



United Nations  
Educational, Scientific and  
Cultural Organization

# IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

## 59<sup>TH</sup> MEETING OF THE BUREAU OF THE IPDC INTERGOVERNMENTAL COUNCIL

UNESCO HQ, 26-27 March 2015

### MINUTES

Present: Representative of the Director-General of UNESCO (Mr. Getachew Engida)  
IPDC Chairperson (Ms. Albana Shala, The Netherlands)  
IPDC Rapporteur (Ms. Diana Heymann-Adu, Ghana)  
IPDC Bureau members  
- Algeria (Mr Ahmed Benzelikha)  
- Bangladesh (Mr Ahmed Martuza)  
- Denmark (Mr Mogens Blicher Bjerregård)  
- Niger (Mr Mamoudou Djerma Abdoulaye)  
- Peru (Ms Leyla Bartet)  
- Poland (Mr Krzysztof Wojciechowski)  
IPDC Secretariat: Mr. Guy Berger, Ms. Rosa Gonzalez, Ms. Saorla McCabe, Mr. Fackson Banda, Ms. Maria Isabel Rohmer, Ms. Christine Hugoninc-Sayag, Mr. Jochen Elegeert, Mr. Andoni Santamaria Kampfner  
Ms. Chafica Haddad, Chair of the Intergovernmental Council of the Information For All Programme (IFAP)  
Observers

#### **Item 1: Minutes of 58th IPDC Bureau meeting**

The IPDC Chairperson, Ms. Albana Shala, declared open the 59<sup>th</sup> meeting of the IPDC Bureau. The meeting then formally adopted the minutes of the 58<sup>th</sup> meeting.

#### **Item 2: Adoption of the Agenda**

The Agenda of the 59<sup>th</sup> Bureau meeting was adopted.

#### **Item 3: Opening remarks by the Representative of the Director-General**

The Representative of the Director-General, the Deputy Director-General Mr Getachew Engida, reminded the Bureau members about the many cases of violence and murders of journalists this year. These events underlined once more the importance of the IPDC which required the IPDC to position itself to better respond to these concerns. The 'Journalism after Charlie' Day of Debate organized at UNESCO was a great success in this context, in which IPDC participated actively.

The attacks at Charlie Hebdo also proved how vital the UN Plan for the Safety of Journalists and the Issue of Impunity remained. It has shown that journalists are not only in danger in conflict zones but everywhere, including Western countries.

Another important element that was mentioned was the contribution of IPDC to Post-2015 Sustainable Development Agenda by emphasizing knowledge-driven media development. Special reference was made to UN's draft Goal 16: promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels.

Through a partnership with Deutsche Welle Akademie, UNESCO also facilitated the development of a draft set of indicators for media sustainability. 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, the completion of 15 MDI national assessments was announced. The importance of journalism education was emphasized. The Representative of the Director-General also thanked the last IPDC Council for endorsing the Global Initiative for Excellence in Journalism Education.

The Representative expressed special thanks to the Chair for her many attempts at raising funds for IPDC. He also thanked all Member States who funded IPDC during the last years and encouraged all Member States to keep supporting media development.

#### **Item 4: Opening remarks by the Chairperson**

The Chair pointed out that it has been a very busy time for IPDC lately, especially since the killings at Charlie Hebdo.

She mentioned her participation in the debate "Journalism after Charlie" and her request to the Secretariat to add a special debate about journalists' safety in this Bureau meeting. The recent events gave the Bureau an opportunity to reflect on this important field. She also mentioned the participation of IPDC in the Connecting the Dots conference on 3-4 March. This participation underlined the role of IPDC in promoting journalists' safety both online and offline. In the near future the IPDC message would also be brought to the World Press Freedom Day in Riga in May and to the Conference on Internet and Youth at UNESCO in June.

The Chair also reported on her fundraising efforts. Since election, she had held meetings with Algeria, Bangladesh, Brazil, Germany, Ghana, Luxembourg, Niger, Peru, Spain and Switzerland. The Chair further wrote letters to Member States on the Council to request funding for IPDC and was hopeful for positive results. At the time of the Bureau meeting, negotiations with Norway and Denmark for possible support to IPDC were ongoing.

#### **Item 5: Knowledge-driven media development (KDMD): Analytical summary of implementation reports on IPDC-supported projects**

Mr. Fackson Banda gave a brief presentation of the implementation reports on IPDC-supported projects. The overall purpose of the analysis of the report was to glean data and information from the implementation reports that could be ploughed back as coherent knowledge into the exercise of IPDC project formulation. Five key points were highlighted in his description: (i) gender focused projects; (ii) a focus on sustainable development; (iii) mobilisation for community radio projects; (iv) efforts at comparative media research; and (v) technology-driven projects. In general, the project activities reported on, responded to the three-fold analytical schema proposed by some evaluation experts. These are *Media for Development*, *Media Development* and *Community Engagement*.

#### **Item 6: Discussion**

Denmark thought it could be useful to use these categories to inform applications in the coming years. These could be done more systematically. Denmark also wondered if it would be possible for the implementation reports to be further developed.

Peru made reference to the publications of Manuel Castells which are focused on the role of the media in a permanently changing world. In Latin America, for instance, there is a context of urbanization where fewer people live in rural areas. But in this context radio could be a good medium to reach rural people. When it comes to convergence of new and old media, there should be more innovation since traditional media are in decline. Peru worried that only 3% of the projects analysed in the implementation report dealt with the priority “Innovation in convergence and integration of legacy (traditional) news media and new communications”. The representative of BBC Media Action also expressed concern on this.

Poland emphasized that the categorisation by the IPDC Secretariat which included a category for innovative projects (reflecting the agreed project priorities) should not be viewed as absolute since one project can serve different purposes. Poland also suggested replacing the term press by media.

The representative of the International Telecommunication Union asked whether, given current funding levels, the Bureau should reserve a portion of the available budget in the Special Account for a limited number of larger project grants, while keeping another portion for a wider number of smaller project grants. He touched upon the issue of the sustainability of the projects and asked what kept them alive once they have been launched.

Mr. Fackson Banda answered to the Bureau that IPDC had been planning to invite project submitters to present their successes to this Bureau meeting, but due to the importance of journalism safety issues, this latter issue had taken priority for this session. He also said the Manuel Castells publications have been considered as background to the work of the Secretariat. Regarding the concerns about innovation, he confirmed that the categories are not mutually exclusive. Even though few projects are categorized within the priority “Innovation in convergence and integration of legacy (traditional) news media and new communications”, innovation was very much embedded in all IPDC components. When it came to sustainability of the projects, IPDC focused on partnerships to help ensure that projects would survive and opportunities for extra fundraising can be found.

Mr. Guy Berger explained that IPDC speaks about “press freedom” because “media freedom” could be confused with the media industry. Press freedom is historically the freedom of publishing – making information public, irrespective of platform. Freedom of expression, pluralism, independence and safety were essential factors to achieve this freedom, and this perspective was the legacy of the Windhoek Declaration which was backed by Member States at UNESCO’s General Conference in 1991.

The Chair emphasized that the purpose of the implementation analysis was epistemological. She established that there was consensus on the proposed decision to note the findings and conclusions of the Analytical Report as forming an important knowledge component of IPDC media assistance within the framework of the Knowledge-Driven Media Development initiative.

The decision was approved.

*The Bureau:*

- *Notes the findings and conclusions of the Analytical Report as forming an important knowledge component of IPDC media assistance within the framework of the Knowledge-Driven Media Development initiative.*

## **Item 7: IPDC financial situation**

Ms. Rosa Gonzalez gave a presentation on the financial position of the IPDC Special Account and Funds-in-Trust 2015. Because of the low amount of contributions, IPDC has added reserve funds from unimplemented projects or remaining funds unspent by previous grantees, to the IPDC Special Initiatives allocation budget.

Peru was worried about the lack of funding in the CI Sector in times of financial crisis at UNESCO. Its representative highlighted the paradox that while CI has become one of the most visible sectors, it still suffers severe budget cuts.

The Chair of the IFAP Intergovernmental Council observed that in the 38/C5 document, IPDC projects and journalism training were no longer mentioned among the expected results.

Mr. Guy Berger underlined the importance of IPDC since it is complementary to the rest of the CI sector.

## **Item 8: Decision on new special allocations from IPDC Special Account**

### Media Development Indicators (MDIs)

The decision was approved.

*The Bureau:*

- *Approves a special allocation of US\$40,000 to the MDI Special Initiative to facilitate the implementation of the activities outlined [in the report preceding the draft decision – Secretariat insertion] above.*
- *Endorses the initiative to develop indicators of media sustainability and encourage their application.*

### Knowledge-Driven Media Development initiative (KDMD)

Denmark asked how the funds would be used, and why part of KDMD envisaged IPDC using some funds for establishing Chairs since university institutions normally covered these costs.

Mr. Fackson Banda answered that UNESCO Chairs from developing countries have not been forthcoming and that IPDC would very much like to encourage change. A number of academics have been identified, but their institutions had no seed funding. Therefore it was up to IPDC to take the initiative and stimulate the proposals that would align with its mission.

The representative of BBC Media Action regarded the initiative a good idea and asked if this is an overdue initiative, which was confirmed by Mr. Banda.

The decision to fund KDMD was approved.

*The Bureau approves a special allocation of US\$10,000 to the KDMD initiative.*

### Global initiative for excellence in journalism

Denmark said the issue had been discussed at the IPDC Council session in November 2014, and that it had been made clear that no funding would be requested for this initiative. Denmark sought clarification.

Mr. Fackson Banda explained that this particular IPDC special initiative is also linked to the activity of the Regular Programme. However, there was also a special circumstance of a budget cut in the Regular Programme which had affected the work of the global initiative. If the initiative rested only on the Regular Programme, it would not be able to continue. This proposed IPDC special allocation was to ensure continuity.

Ms. Beatrice Motamedi, Stanford University, asked about the shape and scope of the proposed report on World Trends in Journalism Education. Mr. Fackson Banda answered that the report would be restricted to

journalism education taught at universities. It would cover all regions and would be used by journalism educators to compare their pedagogical approaches.

Denmark was concerned about the limited resources of IPDC and asked if no other sponsors could be found for this report. Peru supported Denmark's intervention. Mr. Berger suggested withdrawing the proposal and looking for other funding.

The allocation of \$10,000 proposed by the IPDC Secretariat for this initiative was not approved.

#### International Conference on Youth and the Internet: Fighting Radicalization and Extremism

The Chair explained that as per the document prepared for the Bureau meeting, UNESCO would be organizing an international conference on Youth and the Internet: Fighting radicalization and extremism, at UNESCO HQ on 16-17 June 2015. Important issues covered by the IPDC would be debated. IPDC's participation would contribute significantly to the discussions, through the intervention of the IPDC Chair but also with IPDC-supported panelists. Additionally, the Conference would reflect on a number of follow-up pilot projects which could be channeled through IPDC. In terms of visibility, the Conference would provide important international exposure to IPDC.

Denmark asked for an opportunity to read the concept note. The item was delayed until the afternoon of Day 1.

When the Bureau returned to the issue, Poland referred to its history of non-democratic regimes and emphasized the importance of freedom of speech. Fighting radicalism could not mean imposing any limit on freedom of expression or censorship.

Questions were raised about the size and the funding of this conference by Poland and Peru. Mr. Guy Berger answered that the conference was attempting to find other partners and sponsors. The conference intended to bring together some 300 participants. An allocation provided by IPDC funds would be taken from reserve funds. The amount would need to be enough to bring certain key speakers to the conference. The IPDC contribution would be part of a broader funding. The IPDC Chair would be present at the conference to ensure IPDC's focus was reinforced. The Bureau then agreed to the following decision:

*The Bureau approves a special allocation of US\$ 10,000 to support the International Conference on Youth and the Internet: Fighting radicalization and extremism.*

#### **Item 9: Decision on Special Account earmarking modality**

The Chair started by reminding everyone of the difference between the Special Account and the Funds in Trust funding modality, before explaining the intended aim of this new Special Account with an "earmarked" possibility.

Ms Rosa Gonzalez explained that this new modality suits donors who require more targeted donations but still wish to go through the Special Account. This possibility is needed since the number of donors to the IPDC Special Account is steadily decreasing.

Denmark emphasized the importance of flexibility of procedures and strongly supported the decision.

The decision was approved.

*The Bureau recommends to the Council that earmarked contributions to projects/activities approved by Bureau are accepted under the IPDC Special Account provided that the general conditions of the Special Account are respected.*

## **Item 10: Examination of the projects submitted to the Bureau**

The representative of the World Press Freedom Committee objected to the fact that the scorecard was only available to the Bureau members. Poland suggested making the scorecard available to observers as well in the future. A list was then distributed to observers of the provisional ratings for projects by the Bureau Members, presenting the titles of those projects agreed and those not agreed for support, as well as those to be discussed.

First, the projects with a disagreement on the amount to be allocated were discussed and decisions made by consensus. Second, the projects for which there was also disagreement on level of priority were discussed, and decisions were made by consensus.

The Chair suggested reducing \$2,000 of each project already approved to have more funds for the following discussion. Denmark and Poland remarked that such an automatic linear reduction could be problematic. Algeria and Niger agreed with the Chair. Peru wondered if a way could be found to reduce the amount of costly but not high impact projects. Denmark suggested an alternative approach: just start discussing and see in the end how much has been allocated. The Bureau agreed with this suggestion.

After discussion and provisional decision on the prior considered projects, the rolling total had exceeded the ceiling of the total budget to be allocated, there was a shortfall of \$44,380. The Bureau then agreed to deduct \$675 from each project to cover this.

## **Item 11: Examination of additional submissions and proposals from Ebola-affected countries or related to the crisis. (Projects 95-97)**

In line with IPDC Council Decision on this issue, three Ebola-related projects were presented for the Bureau's consideration. Mr. Guy Berger explained that the funds-in-trust account for Ebola-related initiatives that had been requested by the IPDC Council, had not been established. This was because UNESCO as a whole had established a broader initiative to combat Ebola, and IPDC had signalled interest in any funds forthcoming through this modality, rather than establish its own fund. Mr. Guy Berger emphasized that when a natural disaster occurs in a country, a good media system is essential. In the three Ebola countries, there were people who had lost trust in national and international health organisations, and there had even been cases of violence towards organisations like Doctors Without Borders. Therefore, the media were important to raise awareness. He also clarified that the funds for these projects came from reserve funds, i.e. funds that had been sent back from projects which had received a grant but for various reasons had not spent all or part of this. The projects were then approved.

## **Item 12: Examination of two additional projects submitted to the Bureau and allocation of funds from the IPDC Special Account. (Projects 91-92)**

The projects requested \$40,000 and \$40,280 from IPDC, although the total cost for both projects was much higher. The projects were approved at the lower amount of \$20,000 each, subject to reduction by the same amount as the other approved projects (\$675 each).

The Chair opened a discussion on the projects submitted by Niger the previous week, although there had not been time to assess those at the Secretariat or Bureau. Niger emphasized the troubled times because of the war with Boko Haram. Awareness raising programmes to turn away the population from Boko Haram were necessary. The projects submitted by Niger were focussed on capacity building and fast training for journalists. Peru echoed the points made by Niger and asked the Secretariat if there were other ways of funding or any solution. The Chair pointed out there were also possibilities outside IPDC such as crowdfunding, which is used more often for emergencies.

## **Item 13: Special Debate on: "After Charlie: Strengthening the Safety of Journalists"**

Mr. Guy Berger gave an introduction to the debate, emphasizing the need for journalists' safety and underscoring that the attacks on Charlie Hebdo had shown once again that this is not an issue that concerns only certain countries. He drew attention to a new UNESCO publication on digital safety which was financed by Denmark. He also reminded that the UN Plan for Journalists Safety and the Issue of Impunity emphasizes a strong role for the UN in protecting journalists' safety on the one hand, and the need for a multi-stakeholder approach on the other hand. Mr. Berger also mentioned a number of IPDC projects strengthening ongoing work by UNESCO on journalists' safety. The Chair then invited the expert speakers to take the floor.

Mr. Carlos Cortés, independent expert on protection mechanisms, focused his presentation on the role played by the state in protecting journalists. Amid the systematic violence against journalists, Colombia was one of the first countries to activate a mechanism to protect journalists at risk. The existence of the program has contributed to a decrease in the deadly attacks on the press. Today the protection mechanism receives and handles about 130 annual requests from journalists at risk, and assigns protection measures to 90 of them. Over the past 15 years the programme's structure has changed substantially. Initially, it was an operating system without clear guidelines, transformed into an autonomous mechanism, with procedures, institutions, and normative concepts to perform protection.

There is still room for improvement. Even though the legal framework is highly developed, implementation remains a problem. Journalists continue to receive threats from local authorities, and local criminal gangs can be involved. There is also a strong need for more judicial convictions of those responsible for crimes against journalists. He demonstrated a wiki with further information on the Colombian experience. <http://journalistprotection.wikispaces.com/>

Mr. Yves Bigot, Director of TV5, focused his presentation on protective measures for the media industry. His organization is highly protected since the attacks at Charlie Hebdo; he extensively described the security plan in place at the TV5 offices. Regarding journalists in the field, they are systematically briefed before every mission, very well trained and encouraged to be accompanied by the army. There is only one condition for military protection: it cannot be an obstacle for the journalistic job and journalists do not have to report to these armies. Embedded journalism needs to be avoided at all costs. Other measures include the use of life vests and helmets, and using cell phones only in safe zones. One of the biggest problems is the use of fixers, who have sometimes been bribed by terrorists and betrayed the journalists they were supposed to help. Since the Charlie Hebdo killings, most reporters feel that they have become soldiers of freedom of expression and no tendency of backing down can be observed.

Mr. Monir Zaarour from the International Federation of Journalists gave a presentation on the work of his organisation in the field of safety training. IFJ offers a standard three-day training which includes elements such as basic lifesaving skills, courses on the effects of arms on human bodies, finding shelters for air strikes, safety for women, digital security, trainings on first aid to stop bleeding, etc. He emphasized the need to develop regional and national capacity and the danger of safety information getting lost in translation. Therefore, local trainers need to be supported and trained. He called for safety standards to be developed.

Ms. Dinah Kituyi, psychologist and expert, spoke from her experience as a trauma specialist for journalists. She stated that the psychological pressure on journalists is not often recognized since journalists who suffer heavily from psychological traumas often quit their job or continue in denial. Journalists are primary victims of trauma. They frequently struggle with flashbacks, nightmares and post-traumatic stress. In many cases they do not realize they are under intense stress, since they keep working anyway. Also many elements have become normalized and seen as part of the personality or job of journalists, such as anger issues, relationship problems and taking sleep pills. Therefore it is important to raise awareness about this mental struggle. It is common for journalists to feel that admitting stress or emotions could be seen as a weakness.

## Discussion

Bangladesh made a statement condemning the killings at Charlie Hebdo and setting out its record on press freedom and safety. Bangladesh stands against terrorism and supports the global fight against extremism. Bangladesh protects freedom of expression in its Constitution. Also a special reference was made to the welfare fund for journalists and their families in Bangladesh, as well as other initiatives for journalists' protection.

Sweden and Denmark found the Colombian project interesting. Denmark also expressed its gratefulness to Ms. Kituyi for presenting the issue of psychological pressures on journalists, which is not often discussed.

Niger mentioned the conflict with Boko Haram, saying that this was also ongoing in the field of communication, since the media enable Boko Haram to get wide coverage of their actions.

Brazil wondered if TV5 has a different approach for organized crime, since journalists who report on organized crime need to be protected differently. Mr. Bigot answered that this is a very hard issue, since criminals often attack journalists as retaliation.

Peru asked about the balance between safety and freedom. Mr. Bigot answered that human rights are deeply rooted in French society and history. Nevertheless, finding a good balance would be a difficult challenge in the next years.

#### **Item 14: IPDC niche in the wider field of media development**

Ms. Rosa Gonzalez gave a presentation on the IPDC niche in the wider field of media development. Seven points were singled out as capturing the niche of IPDC: 1) multilateralism vs bilateralism; 2) credibility of the UNESCO label; 3) empowering others; 4) an outstanding, unique knowledge-base; 5) from normative work to project delivery: IPDC intervenes at all levels; 6) competitive cost-effectiveness; 7) value-adding partnerships.

#### Discussion

Algeria urged work on a more dynamic image for the IPDC and on improving visibility within UNESCO. Denmark invited the IPDC Bureau to reflect upon how the Programme could deal with emergency situations. Also, the idea was raised to categorize projects not by region but by theme. Further reflection is needed on what makes IPDC different from other organisations. Denmark also added that IPDC also works in areas with lesser visibility and that the Special Account modality enables IPDC to meet the needs of countries that attract lesser donor funding.

The representative of the World Press Freedom Committee cautioned about highlighting multilateralism as an advantage over FIT-based cooperation and reminded Bureau members that in the past Funds-in-Trust were not even allowed in IPDC. The Chair emphasized this issue had been dealt with in the discussion on earmarked contributions.

The Chair explained how IPDC can open more doors than an NGO, because of its intergovernmental character while NGOs are perceived differently.

Poland stated that there is no need to regard IPDC in terms of one particular niche, such as dealing with market failure or in competition with other media development actors. IPDC can be perfectly complementary with other programmes. Yet it was important to highlight certain features, such as multilateralism and the fact that IPDC fits into the holistic approach and priorities of the UN. Special reference was made to journalists' safety.

The representative of BBC Media Action mentioned the credibility of the UNESCO label and especially the IPDC Media Development Indicators, which are used by BBC Media Action and considered as a unique and



trusted evaluative tool. The representative also suggested that, given the limited funding, it might be better to fund fewer but more outstanding projects. She seconded the suggestion made by Denmark to categorize projects by themes instead of countries.

Peru was also in favour of a new categorization, underlining that the themes would need to be modified and it would be important to keep in mind that these can be complementary. Peru also believed that IPDC should be modernized and more focus should be placed on social media.

The representative of the World Press Freedom Committee agreed that IPDC should concentrate on a fewer flagship projects with high impact.

### **Item 15: IPDC priority areas and project assessment criteria**

Ms. Rosa Gonzalez gave a presentation explaining the priorities that guide IPDC. She also explained which types of organisations and costs are funded by IPDC, and which are not. Given the lack of projects submitted about innovation, the Secretariat was asking if the Bureau could consider dropping this. The Bureau was also invited to consider more actively and specifically encouraging project proposals that aim at supporting the implementation of IPDC Special Initiatives on the safety of journalists, Media Development Indicators, knowledge-driven media development and journalism education. The specific question of whether to reserve a portion of the available budget in the Special Account for a limited number of larger project grants, while keeping another portion for a wider number of smaller project grants, was put forward to the Bureau.

#### Discussion

Niger wanted to emphasize once more the issue of emergencies, such as Ebola and the outbreak of wars.

Peru mentioned that the innovation priority is linked to journalists' safety since bodyguards do not eliminate risks as was seen with Charlie Hebdo. More emphasis on social media and digital safety is needed. Peru did not agree with dropping the innovation priority, since it was a very pertinent issue and projects in this field should be promoted.

Algeria mentioned that there is no explanation as to why there are so few projects about innovation. Part of the problem might be how the IPDC presents the theme of innovation.

Denmark was in favour of singling out safety as key priority, and mentioned the need to deal with safety both online and offline. IPDC also has to reflect on urgency. However, since other media organisations already work on such issues, IPDC should see where it makes the difference and what the IPDC role is in emergencies.

The representative of the World Press Freedom Committee regarded innovation as something that mostly comes from the private sector and pointed out that other organisations already focus on innovation but not always with the best results, particularly in the long term.

Mr. Guy Berger said that email communication between Bureau members had previously been agreed as a possible solution for rapid decisions in emergencies. He also pointed out that IPDC funds projects that are not categorised under the innovation theme but are nevertheless very innovative. The Massive Open Online Course (MOOC) project for the judiciary sector in Mexico was a highly promising example. It has trained hundreds of people working in the judiciary sector in freedom of expression and protection of journalists.

Ms. Rosa Gonzalez mentioned that the Funds-in-Trust modality already gives a possibility to quickly react to an emergency.

Poland wanted to clarify the division between promoting projects organized by independent media or media-related institutions that focus on journalism safety, and the aspect of law reform fostering media development in the decision.

As a result of the discussion, the decision was rephrased and then approved as follows:

*The Bureau decides to:*

- (i) *Include as a priority to “Promote projects by independent media or media-related institutions that focus on journalism safety, or law reform fostering media independence, which also seek the active involvement and commitment of the State in the realization of the aims of the project”*
- (ii) *Discard the priority “Innovation in convergence and integration of legacy (traditional) news media and new communications”, while generally encouraging innovative approaches within projects.*
- (iii) *Create a distinction between small projects (normal maximum of \$10,000) and larger projects (normal maximum of \$35,000).*
- (iv) *Encourage project proposals that resonate globally, regionally, locally and involve several stakeholders, including state institutions, while preserving the media sector independence.*
- (v) *Encourage the submission of projects that apply Media Development Indicators (MDIs), Gender Sensitive Indicators for Media (GSIM) and/or the Journalists’ Safety Indicators.*
- (vi) *Encourage projects in areas of the Special Initiatives of excellence in journalism education and knowledge-driven media development.*
- (vii) *Advise UNESCO field staff about these modifications of the priorities and the new project assessment considerations.*

#### **Item 16: Setting targets for fundraising and communication**

Ms. Rosa Gonzalez gave a presentation on the targets for fundraising and communication. She reminded everyone of the fact that in 2013 Bureau members agreed that the strategic objective was to get IPDC onto a path of sustainable growth in funding. She pointed out that in reality contributions from Member States have continued to decline since 2011. Therefore the target of US\$ 1,5m a year by 2015 had not been met.

The 2013 Bureau had also examined a general communication strategy. Since the communication strategy was discussed, it had been hard to implement due to capacity constraints, but IPDC had nevertheless been visible in most CI organized events, such as workshops, seminars and roundtables, both in the field and in HQ. Also IPDC’s website had been consistently kept up to date and promoted with partners and a contacts database has been finalized. However, the IPDC project database has become outdated due to capacity issues. Social media communication had been lacking.

#### Discussion

Denmark emphasized the importance of reporting on project implementation and the need for more visibility. This was very important for donor countries. IPDC had to examine why certain countries were not donors anymore.

Norway noted the importance of making the results of implemented projects publically available, since nothing attracted donors more than good projects.

Peru and Denmark commented on the link between visibility and fundraising. Peru also remarked that IPDC is only known under the UNESCO banner. Publishing articles on the UNESCO website is not sufficient to improve visibility. Peru suggested press releases about IPDC projects.

Algeria asked if IPDC has a communication plan. Mr. Guy Berger answered that it exists but there is lack of capacity to implement it. He drew participants’ attention to the fact that during this Bureau meeting alone, six articles had been written and distributed on the website.

Niger mentioned the role that could be played by the “triangle” of delegations - national commission - UNESCO in promoting IPDC’s visibility. Poland was of the view that the secretariats of the national commissions could help mobilize support for IPDC.

The representatives of BBC Media Action and the International Telecommunication Union mentioned the importance of social media and the need to share articles there.

The Rapporteur said that a communication component should be included in all projects supported by IPDC.

The decision was approved:

*Based on the latest fundraising and communication developments, the Bureau:*

- (i) Requests 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 interns, detached personnel).*
- (ii) Urges 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) Encourages its members to act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.*
- (iv) Requests the Secretariat to continue to make materials available to facilitate the fund-raising and communication tasks of Bureau members, including the IPDC Chair.*
- (v) Brings this issue to the attention of the Council with a view to further mobilizing the support of Council members as the current funding levels are alarmingly low and mean that IPDC is functioning below its optimum level of potential, scale and impact.*

#### **Item 17: Gender mainstreaming in IPDC and future strategy**

This item was not discussed because of the lack of time. The working document can be consulted online.

#### **Item 18: Screening of Media Development Indicators (MDI) film**

Ms. Saorla McCabe gave a brief introduction to the video, which concerns the launch of the UNESCO Report on Media Development in Palestine in June 2014. Based on the UNESCO-IPDC Media Development Indicators (MDIs), the report is the result of an 18-month process of consultations, desk-based research and national conferences. The consultation process, which was inclusive and gender-sensitive, involved 58 in-depth interviews and a survey of 555 Palestinian journalists in both the West Bank and Gaza. The timing of this report was appropriate since it came after the admission of Palestine as a non-member observer state in the UN and the signing of various international human rights treaties by Palestine, including the International Covenant on Civil and Political Rights (ICCPR) which enshrines freedom of expression. The project took place within the framework of a multi-stakeholder consultation process on the development of a Media Strategy for Palestine, of which the findings of UNESCO’s study fed into. The study was implemented in partnership with the Media Development Center of Birzeit University, which is leading the discussions on the National Media Strategy at the request of the Government.

The video is available on the UNESCO YouTube channel at:  
<https://www.youtube.com/watch?v=Q3QDTZ1IDPY>

**Item 19: Any other business**

Mr. Guy Berger thanked the Bureau members, who have shown their ownership of and commitment to IPDC, and the input of the observers.

**Item 20: Closure of the meeting**

The Chairperson thanked the Members of the Bureau for their valuable contributions to the proceedings and declared the 59<sup>th</sup> Bureau meeting of the Intergovernmental Council of the IPDC closed.