carried out a range of research projects in the area of journalism safety and has already undertaken and analysed interviews with editors and senior journalists on this topic in the UK. The research assistants used with have already completed the required research methods training in the course of their doctoral studies.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CFOM undertakes to report on project progress on a four-month basis to the relevant Field Office and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Professor Jackie Harrison will prepare and submit the reports.

C. ADDITIONAL INFORMATION

CFOM conducted two pilot studies. The first was a series of interviews with 11 leading UK journalists, editors and Heads of High Risk⁴³ in 2013 in order ascertain the editors' attitudes towards the safety of journalists, issues of impunity and the reporting of violence against journalists. Two of the findings are important for the IDPC project: (A) UK editors are aware of the UN action plan. However, they generally consider it as unhelpful, as producing little result and as interference rather than assistance. It might be the case that news organisations in the UK can be less routinely concerned about the broader issues of safety as journalism training is well developed, they have extensive networks in dangerous places that they can use to protect their journalists and usually operate in a national environment where the media are considered free. In this project CFOM focuses on countries that do not benefit from similar arrangements to those the UK has in order to examine whether values, attitudes and practices differ. (B) With the exception of high profile cases, news editors/senior journalists do not routinely cover stories on attacks on journalists as they tend to think that the public is not interested in many of these stories. Taking (B) as a starting point for further research CFOM conducted a series of focus groups in London and Sheffield in order to examine public awareness and perceptions of the deaths of journalists and issues of impunity in 2014. One of the main findings was that the public was initially unaware of journalists being intentionally targeted and of the issue of impunity. However, once they were informed and discussed some journalists' deaths the participants expressed vivid interest in the reporting of these stories claiming a 'right to know' about journalists being attacked while serving the public.

⁴³ Sunday Times: Managing Editor; Independent: Editor; The Guardian: Reader's Editor, former Managing Editor, and board member INSI; Telegraph: Foreign Editor; BBC: Producer; Head of High Risk; Deputy Head of Newsgathering; ITN: Managing Editor; Head of Security; City University: UK Director, INSI.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

6 Research assistants (Grade 7, PhD) £16.19 + holiday pay and employers NI = £18.14 @ 20hrs each	£2176.80 (\$3306.75)
Travel and accommodation for 6 RAs when undertaking interviews	£1800 (\$2734.36)
6 x Transcription and translation costs of interview data	£6000 (\$9114.54)
Staff costs for 2 academic members of staff to analyse the data and to produce the project outputs. Remainder of costs after UoS contribution. Total cost = £7789 (\$11832.19)	£3188.98 (\$4844.35)
Total IPDC	20.000US\$

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Staff costs for 2 academic members of staff to analyse the data and to produce the project outputs, 3 weeks over 6 months (120hrs) based on these dates 1/10/15- 31/3/16. Dr Stefanie Pukallus (Salary + Superannuation + NI= £1457) Professor Jackie Harrison (Salary + Superannuation + NI= £3110) Total = £4567 + £680 Estates & £15 Infrastructure & £2527 Indirect costs = £7789 (\$11832.19)	£4600.02 (\$6987.84)
Marketing, publicity and website costs (3hrs) based on these dates 1/4/15 – 31/03/16. Pete Green (Salary + Superannuation + NI = £67.00)	£67.00 (\$101.78)
Total	7089.62 US\$

GEORGIA

A. PROJECT IDENTIFICATION

1.	PROJECT TITLE	<i>Learning to Build Stories Using Data and Design in the South Caucasus</i>
2.	NUMBER	IPDC/59 GE/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	2. CAPACITY DEVELOPMENT
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	Regional
6.	TYPE OF ASSISTANCE REQUESTED	INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$ 121 794
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24 114
9.	BENEFICIARY BODY	JumpStart Georgia 5 Shevchenko St, Apt 2, 0108, Tbilisi Georgia +995 032 214 29 26, info@jumpstart.ge Eric Barrett, Executive Director
10.	IMPLEMENTING OFFICE	UNESCO HQ, Paris
11.	PROJECT LOCATION	South Caucasus (Georgia, Armenia, Azerbaijan)
12.	PROJECT PREPARED BY	Brian Gillikin, Fundraising & Sustainability Coordinator, JumpStart Georgia Marius Lukosiunas, UNESCO HQ

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The South Caucasus is comprised of three diverse countries, each facing different challenges becoming democratic and open societies where political processes represent the needs of constituents. The media in this region is largely limited to the traditional forms of print, TV, and radio. Because media organizations rely on these models that are no longer sustainable because of the internet and technology, they are susceptible to the financial control and bias of political parties and special interest groups, which in turn influences the content and quality of their journalism. Audiences in this region, in response, lack trust in the media, and thus in an institution necessary for an open and free society.

Georgia, arguably the most democratic country of the three, has undergone a series of peaceful political changes during the decade, all major changes occurring through democratic mechanisms, even though participation is still low⁴⁴. However, the media is not trusted in Georgia compared to the overwhelming trust in such as the Orthodox Church, with only 23% of Georgians trusting the media while 81% trust the Church⁴⁵. Journalists and journalism organizations are reluctant to change and still rely on methods that are no longer effective in the current context.

Armenia's lack of economic independence is an important factor in its journalistic environment. As a large percent of its budget comes from its diaspora, whose values are often colored by Armenian nationalism rather than the immediate needs of the local population, Armenia's media is characterized by a lack of grassroots involvement and focus. Perhaps that is why only 26%⁴⁶ of Armenians trust it.

In Azerbaijan, a recent heavy-handed crackdown by the government on any form of opposition is indicative that the country's media lacks the environment to function freely and that the situation is becoming increasingly less democratic. The media and civil society are under threat, and the government has forced many journalists into exile or set a deafening expectation that journalists should toe the line or face the consequences. That being said, 39% of Azerbaijanis trust the media⁴⁷, as limited as it is.

Journalists, media organizations, and journalism programs in Georgia, Azerbaijan, and Armenia suffer from a lack of exposure to modern trends in journalism, technological know-how, and the trust that characterizes these institutions in a healthy democracy. Regionally, media organizations haven't recognized the importance methods and technologies available to consume data. Attempts at moving forward come up short because of an over-reliance on old methodology and lack of education about data journalism practices.

JumpStart aims to create a culture of data-based journalism using modern methods of storytelling in this region where it is the only organization doing this type of work. This project will be assessed on how well this model of data journalism, which meets the needs and demands of contemporary readership, is integrated into the media of these countries. This project will address the problem of an over-reliance on traditional media outlets and lack of adaptation to contemporary media practices. In the past decade, data journalism has developed as an important way to convey complex issues and large data sets to audiences. Given the complexity of the South Caucasus and the availability of data (such as through the

⁴⁴ <http://civil.ge/eng/article.php?id=27478>

⁴⁵ Caucasus Barometer, CRRC, <http://crrc.ge>

⁴⁶ Ibid

⁴⁷ Ibid

Caucasus Research Resource Center⁴⁸ and geostat.ge), as well as the correlation between media freedom and good governance, equipping journalists in the South Caucasus with data journalism skills will result in more open and democratic societies.

At the core of this problem is the lack of professional skills in using data to tell news stories. JumpStart will address this problem through building capacities, which in turn will build more open societies and more accountable social institutions. This component will equip 3 journalism trainers in current data-journalism and media techniques through four 5-day training methodology course spread through the life of the project (one each quarter) who will then capacitate up to 20 journalists in each of the South Caucasus countries through coordinated monthly trainings.

The majority of journalists in this region are women and the majority of those involved in the technical side are men. The project will seek a gender balance throughout its implementation.

2. DESCRIPTION OF THE TARGET GROUP:

This project will capacitate 3 journalism trainers in data-journalism skills and methodology through four 5-day Training of Trainers (ToT) in Tbilisi, Georgia, who will capacitate groups of 20 journalists (50% women and 50% men) through monthly trainings in Tbilisi, Yerevan and Baku.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting freedom of expression, good governance, and transparency by building professional and technical capacities in the field of journalism in the South Caucasus (MDI Category 4).

4. IMMEDIATE OBJECTIVE:

Build the capacities of university journalism departments in the South Caucasus⁴⁹ and working journalists through the development of a data-journalism curricula adapted from the UNESCO model curricula for Journalism Education, the Data Journalism Handbook, and JumpStart's own work and trainings.

5. PROJECT OUTPUTS:

- 2 trainers and 60 journalists (50% women and 50% men) capable of using data journalism skills in different media to tell socially relevant news stories better using modern storytelling technologies.⁵⁰
- Data-journalism curriculum made available and free online for project participants and any interested parties and persons worldwide.

⁴⁸ <http://www.crrcenters.org>

⁴⁹ Georgian Institute of Public Affairs (GIPA) School of Journalism and Tbilisi State University in Georgia, American University and Yerevan State University in Armenia, and Khazar University in Azerbaijan.

⁵⁰ e.g. JumpStart Georgia's Storybuilder, <http://storybuilder.jumpstart.ge/en>

6. ACTIVITIES:

- Four 5-day ToTs held on the JumpStart and IREX Georgia's premises to impart essential skills of data journalism and effective training design and implementation for 1 journalism trainer from each of the 3 South Caucasus countries.
- Monthly one-day trainings (10 per country, 2 topics per training⁵¹) to impart the capacities to tell newsworthy stories with data, design, web technologies, creativity, and innovation held at IREX centers and/or universities for 20 journalists in each country.

7. PROJECT INPUTS:

Trainers/experts capable of training 3 journalism trainers in data journalism techniques and training methodology;

Three journalism trainers capable of training journalists in data journalism techniques.

a. 9 CodeSchool accounts capable of providing online technical training to three staff, three trainers, and three interns. The accounts will expire after the 12-month project, but the capacity transferred to staff, trainers, and interns will persist as concrete technical skills.

b. 1 projector (already available) capable of facilitating trainings throughout the 12-month project. JumpStart will continue to employ the projector in similar trainings, workshops, and discussions long after the project ends.

c. 1 laptop (already available) capable of facilitating trainings throughout the 12-month project. JumpStart will continue to employ the laptop long after the project ends for similar purposes.

d. 6 Chromebooks capable of facilitating trainings throughout the 12-month project. They will be used in trainings and by interns beyond the life of the project.

e. Printed materials pertaining to facilitating trainings and curriculum development throughout the 12-month project. Printed materials will be used in future trainings and participants after the project.

f. Supplies pertaining to facilitating trainings and curriculum development throughout the 12-month project. The supplies will be used in trainings and for interns long after the project ends.

g. Translation of training and curriculum materials into Georgian, Armenian, and Azeri for use by participants and populations in the region after the project ends.

Trainers/experts Short Bios

Eric Barrett hails from Houston, Texas. Since 2005, he has worked with a variety of organizations in Tbilisi, including Transparency International Georgia. Since 2011, he has directed JumpStart Georgia with the goal of pushing the boundaries on how civil society can communicate information and data to engage audiences and achieve goals. Eric is a strong advocate for open government, an open data hacktivist, and a self-taught coder and dataist. When he isn't visualizing data, he spends time with his 3-year-old daughter.

⁵¹ Planned Topics: 1) What is data journalism? 2) Developing an advocacy strategy with data for civil society organizations? 3) Basic graphic design principles; 4) Best practices for the graphical representation of quantitative information (information design); 5) Tools for visual communication; 6) Designing for advocacy; 7) Data literacy; 8) What data exists and how to get and use it? 9) Visualization of data for analysis; 10) Data analysis in the newsroom; 11) Build mixed-media stories with Storybuilder; 12) Web scraping in the newsroom; 13) Using spreadsheets to find newsworthy stories, 14) How to clean messy data with Open Refine; 15) Don't just kill yourself if your data is in a PDF; 16) Ethics, privacy, and security in the age of ubiquitous data; 17) NGOs must learn to use the web and web technologies to communicate data better; 18) Open hardware and creative solutions to measuring, observing, and ultimately communicating, 19) Tell your own data story: Part 1; 20) Tell your own data story: Part 2

Nino Macharashvili is a young journalist who believes that she can change the world (or at least Georgia) through her work. After graduating from the Department of Journalism at Tbilisi State University, Nino continued her studies at the University of Warwick, where she got a MA degree in Creative and Media Enterprises. Before joining the Jumpstart Georgia Team in December 2012, Nino was an intern at *The House Magazine*, a leading British publication about the Parliament based in London, UK. Nino's professional interests include 'Open Journalism' and Media Entrepreneurship.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of instructors and trainers	X											
Preparation of training materials / Curricula Development	X											
ToT (in Tbilisi)		X			X			X			X	
Selection and notification to workshop participants		X										
In-country workshop (Georgia)			X	X	X	X	X	X	X	X	X	X
In-country workshop (Armenia)			X	X	X	X	X	X	X	X	X	X
In-country workshop (Azerbaijan)			X	X	X	X	X	X	X	X	X	X
Final Showcase												X
Submission of implementation reports				X				X				X

9. INSTITUTIONAL FRAMEWORK:

Vision: JumpStart Georgia equips media to translate this complexity into language a wider audience can understand and use to build stronger, more open societies. JumpStart offers regular media development services through trainings and workshops, through working with partner organizations to shape their media and data strategies, and through leading by example through our in-house visualizations and open-source storytelling tools.

In the past two years, we have designed and led media workshops in Georgia for and with the UNFPA, ISET, Open Society Foundations, JumpStart International, the Georgian Institute of Public Affairs, the European Journalism Centre and others while showing what's possible through our own visualizations and storytelling tools (www.feradi.info; www.liberali.ge/ge/liberali/infographics; storybuilder.jumpstart.ge/en). We have also become increasingly aware of the need for a more wide-scale approach to our media development work as the issues facing the South Caucasus continue to grow in complexity.

JumpStart's aim for 2015 is to expand the geography and scale of our impact by working to develop data-journalism and media capacities and fostering cooperation in university programs, media organizations, and CSOs throughout the South Caucasus. We believe that creating a culture of data-driven storytelling in Georgia, Armenia, and Azerbaijan will lead to stronger, more transparent civil societies and democratic institutions, and more informed citizens throughout the South Caucasus.

Mission: The issues societies face today consist of complex mechanisms and processes. JumpStart translates this complexity into language a wider audience can understand and use to participate in fact-based discussions and ultimately make more informed decisions. JumpStart creates informed decision-makers who in turn strengthen democratic institutions. We do this through better communication based on evidence.

Management structure: Board of Directors; Executive Director

Number of regular staff and their functions: 8 full-time staff (2 developers, 3 designers, 1 journalist, 1 executive director, 1 administrative assistant) and 2 part-time staff (1 financial assistant and 1 fundraising & sustainability coordinator)⁵²

Date of establishment: 28 Oct. 2009

Annual income: \$98,275 (2013); \$84,245 (2014, as of 7 July)

Income sources: Open Society Foundations, JumpStart Intl., Liberali, University of Washington, Article 42

Other institutions involved in the implementation of the activities with explanation: JumpStart has a working relationship with GIPA in which we provide trainings, consulting, and support.

Intended manner of project implementation: Passionately and successfully.

Working relationship with UNESCO Field Office: Healthy.

10. SUSTAINABILITY:

For this training course, JumpStart will develop its curriculum for data journalists which will be used in future trainings in this region and made available for similar trainings in other parts of the world. Feedback and evaluations at the end of the ToT and the training workshops will be used to ensure best practices for future trainings and for curriculum development. The number of ToT's ensure that the many capacities necessary for effective data journalism are ingrained and replicable by the participants *and* that they are able to transfer these capacities in the in-country trainings they lead.

Beyond the training component, this project includes components in field work, which will give journalists real-world experiences for application of what's covered in the trainings, and developing open-source tools (in-house by JumpStart) that will allow journalists to do data journalism and advocacy better; thus giving participants both theoretical and practice experiences to enhance sustainability, as well as the tools they'll need for further journalism and to ensure that transferred capacities multiply beyond the life of the project.

JumpStart will cover additional components and the beneficiary agency's contribution through funding from Open Society Foundations, JumpStart International, and from work with UNICEF and MeydanTV.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Communication: JumpStart will launch the project with an exhibition and a series of workshops open to the public. We will use our website, social media, email, and in-person invitations to communicate the project and its goals to begin to generate awareness and momentum. Each journalist in each country will be responsible for developing contact lists (in the case of Georgia, improving) with different target audiences and use that, in coordination with social media and in-person communication to announce and raise awareness for each activity, including trainings and workshops. We will also prepare printed material that will assist in generating momentum, including printed handouts, t-shirts, stickers, posters, and more.

⁵² <http://www.jumpstart.ge/en/who-we-are/team-members>

Monitoring: JumpStart will monitor success during and after the project through progress each journalist makes in developing and refining their journalism skills in data analysis and communication via visual and mixed media storytelling. Success will be derived from the number of stories produced (1 data/multimedia story per week and 3 in-depth investigative stories within the project framework), but also in measuring specific indicators for progress in using data and designing stories. We will assess the success of the workshops by the size of the audience and quality of the presentation/discussion as well as through participants' feedback forms. This data will provide the qualitative and quantitative information to assess the project's success. We will summarize this data in the form of quarterly narrative reports to UNESCO.

12. EVALUATIONS CARRIED OUT:

In a previous project, *Visualizing the News in Georgia* (the successor of which is currently ongoing), we learned that audiences respond to visual storytelling. The employment of visualizations to communicate complex information is underutilized in Georgia, and our work in this area had an impact among media organizations and civil society organizations alike. After the project's start, we immediately received interest by these organizations to start to use visualizations themselves. Our experience in Georgia is now that these organizations have experienced a more engaging way to communicate, they are no longer as satisfied with traditional forms of communication (for the media, it is traditional and mono-media forms, for CSOs it is the ubiquitous 30-page report). Our colleagues in Azerbaijan and Armenia lament the lack of new-media storytelling and we know that by expanding to these areas, we can engender in local media a similar desire for better storytelling as we have Georgia.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports on the project's progress will be made every four months (the 4th, 8th, and 12th months) as well as a comprehensive final report at the completion of the project. Each report will be prepared and submitted by Eric Barrett, Executive Director, JumpStart Georgia.

C. ADDITIONAL INFORMATION

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
I. FOUR FIVE-DAY TOTS ON DATA-JOURNALISM	
Three Participants' accommodation (\$35 per day x 20 days)	2 100
Three Participants' per diem (\$25 per day x 20 days)	1 500
Participant Travel: Baku - Tbilisi (\$100 x 1 participant x 4 round-trip trips)	400
Participant Travel: Yerevan - Tbilisi (\$100 x 1 participant x 4 round-trip trips)	400
Two Trainers (Four 5-days trainings at a rate of \$100 per day per person)	4 000
Sub-total: ToTs	8 400
II. TRAINING, WORKSHOP, AND CURRICULUM DEVELOPMENT	

Supplies (office supplies, flipcharts, pens, notebooks, markers, etc. at \$20 per unit for 20 trainings + 10 workshops per country [30 workshops total])	1 000
Printing costs for trainings, workshops, and curriculum development (\$1250 per language x 4 languages)	5 000
Translation (\$1250 per language x 3 languages [Georgian, Armenian, & Azeri])	3 750
Sub-total: Training, workshop, & curriculum development	9 750
III. TECHNICAL EQUIPMENT	
CodeSchool accounts (\$29 per month x 12 months x 9 [3 staff + 3 trainers + 3 interns])	3 132
Chromebooks (\$472 per unit x 6)	2 832
Sub-total: Technical equipment	5 964
Total IPDC	US\$ 24 114

Breakdown of the beneficiary agency's contribution (in US dollars)	
Staff costs (12 months x 3 staff members)	34 080
Journalism Trainer Salaries (11 months x 3 journalism trainers)	35 640
Interns (12 months x 3 interns)	12 960
Office rental (12 months)	15 000
Project reporting	250
Total	US\$ 97 930