

UNITED NATIONS EDUCATIONAL,  
SCIENTIFIC AND CULTURAL ORGANIZATION**Intergovernmental Council for the Information for All Programme****Eighth Meeting of the Bureau**

UNESCO House, Paris, Fontenoy Building, Room VIII, 4-6 April 2005

Item 5 of the provisional agenda**IFAP Visibility Plan**

1. The Bureau, at its 7<sup>th</sup> meeting (Paragraph 9, alinea 5 of the Draft Report) “agreed that external professional support would be needed to establish and implement the Visibility Plan, and requested the Secretariat to submit a costed proposal for obtaining such support for possible funding from the IFAP Special Fund”.

2. The Secretariat estimates that the following initial funds would be needed for its implementation of the Visibility Plan:

Fees for public relations advisor (1 w/m)	\$10,000
Cost of the preparation of a graphical identity	\$5,000
Cost of the preparation of promotion material (on-line and off line)	\$10,000
<b>Total</b>	<b>\$25,000</b>

3. Earlier discussions of the Visibility Plan suggested that its main goal would be to help to increase awareness on IFAP and encourage participation by Member States and other major players in the ICT area, building on the specificity of the programme. The Visibility plan should target UNESCO Member States and professional associations and institutions as primary audience, and donors and the private sector as secondary audience. IFAP's main message should be linked to the programme's aim to promote a just information society where the concept of universal and equitable access to information is viewed as a basic human right.

4. Should the Bureau decide to allocate funds for obtaining external professional support, the recommendations of the Working Group on the Visibility Plan, which it established at its 6<sup>th</sup> Meeting (May 2004), will be crucial to set up the terms of reference of the contract for the public relation advisor.