



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item 11: Discussion: Expanding the Role of IPDC

PROPOSAL FOR TRANSFORMING THE UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION INTO A UNESCO WORLD RADIO DAY PRIZE FOR LOCAL AND COMMUNITY RADIO

INTRODUCTION

Prizes have been a part of UNESCO's programme for decades. The number of prizes reached a peak in 2005, with 33 prizes. In order to enhance the effectiveness of prizes and their alignment with UNESCO's mission, in 2005 a strategy for prizes was adopted. Since its implementation, the number of active prizes has decreased to 19 (beginning of 2012).

At its 171st session, the Executive Board adopted UNESCO's first global strategy for prizes (171 EX/19) and decided (171 EX/Decision 24) that the implementation of the strategy be reviewed on a biennial basis. Pursuant to that decision, the Director-General submitted documents 177 EX/28 and 182 EX/25 to the Board. In addition, document 185 EX/38 contained an assessment of the effectiveness of the overall strategy for UNESCO prizes. The paper stated that UNESCO was not "in a position to systematically monitor its prizes for their visibility and impact on the Organization's prestige and credibility" and that the available data from press monitoring did not adequately capture the progress towards these two objectives. Subsequently, the Executive Board decided it was necessary to "assess the impact of each prize four years after its creation".

This document is submitted to the IPDC Council after preliminary discussion during the 56th meeting of the IPDC Bureau in order to elicit feedback on a proposal on the renaming of the UNESCO-IPDC Prize for Rural Communication as the **UNESCO WORLD RADIO DAY PRIZE FOR LOCAL AND COMMUNITY RADIO** and to authorize the IPDC Bureau to proceed with the approval of the corresponding amendments to its present statutes before submitting them to the Executive Board for final approval. The revised Prize would be awarded as of 2014.

The UNESCO-IPDC Prize for Rural Communication has a 27-year long history, having been established in 1985 by the Executive Board of UNESCO in pursuance of a Decision of the Intergovernmental Council of the IPDC at its 5th session. This UNESCO-IPDC Prize, consisting of a sum of US\$20,000, is awarded every two years.

The purpose of the UNESCO-IPDC Prize for Rural Communication is to draw attention to particularly meritorious and innovative activities undertaken by public or private institutions or by persons or groups of persons working on a personal basis or as staff members of such institutions with a view to improving communication in all its forms - and more particularly local newspapers, radio and television programmes, printing equipment and films in rural communities, primarily in developing countries.

The Prize-winner(s) is selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by the Jury, composed of the members of the Bureau of the Intergovernmental Council of the International Programme for the Development of Communication.

Every two year the IPDC Bureau decides to allocate from the IPDC Special Account the monetary value of the Prize (\$20,000) and to cover the full staff support and operating/management costs of the Prize, including costs related to the award ceremony and public information activities (US \$ 18,000). These amounts (\$38,000) are transferred to the Special Account for the UNESCO-IPDC Prize for Rural Communication, which is established under the financial regulations for the Prize.

In 2012 UNESCO's General Conference proclaimed 13 February as World Radio Day (WRD) in order to acknowledge and promote radio's role as a vector for education, freedom of expression and public debate as well as a source of vital information. WRD was successfully celebrated for the first time in 2012 with the involvement of a large number of media and professional associations.

The purpose of proposing amendments to the Prize is to reinforce its role as an instrument for the promotion of UNESCO's mission and activities. This is in line with the general recommendations of the recent Evaluation of UNESCO Prizes carried out by the Organization's Internal Oversight Service (IOS). The purpose could be achieved by linking the Prize to the celebration of World Radio Day, with its wide network of supporters and many radio stations with an interest in coverage. Increased quantity and quality of applications could be anticipated.

The change would also give adequate recognition to the impact of radio in promoting freedom of expression and sustainable development worldwide, taking into account that radio is the most prevalent mass medium in the world, and that local and community radio in particular is often the only medium available to rural and disadvantaged communities.

The new focus of the Prize would be in accordance with IPDC's priorities and would be a reminder of the central place occupied by radio-related projects, and especially community radio, among IPDC's media development activities. **The proposed amendment would have no financial implications, unless the Council decides to increase the monetary value of the Prize in order** to strengthen its prestige and visibility.

In practical terms, it could be proposed that the dates of the IPDC Bureau meeting be advanced (the 58th Bureau meeting could be held on 5-7 February 2014) in order to enable the Director-General to officially announce her decision on the Prize Winner on 13 February, within the framework of the celebrations of World Radio Day. The awarding ceremony of the Prize would take place during the IPDC Council session, as is current practise.