



IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item for discussion New Special Allocations from IPDC Special Account: Knowledge-Driven Media Development (KDMD) initiative

INFORMATION NOTE

SUMMARY CONTENT OF DOCUMENT

This document presents a request for the IPDC Bureau to approve a special allocation to the Knowledge-Driven Media Development (KDMD) special initiative, particularly in light of the advocacy being carried out under this initiative to include free, independent and pluralistic media in the post-2015 development agenda.

New Special Allocations from IPDC Special Account: Knowledge-Driven Media Development (KDMD) initiative (January 22, 2015)

1. Background
2. Purpose
3. Conclusion
4. Bureau action

1. BACKGROUND

The 58th IPDC Bureau designated *Knowledge-Driven Media Development* (KDMD) as a special initiative of the IPDC. The 29th session of the IPDC Council, in deliberating on the initiative's contributions to the ongoing consultations for a post-2015 development agenda, regretted that the outcome document of the UN Open Working Group (OWG) on Sustainable Development Goals (SDGs) contained no specific reference to the right to freedom of expression and information and its corollary, media freedom, and thus urged Member States to ensure that freedom of expression, free, independent and pluralistic media, and media development were integrated into the universal post-2015 development agenda. The special allocation will help the initiative to make a contribution in this regard.

2. PURPOSE

The special allocation will enable the IPDC Secretariat to carry out activities relating to the three aspects of the initiative, namely:

1. **Intellectual** reflection on the discourse of media development, thereby clarifying and establishing a conceptual framework of what constitutes ‘knowledge-driven media development’.
2. **Advocacy** campaigns, particularly by strengthening the IPDC’s participation in existing international coalitions working to advance freedom of expression and of the media in the post-2015 development agenda processes currently unfolding.
3. **Thematic** engagement, by sustaining and helping to further develop work on particular aspects of media development, such as media sustainability.

More specifically, the following activities will be supported:

- Partnership with a university to establish a new UNESCO Chair on Knowledge-Driven Media Development, as a way of promoting scholarly and policy research on the notion of *knowledge-driven media development*, or provide some financial support to an existing Chair to undertake such research and publish the results online.
- Launch of a new publication linked to the post-2015 development agenda, entitled “Teaching Journalism for Sustainable Development: New Syllabi”, possibly during the ORBICOM annual conference in Mexico or at a side-event during the UN General Assembly in New York.

3. CONCLUSION

Since its inception, this initiative has had no allocation from the IPDC’s special account for its activities. Its work has generally been carried out as an extension of Regular Programme support for journalism education and freedom of expression. A key feature of the initiative’s work – the Analytical Report based on IPDC project implementation reports – is undertaken internally. The special allocation will help to bolster the initiative’s contributions to the post-2015 development agenda. Furthermore, it will help to build greater alliances with partners, thereby raising the profile of the international media development community to the key architects of international development policies, and thus enrich the mainstream sustainable development debate.

4. BUREAU ACTION

The Bureau, having discussed this document and any amendments, may wish to:

- Approve a special allocation of US\$10,000 to the KDMD initiative.