



United Nations  
Educational, Scientific and  
Cultural Organization

## IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

- IPDC mission: strengthen the capacities of free, independent and pluralistic media in developing countries and countries in transition
- Over 30 years of existence: US\$ 100 million channeled to > 1,500 media development projects.
- IPDC's key role regularly reaffirmed by the UN General Assembly – most recently through Resolution A/RES/66/81 'Information in the service of humanity', adopted on 9 Dec 2011, which urges all countries, organizations of the UN system and all other stakeholders concerned to "provide full support for the IPDC, which should support both public and private media".
- At its two last meetings (March 2011 and Feb 2012), the IPDC Bureau approved **178 media development projects** (out of 223 proposals submitted) for a total amount of almost US\$ 4,5 million.
- Particular emphasis on LDCs, post-conflict countries, Africa, SIDS.
- Between 2010 and 2012, IPDC was able to rely on the contributions of **13** donor countries, which provided a total of almost **US\$ 4,280,000**. These countries were: Andorra, Belgium, Denmark, Finland, France, India, Israel, the Netherlands, Norway, Spain, Sweden, Switzerland and the United States of America.

### ➤ KEY ADVANTAGES OF THE PROGRAMME:

- Strengthens the capacities of local actors to expand opportunities for free and pluralistic media;
- Support received directly by the beneficiaries, making use of existing UNESCO staff and infrastructure, particularly Field Offices, to ensure implementation, monitoring and reporting;
- Multi-donor Special Account through which most projects are financed ensures that the support is not tied up to any particular country, which is viewed positively by beneficiary organizations in terms of preserving their independence and integrity;
- Although funds are modest, they often constitute seed capital which can attract support from other funding sources;
- Support is provided in a programmatic manner, and on the basis of intensive scrutiny and rigorous selection – resulting in projects that are successful (as revealed by independent evaluation processes);
- IPDC is intrinsically linked with the UNESCO RP & contributes to the achievement of the C5 expected results.

### ➤ SPECIAL INITIATIVES THAT REINFORCE ITS PROGRAMMATIC APPROACH TO MEDIA DEVELOPMENT

#### 1. Promoting the safety of journalists and combatting impunity:

UN Plan of Action on The Safety of Journalists and the Issue of impunity presented to the 28<sup>th</sup> IPDC Council (22-23 March 2012) along with the latest DG's Report on these issues.

#### 2. Applying the Media Development Indicators to assess national media landscapes

Through a combination of RP and IPDC funding, MDI assessments completed in 9 countries and ongoing in another 14 countries. Particularly helpful in the elaboration of a roadmap for the development of free, independent and pluralistic media in countries of the Arab region following the Arab spring (Egypt, Jordan, Tunisia...).

#### 3. Developing excellence in journalism education in Africa

Identification in 2007 of 20 African institutions with the potential to become centres of excellence in journalism education. In 2010-2011: over US\$ 700,000 allocated to this initiative, half of it from the IPDC Special Account.