



United Nations  
Educational, Scientific and  
Cultural Organization

# IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

CI-16/BUR.60/11  
1 February 2016

## Agenda item for discussion IPDC fundraising and communication

### INFORMATION NOTE

#### SUMMARY CONTENT OF DOCUMENT

The Bureau is invited to discuss current fundraising and communication strategies and report on its own past or future action in this field.

### Setting targets for fundraising and communication

1. Background
2. Latest developments in fundraising
3. Latest developments regarding communication strategy
4. Conclusion

### 1. BACKGROUND

A strategic approach to fundraising over the medium term was submitted to the Bureau in 2013. Bureau members agreed that the strategic objective was to get IPDC onto a path of sustainable growth in funding, based upon the Programme's results-proven record in media development.

Specific aims of the approved **fundraising strategy** were:

- To increase the funds available to at least \$1,5m a year by 2015,
- To increase the donor country numbers to 15 by 2014,
- To mobilize all Bureau members as active fundraisers
- To identify the actors and develop the necessary activities and accessories to support the fundraising

Similarly, the Bureau also examined a general communication strategy, aimed at mobilizing the international community and key audiences in order to strengthen and raise the profile of the IPDC and, in doing so, contribute towards its mission to create a healthy environment for the growth of free, independent and pluralistic media, particularly in developing countries and countries in transition.

The specific objectives of the **communication strategy** were:

- To raise awareness among key audiences (internal and external) of the IPDC's work in funding and implementing effective media development projects
- To reinforce and raise the profile of the standard-setting role of the IPDC as the only intergovernmental programme active in the field of media development worldwide
- To promote and continue to support the IPDC's Special Initiatives, (such as Safety of Journalists and Media Development Indicators), in recognition of the holistic nature of media development and the importance of ensuring an enabling environment
- To support and raise awareness of the IPDC's knowledge-generating role among key audiences
- To increase the IPDC's online presence
- To maximize the potential of the various actors involved (UNESCO staff, Bureau members, Chair, beneficiary organizations, partners, etc.) as part of a collective approach towards raising the IPDC's profile.

At its 59<sup>th</sup> meeting in March 2015, and based on the latest fundraising and communication developments, the Bureau decided to:

(i) Request the Chair and Bureau members to intensify efforts to fundraise for IPDC, including through in-kind contributions and by strengthening the Programme's human resources (e.g. provision of detached personnel).

(ii) Urge its members to actively lobby their respective governments to fund the IPDC through its established modalities of Special Account and Funds-In-Trust, even if only through symbolic contributions. Symbolic contributions may then be used to support the Programme's Special Initiatives and specific projects and contribute to a feeling of ownership by all members, particularly those who were beneficiaries in the past.

(iii) Encourage its members to act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.

(iv) Request the Secretariat to continue to make materials available to facilitate the fund-raising and communication tasks of Bureau members, including the IPDC Chair.

(v) Bring this issue to the attention of the Council with a view to further mobilizing the support of Council members as the current funding levels mean that IPDC is functioning below its optimum level of potential, scale and impact.

## 2. LATEST DEVELOPMENTS IN FUNDRAISING

The amount of contributions received over the past six years is shown in the table below.

		<b>55<sup>th</sup> Bureau, (2011)</b>	<b>56<sup>th</sup> Bureau, (2012)</b>	<b>57<sup>th</sup> Bureau (2013)</b>	<b>58<sup>th</sup> Bureau (2014)</b>	<b>59<sup>th</sup> Bureau (2015)</b>	<b>60<sup>th</sup> Bureau (2016)</b>
1.	Andorra	52,344	42,368	12,870	13,587	12,706	8,417
2.	Bangladesh						1,000
3.	Belgium	142,653 (FIT)	-				

4.	Denmark	275,000	275,000	275,000	50,206		
5.	European Union						800,000 Euros FIT (pledged)
6.	France	27,127	38,000				
7.	Finland	267,738	266,666	259,740	530,472	271,740	221,238
8.	Germany					126,112 (FIT)	
9.	Ghana						2,500
10.	India	530,000	-				
11.	Israel	15,052	-				
12.	Latvia						10,989
13.	Netherlands	-	66,666	64,767	65,189	65,876	52,910
14.	Norway	166,945	174,709 276,420 (FIT)	196,100 161,816 (FIT)	324,480	467,006	277,166 262,657 (FIT)
15.	Spain	443,787	130,000				
16.	Sweden	36,737	103,656	30,000	15,585	15,585	25,571
17.	Switzerland	482,456	-				
18.	Thailand				1,000		
19.	USA	200,000	264,143				
	TOTAL	2,639,839	1,637,628	1,000,293	1,000,519	959,025	862,448 US\$ + 800,000 Euros (pledged)

*Note: The figures above include Programme Support Costs (10%).  
Figures shown in US\$ (except for pledged funds from EU)*

The current number of donors is 9, while it was 6 in 2015. Although the objective to increase the donor country numbers to 15 was not met, the increase of the overall number of contributors is to be acknowledged. However, it should also be noted that the symbolic nature of some of these donations has not contributed to raising the overall level of funding for IPDC's Special Account.

In 2015, IPDC Chair, with the assistance of the Secretariat, continued to meet with Member States in order to brief them about the achievements of the Programme, as well as the challenges ahead. In one year, the IPDC Chair has visited more than 30 delegations and requested them to consider contributing to IPDC. After the meetings, tailored project proposals and concept notes were sent by the IPDC Secretariat as a follow-up.

On 29 September 2015, an IPDC Progress Meeting was organized with the participation of ambassadors and delegates from Algeria, Brazil, Denmark, Latvia, Lithuania, The Netherlands, Spain, Switzerland and Turkey.

IPDC's Chair participated in Commission V of the 38<sup>th</sup> of the General Conference, and briefed Member States on the latest achievements of the Programme. IPDC's results were praised by many delegations, which requested that the Programme continues to be reinforced within the overall action of the Organization's Communication and Information Sector. At the request of Member States, the CI Programme will now have a new Expected Result 3, dedicated to IPDC's action, which raises the visibility of the Programme's achievements and hopefully its resources.

On 10 November 2015, the IPDC Chair, with the assistance of the Secretariat, convened Nordic countries in a separate event and requested them to continue with their support to the Programme. She also followed up on previous meetings with donor countries and addressed requests for support to new and current Council members.

### **3. LATEST DEVELOPMENTS REGARDING COMMUNICATION STRATEGY**

Since the communication strategy was discussed by the 59<sup>th</sup> meeting of the IPDC Bureau, IPDC has been visible in most CI organized events, such as workshops, seminars and roundtables, both in the field and in HQ. In addition to this, IPDC publications (or those which have stemmed from IPDC's Special Initiatives) have been systematically displayed and distributed to event participants and relevant parties. UN conferences, CI Information Meetings with Member States, visits of the IPDC Chair and events related to media development have all been occasions to continue to raise IPDC's profile.

IPDC supported the International Conference on *Youth and the Internet: Fighting Radicalization and Extremism*, organized by UNESCO on 16 June 2015, as well as the International Conference entitled *News Organizations standing up for the safety of media Professionals* held at UNESCO Headquarters, Paris, on 5 February 2016.

IPDC participated in the Global Media Forum (GMF), organized by Deutsche Welle Akademie in Bonn in June 2015. IPDC Chair participated in a workshop on "70 years of the UN – From the past to the future: Fit for the purpose in the age of digital media?", while IPDC Secretariat organized a session on "What is media viability and how is it relevant to foreign policy?", where IPDC/DW's Media Viability Indicators (MVI) were presented.

Similarly, IPDC Chair participated in the Conference on Rapprochement of Cultures: One Humanity beyond Diversity, organized within the framework of the fifth International Forum of NGOs with formal relations with UNESCO, in Beijing, in July 2015, making two contributions on "Youth facing radicalization and Digital culture, cyber space for knowledge and dialogue". IPDC Chair also participated in the Women with the Wave Forum, Broadcasting for All, organized by ABU in Istanbul, in October 2015, where she was as a speaker in a panel with key representatives of UN organizations focusing on the inclusion of women in media and society. Finally, IPDC was a participant in the GAMAG conference where she moderated the final discussion during the International Development Cooperation meeting. Moreover, two IPDC-supported projects were discussed during the GAMAG General Assembly in December 2015.

As for IPDC's on-line resources, these have been consistently kept up to date and promoted with partners. Numerous articles and pictures have been published on the implementation of IPDC projects and on general IPDC events. Field offices have also promoted IPDC on their respective web pages. Information on projects

and project-related activities has become easily retrievable and presented in an attractive form on the CI and IPDC websites.

A new on-line system for project submission management was established in 2015. The new system facilitates the submission, implementation and evaluation process, as well as the on-line archiving of project documents, and other useful automated procedures.

A database of IPDC contacts was also finalized to facilitate the e-mailing of relevant news items and information to IPDC partners and beneficiaries. IPDC continued to promote the transparency of the Programme by ensuring all reporting, evaluations and documents are systematically made available online. A new IPDC brochure was published in order to explain IPDC in a visually appealing way, and inform relevant parties about the Programme's objectives and actions.

Social media communication, however, has been lacking. As already reported to the 59<sup>th</sup> meeting of the IPDC, the loss of the position of a dedicated IPDC assistant at the end of 2013 has curtailed the capacity of the Secretariat to fulfill all the actions envisaged in the communications strategy. The IPDC Project database had provided quick public access to information on projects approved by the IPDC Bureau since the beginning of the Programme. Unfortunately, again due to lack of human resources, the database was last updated in 2012.

Efforts are continuing to secure Associate Experts, seconded staff and interns who can assist in IPDC communications.

#### **4. CONCLUSION**

Based on the discussions on fundraising and communication developments, the Bureau may wish to:

- Request the Chair and the Secretariat to continue current efforts to fundraise for IPDC, analyze current priorities of the most important media donors and approach them with IPDC proposals; extend efforts to include private foundations and the private sector; go beyond permanent delegations and prepare fund-raising missions to the capitals of strategic countries; and explore EU funding for thematic/regional FIT grants.
- Request the Secretariat to give more visibility to the real impact of IPDC micro funding, highlight their RBM focus as well as their cost-effectiveness.
- Request the Secretariat to strengthen IPDC's Special Initiatives and further position the MDI assessments so that they continue to be recognized national media development plans. Ensure follow-up to the assessments so that each stakeholder can identify and play its role.
- Request the Secretariat to promote more actively the uniqueness of IPDC's reporting mechanism on safety of journalists and impunity issues and improve the IPDC branding of this important initiative.
- Remind Bureau and Council members to actively lobby their respective governments to fund the IPDC through both its established modalities: IPDC's Special Account (voluntary contributions or contributions to earmarked projects) and FIT, even through symbolic contributions and/or by seconding personnel.
- Remind Bureau and Council members to act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.
- Bring this issue to the attention of the Council with a view to further mobilizing the support of Council members, highlighting the potential for resources so that IPDC can function at its optimum level of potential, scale and impact.