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Educational, Scientific and
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Organisation
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pour l'éducation,
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Organización
de las Naciones Unidas
para la Educación,
la Ciencia y la Cultura

Организация
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منظمة الأمم المتحدة
للتربية والعلم والثقافة

联合国教育、
科学及文化组织

Address by Mr Getachew Engida,

Deputy Director-General in charge of Communication and

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on the occasion of the 59th IPDC Bureau meeting

UNESCO, 26 March 2015

Chairperson of the IPDC Council,

Your Excellencies,

Distinguished guests,

Ladies and gentlemen,

On behalf of the Director-General, I am honoured and privileged to address you on the occasion of the 59th IPDC Bureau meeting. My address is particularly important – even sombre – given the attacks on journalists this year, on Charlie Hebdo, in Denmark, Guatemala, Syria, Iraq and elsewhere, the shock of which is still engraved in our minds.

These events reinforce the importance of the work that the IPDC is doing in support of free, independent and pluralistic media as well as the practice of ethical, conflict-sensitive journalism.

These are turbulent times which require that the IPDC repositions itself to better respond to these concerns, with a special focus on the role of knowledge in driving media development.

Allow me, then, to highlight key developments that I think are worthy of your consideration since the last Bureau meeting in 2014. These cover the two areas of work which define the IPDC's operational scope, namely (i) IPDC project support; and (ii) our four special initiatives on; *safety of journalists, knowledge-driven media development, media development indicators and journalism education*. I will also mention a few major activities within the Information and Communication (CI) Sector which serve to reinforce – *and are reinforced by* – the work of the IPDC.

Mesdames, Messieurs, Excellences,

Il me semble approprié/opportun de débiter cette intervention en mettant en évidence la réponse apportée par l'UNESCO suite aux événements tragiques du magazine satirique français Charlie Hebdo et ses conséquences violentes. L'initiative de l'UNESCO n'était pas uniquement une des nombreuses expressions de solidarité avec l'Etat hôte ; il s'agissait d'une réponse ancrée à notre Constitution qui promeut « le libre échange des idées et des connaissances » ainsi que le développement et la multiplication « des relations entre les peuples en vue de mieux se comprendre et d'acquérir une connaissance plus précise et plus vraie de leurs coutumes respectives ».

Ainsi, l'UNESCO avec le soutien de l'Autriche, de la France et de la Suède et en partenariat avec France Culture, a organisé un débat afin de mettre en exergue la liberté d'expression et la sécurité des journalistes, la promotion du dialogue interculturel ainsi que la lutte contre la discrimination et l'intolérance dans nos sociétés

Plus de 60 journalistes y ont participé. Les dirigeants des communautés musulmane, juive et chrétienne, des personnalités politiques françaises ainsi que les représentants des Etats membres de l'UNESCO ont également pris part à ce débat.

ENGLISH OF ABOVE: Firstly, it is only proper that I start by highlighting UNESCO's response to the atrocities on the French satirical magazine Charlie Hebdo and its violent aftermath. UNESCO's response was not just one of several expressions of solidarity with our Host Government; it was a response rooted in the Organisation's constitutional mandate to promote 'the free exchange of ideas and knowledge' as well as to develop and increase 'the means of communication between ... peoples and to employ these means for the purposes of mutual understanding and a truer and more perfect knowledge of each other's lives'.

Against this background, UNESCO, with the support of Austria, France and Sweden and in partnership with France Culture, organised a one-day debate aimed at highlighting freedom of expression and the safety of journalists as well as promoting intercultural dialogue and countering discrimination and intolerance in fragmented societies.

More than 60 journalists attended the event. They were joined by leaders from the Muslim, Jewish and Christian communities, leading French political figures as well as representatives of UNESCO's Member States.

A key message that resonated throughout the debate was the need to strike a proper balance between respect for freedom of expression and respect for sacred beliefs and values as well as religious and cultural symbols, as indeed was confirmed by UNESCO in a decision back in 2007.

Furthermore, the debate at UNESCO underlined just how vital is the UN Plan of Action on the Safety of Journalists and the Issue of Impunity, which as you know is coordinated by UNESCO and was conceived within IPDC. In this session of the Bureau, we will be hearing about experiences from different parts of the world, lessons that are no longer distant to western Europe – such as protection systems for journalists, training of trainers to optimise the capacity-building efforts, and support for journalists suffering from trauma. We should recall, of course, that in many places, journalists under threat have little prospect of protection, and even less of seeing their attackers brought to justice. What all this signals is that the safety of journalists is truly a global effort, and that IPDC's support for activities in one part of the world can increasingly be of help elsewhere. In today's world, solidarity with distant situations is simultaneously a matter of domestic self-interest.

Ladies and Gentlemen

Secondly, as I reported at the last Bureau meeting, the IPDC's contribution to the ongoing post-2015 development agenda is

being facilitated through the Programme's *Knowledge-Driven Media Development*.

In response to a status report under this initiative, the 29th session of the IPDC Council urged Member States to ensure that freedom of expression, free, independent and pluralistic media as well as media development were integrated into the universal post-2015 development agenda. This was in response to the outcome document of the UN Open Working Group (OWG) on Sustainable Development Goals (SDGs) which made no explicit reference to such issues.

In this regard, the IPDC secretariat participated in a side event at the UN Headquarters in New York organised by the German Permanent Delegation to the United Nations and the NGO ARTICLE 19. The event was aimed at advocating for the incorporation of freedom of expression and freedom of the press as possible indicators for proposed **Goal 16** and its associated **Target 10**. **Goal 16** aims to 'Promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels', and **Target 10** -- with particular relevance to the IPDC -- aims to 'ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements'.

I am happy to inform the Bureau that, at the time of preparing this report, an initial technical report, prepared by the UN Technical

Support Team and submitted to the UN Statistics Division, had been shared with National Statistics Offices for possible consideration. That report forcefully refers to the safety of journalists as a possible proxy for freedom of expression and freedom of the press – a key concern of the IPDC. It also includes elements relating to ensuring public access to information and the formulation of freedom of information laws, where these do not exist. The UN Statistical Commission is set to deliberate on this draft report.

Further work in the area of knowledge-driven media development has involved cooperation with the Deutsche Welle Akademie in a project aimed at building a knowledge community to support media sustainability.

With support from the German Federal Ministry for Economic Co-operation and Development (BMZ), UNESCO facilitated the development of a draft set of indicators for media sustainability. These indicators were discussed at a regional conference in Montevideo in December 2014, before being submitted, in January 2015, to an online consultation process involving 55 media and media monitoring experts from all regions. You will find the latest draft of the indicators among the documents that have been shared with you for this meeting. Should you wish to make any comments on these indicators, I invite you to send them by email to the IPDC Secretariat by 30 April. As per our Council meeting last November, the finalized indicators will

become a sixth category of indicators within existing UNESCO Media Development Indicators (MDI) framework, as well as be available for stand-alone application.

Furthermore, I can announce that we now have 15 MDI national assessments completed to date – most recently in Curaçao, Libya, Palestine and South Sudan. Another 18 assessments are taking place. These assessments are nationally-driven, inclusive, participatory, and based on a gender-sensitive approach. The findings of these studies, and the evidence-based recommendations they contain, represent a uniquely credible tool for guiding media-related reforms and designing effective media development interventions. The MDI projects are also important capacity building exercises which serve both to build national research skills in the field of media and enhance dialogue among a wide range of stakeholders around media development priorities.

You will recall that another sub-set of indicators based on the MDIs and focusing on the safety of journalists was developed in 2013 by UNESCO to help monitor progress in the implementation of the UN Action Plan on the Safety of Journalists and the Issue of Impunity. In this regard, I am pleased to inform the Bureau that we have completed the first set of pilot assessments carried out on the basis of the Journalists Safety Indicators (JSI).

The assessments were launched in Pakistan, Guatemala and Honduras in 2013. Assessments are ongoing in Liberia and Nigeria, and a new assessment was launched in February in Nepal. Two other studies are expected to start soon in Kenya and in Iraq. A research fellow funded by the Finnish Helsingin Sanomat Foundation is coordinating the JSI-related work at UNESCO HQ for the period of September 2014 - August 2015, and we hope this arrangement will be extended.

These exercises provide a very valuable mapping of the efforts of both national and international actors to promote a safer working environment for media workers and to combat the impunity of those who carry out crimes against them.

I turn now to the third area of IPDC's programmatic work – support to journalism education. In this respect, I am happy that the last IPDC Council endorsed the Global Initiative for Excellence in Journalism Education as a vehicle through which to channel support to schools of journalism, as well as serving as a platform for stimulating and sharing globally shared values and principles that should underpin the concept of 'excellence' in teaching, researching and practising journalism. In this regard, the Communication University of China (CUC) is set to formally launch the Chinese translation of UNESCO's revised Model Curricula for Journalism Education, and UNESCO will participate in this event as a way of enhancing support among Chinese

universities for greater collaboration between Asian and African schools of journalism.

In turn, the results of the work on safety, knowledge-driven media development, media development indicators and journalism education serve to reinforce the IPDC's project support. Many of the project proposals submitted take into account our work in these areas, ensuring thematic and operational synergy. Furthermore, our work on these initiatives and our overall project support are significant complements to the other work within the Communication and Information Sector.

To touch briefly on this other work, which complements that of the IPDC, I would signal the comprehensive study into Internet-related issues which was tabled for discussion at a recent event called CONNECTing the dots, held here in Paris, from 3 to 4 March.

The conference brought together more than 300 participants who examined the draft study report, titled *Keystones to foster inclusive Knowledge Societies*. A key output was the adoption of a non-binding Outcome Document that seeks, among other things, to reinforce UNESCO's contributions and leadership within the UN system, including continued implementation of the WSIS outcomes, the WSIS+10 review, the Internet Governance Forum (IGF) and the post-2015 development agenda. Tomorrow, we will launch a book on strengthening the digital safety of journalists,

which shows the responsiveness of UNESCO to the kind of issues raised by the Internet.

In addition, the CI sector continues to promote radio broadcasting as a key feature of media pluralism. In this regard, UNESCO celebrated yet another successful *World Radio Day* in February. Under the theme 'Youth and Radio', this year's event brought together a total of 19 radio stations from 11 countries, including China, France, Jordan, Kenya, Lesotho, Namibia, South Africa, Spain, Tanzania, United States of America and Zambia, who broadcast live from our UNESCO Headquarters.

Further, the Sector continues to promote Global Priority Gender in the field of media, including our leadership in the Global Alliance for Media and Gender. Our colleagues took part in the events in New York to mark the 20th anniversary of the Beijing Declaration and Platform for Action, putting gender equality in society and the media at the forefront. The coming World Press Freedom Day conference in Riga, Latvia, will include an examination of questions of women in media management and portrayal of women in the media.

Mesdames, messieurs

Ceci vous donne une idée du contexte dans lequel le Programme international pour le développement de la communication évolue. Je me réjouis de voir que de nombreuses propositions de projets

soutenues par le Bureau du PIDC depuis la dernière réunion, concordent avec le mandat du Secteur dans son ensemble.

D'ailleurs, il est important de rappeler le fait que le PIDC complète le travail mené dans le cadre du Programme régulier afin de renforcer l'impact du travail de l'Organisation et plus globalement sur l'environnement médiatique et de la communication. Comme vous le savez, le 38 C/5 est établi sur la base d'un budget sévère qui implique que nous devons constamment innover et chercher ailleurs pour optimiser notre impact global.

ENGLISH OF ABOVE: This snapshot provides the context in which the International Programme for the Development of Communication works, and I am pleased that many project proposals supported by the IPDC Bureau since the last meeting continue to dovetail with areas covered by the Sector as a whole.

In this regard, it is important to reiterate the fact that the IPDC complements work carried out under the Regular Programme in a way that reinforces the impact of the Organisation's work on the broader media and communication environment. As you know, the 38 C/5 programming is premised on a tough budget, implying that we must constantly look elsewhere to maximise our overall impact.

In this vein, the IPDC plays a truly critical role – which is why I am happy that the new IPDC Council Chairperson has intensified fundraising efforts for the Programme. In this regard, I would like to thank her for the visits she has undertaken to several of our Member States. In particular, her visit to the Ghanaian Ambassador, HE Johanna Odonkor Svanikier, resulted in a contribution to the IPDC by the Allied News Ltd, which publishes

the Daily Dispatch in Ghana. I take this opportunity to also thank the Ambassador for her role in this.

May I take this opportunity to also thank our funders for donations that have supported IPDC projects over the past year: Andorra, Denmark, Finland, Netherlands, Norway, Sweden and Thailand.

I also express appreciation for the donors for this year's budget that you will allocate: Andorra, Finland, Germany (FIT), Netherlands, Norway and International Media Support (for a project in Asia).

In the pipeline for next year, I thank in advance: Denmark (FIT), Norway and the private donation from Ghana... and I encourage all Member States to show the support of the international community for the efforts of IPDC to support media development in developing countries.

Enfin, j'espère qu'avec cet éventail impressionnant de réalisations – le secrétariat du PIDC et l'UNESCO – nous serons en mesure d'apprécier que le PIDC nous offre l'opportunité de faire la différence.

Je vous souhaite des délibérations constructives et fructueuses.

Je vous remercie de votre attention.

ENGLISH OF ABOVE: In conclusion, I hope that, given this impressive array of achievements – both within the IPDC Secretariat itself and UNESCO at large – we can all appreciate that the IPDC affords us an opportunity to marshal resources towards making a difference.

It thus gives me pleasure to wish you very productive deliberations during this IPDC Bureau sitting.

Thank you for your attention!