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IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

**Presentation to the Intergovernmental Council of
the Report on IPDC activities in 2010-2012**

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M. le Président,
Honorables délégués,
Mesdames, Messieurs,

C'est un honneur pour moi de vous accueillir à cette 28^{ème} session du Conseil intergouvernemental du Programme international pour le développement de la communication (PIDC), le programme extrabudgétaire phare du Secteur de la Communication et l'information de l'UNESCO.

Avant de faire quelques remarques d'introduction et de vous présenter le Rapport sur les activités du PIDC en 2010-2012, j'aimerais officiellement vous présenter Guy Berger, le nouveau Secrétaire du PIDC et Directeur de la Division pour la liberté d'expression et le développement des médias de l'UNESCO. Guy a rejoint notre équipe en novembre dernier, après avoir dirigé avec succès l'Ecole de journalisme et d'études sur les medias de l'Université de Rhodes à Grahamstown, en Afrique du Sud, pendant 16 ans. Parallèlement à sa carrière universitaire, il a acquis une expérience sur le terrain avec les medias ayant travaillé pour plusieurs organismes de la presse écrite et de l'audiovisuel. Ses domaines de spécialisation comprennent la liberté de la presse et la viabilité économique des médias. Compte tenu de son profil et de son parcours, je suis confiant qu'il dispose de toutes les qualités nécessaires pour assurer un leadership efficace de cet important programme.

Ladies and Gentlemen,

The mission of the IPDC, as you are well aware, is to strengthen the capacities of free, independent and pluralistic media in developing countries and countries in transition, with a particular focus on Least Developed Countries (LDCs), post-conflict countries, and Small Island Developing States (SIDS). Since its creation three decades ago, the IPDC has

channelled more than US\$ 100 million to over 1500 media development projects in some 140 countries.

The IPDC's key role in this field has been regularly recognized by the United Nations General Assembly, most recently through Resolution A/RES/66/81, *'Information in the service of humanity'* adopted on 9 December 2011, which urges all countries, organizations of the United Nations system and all other stakeholders concerned "to provide full support for the International Programme for the Development of Communication of [UNESCO], which should support both public and private media."

The events that we have witnessed over the past year in the Arab region, in particular in Tunisia and in Egypt, are a reminder of the important role media can play in creating a vibrant public sphere in which the multitude of voices in society may be heard. Media can contribute to increasing transparency, dialogue and accountability, which are essential elements in the shaping of an effective democratic system.

IPDC's support to media development initiatives that are carried out by local actors seeking to expand press freedom and media diversity are crucial in this respect. The IPDC modality enables these actors to receive UNESCO support without going through any national authority. The multi-donor Special Account through which most projects are financed ensures that this support is not tied up to any particular country, and this is viewed positively by many beneficiary organizations in terms of preserving their independence and integrity. Although the funds provided for each project are relatively modest, they often constitute seed capital which can attract support from other funding sources. And as an African proverb says: "A little rain each day will fill the rivers to overflowing."

To present to you just one example:

On 30 July 2011, the Mugambo Jwetu Community Multimedia Centre (CMC) was officially launched thanks to funding from the IPDC. Immediately after its launch, the Embassy of Finland in Kenya came on board in a partnership to co-fund the project. The opening ceremony was attended by hundreds of people from the community, dignitaries from around the country and by the Prime Minister of Kenya himself, who praised UNESCO for being at the forefront of promoting community radio. He also expressed hope that the Mugambo Jwetu CMC would contribute to promoting national peace and harmony among neighbouring communities.

This locally-run, owned and managed Centre has contributed to improving the information flow in this rural area of Eastern Kenya, and facilitated training especially for women and youth. According to project manager Reuben Mukindia, "the information and knowledge that has been imparted to this community from the radio and the telecentre has greatly changed both the thinking and attitude of illiterate women and the elderly people of this community, who previously had difficulties in accessing information".

Ladies and Gentlemen,

Following this brief introduction, let me now present to you the Report on IPDC's activities in 2010-2012 (document reference: CI-12/CONF.202/2), which contains an overview of the main achievements of the Programme in the last two years.

Since our last session in 2010, the IPDC Bureau has met twice – in March 2011 and February 2012 – to select the projects it would support in 2011-2012. Project proposals were submitted from media organizations worldwide, assisted by the communication and information advisors in 30 UNESCO field offices. Among the 223 proposals considered, the IPDC Bureau approved 178 projects for a total amount of US\$ 4,485,960. One hundred and forty-six of these projects were or will be implemented at national level - in 86 different countries – 31 at regional level, while one is an interregional project. In line with

UNESCO priority Africa, 37% of the funds allocated were provided to support projects on this continent. The Asia-Pacific region was the second largest beneficiary, receiving 24% of allocated funds, followed by Latin America and the Caribbean (just under 18%), the Arab region (20%) and Europe (1%). A full list of the projects approved is included in the annex of the Report.

In an effort to further improve the quality and relevance of IPDC projects, the IPDC Secretariat has reinforced its evaluation and follow-up mechanisms. Following a decision taken by the IPDC Bureau at its 55th meeting, the funds allocated from the Programme's Special Account for this purpose were increased from US\$ 25,000 to US\$ 40,000 per year, enabling the evaluation of 16 IPDC projects last biennium. The reports from these evaluations, carried out by independent media experts, will be presented to you tomorrow. The Secretariat is also developing a Handbook for UNESCO staff that clarifies roles, processes and the information needed in grant applications.

The funding of the IPDC projects approved at the last two Bureau meetings was made possible thanks to the voluntary contributions of 13 donor countries, which provided a total of almost US\$ 4,280,000 during the period between 2010 and 2012. More detailed information on these contributions as well as on all other financial matters pertaining to the IPDC can be found in document CI-12/CONF.202/3 contained in your folders. I would now like to officially acknowledge Andorra, Belgium, Denmark, Finland, France, India, Israel, the Netherlands, Norway, Spain, Sweden, Switzerland and the United States of America for their support. I would also like to welcome back Sweden and the Netherlands among the IPDC donor community, after many years of absence.

However, I wish to draw your attention to a less positive trend that we have witnessed this biennium relating to the overall level of funding: while in 2010, funding to the IPDC reached its highest level in ten years, i.e. over US\$ 2,6 million, in 2011 it was considerably lower – just over US\$ 1,6 million. I would therefore like to reiterate the importance of

securing appropriate funding for the IPDC, which relies entirely on voluntary contributions and thus on the good will of its donors. In the context of the financial crisis faced by UNESCO, extrabudgetary funding is more than ever needed to enable the Organization to pursue its noble objectives. I would appeal to both traditional IPDC donors and to those Member States that are not yet contributing to the Programme to enhance their support to the IPDC in order to enable it to continue functioning as an effective mechanism for promoting media development where it is most needed.

Ladies and Gentlemen,

In parallel to its regular project funding activities, IPDC has continued to strengthen its normative and standard-setting role this biennium. Let me inform you of the progress that has been made on the three special initiatives of the IPDC, namely: 1. promoting the safety of journalists and tackling the issue of impunity; 2. applying the IPDC-endorsed Media Development Indicators to assess national media landscapes; and 3. developing excellence in journalism education in Africa.

1. Regarding **journalists' safety**, following the Decision taken by the Council at its last session in 2010, the Director-General of UNESCO convened a UN Inter-Agency Meeting in Paris on 13 and 14 September 2011. The meeting brought together for the first time representatives of United Nations agencies, programmes and funds as well as Member States, professional associations and NGOs to draft a comprehensive UN-wide Action Plan to tackle this issue in a way that enhances system-wide efficiency and coherence. Specifically, the Plan of Action foresees coordinated mechanisms for promoting the safety of those individuals who risk their lives in order to keep societies informed and for combating the impunity of crimes against them. This document will be discussed later today and you will be invited to formally endorse the Plan. It is in parallel being presented to the bodies in charge of UN-wide coordination. The latest Director-General's Report on the Safety of Journalists and the Danger of Impunity will also be presented to you later today. This report includes an overview of the killings of journalists condemned by the

Director-General in 2010-2011 as well as the responses received from Member States on the status of the judicial enquiries conducted on each of the killings condemned by UNESCO between 2006 and 2009.

2. The second IPDC special initiative concerns, as I mentioned, the application of the UNESCO-IPDC **Media Development Indicators (MDIs)**, which were endorsed by the Council in 2008 as an “important diagnostic tool” for assessing national media landscapes. Thanks to a combination of both Regular Programme and IPDC funding, MDI-based assessments have now been completed in Bhutan, Croatia, East Timor, Ecuador, Jordan, the Maldives, Mauritania and Mozambique, while others are ongoing in 11 countries. The MDI have played a particularly important role in the Middle East and North Africa (MENA) region, following the events of the Arab Spring. Assessments carried out in Jordan, Egypt and Tunisia (the two latter are still ongoing) have made it possible to identify the main media development gaps, guide the formulation of media-related policies, and propose a roadmap for creating an enabling environment for free, independent and pluralistic media in these countries, which could serve as a model for the whole region. In order to further facilitate the work of researchers carrying out MDI-based assessments, UNESCO has just finalized a practical guidebook for applying the MDIs, drawing on past experiences, which is available online on the IPDC website.

UNESCO has also recently developed a new tool – a set of **gender-sensitive indicators for media** (GSIM), which elaborates an important consideration within the MDIs and which is designed to assess gender mainstreaming in media. This will be presented to you tomorrow.

3. The last IPDC special initiative which you will find information about in the Director General’s report deals with **developing excellence in journalism education** in Africa.

This initiative started in 2007, when UNESCO, concerned with the lack of professional skills among African journalists, identified 20 African institutions with the potential to become centres of excellence and of reference in this area. In 2010-2011, combined

funding from various sources within UNESCO as well as from the Deutsche Welle Akademie resulted in a total allocation of over US\$ 700,000 to this initiative, half of it from the IPDC Special Account. These funds were used to purchase equipment, textbooks and organize training-of-trainers workshops for the centres, including three workshops on pedagogical methodologies, which benefitted most of the centres.

Finally, Ladies and Gentlemen, the last issue I would like to touch upon is the UNESCO-IPDC Prize for Rural Communication, which is awarded every two years to compensate innovative efforts to improve communication among rural communities in developing countries. Two organizations – the Nepal Forum of Environmental Journalists and the Kenyan Arid Lands Information Network – will share the Prize this year and will be represented at the award ceremony which will take place this evening. A related item is scheduled on the Council's agenda for tomorrow, which will involve a discussion on the possible revision of the Prize.

I trust that this report provides a helpful overview of the key developments within the IPDC in the last two years. If however you wish to obtain any additional information, the IPDC Secretariat will be happy to provide it to you.

Before I end, I would like to thank the IPDC Council and Bureau members for their collaboration and assistance in enabling the IPDC Secretariat to organize the two statutory meetings of the Programme this year – the Bureau meeting and the Council session - despite the difficult financial situation the Organization is facing. I would in particular like to express my gratitude to a number of LDC Council members who graciously volunteered to forego UNESCO support to bring delegates to the Council, and relied instead on persons already in Paris or brought a delegate from home country at their own expense. I would also like to thank outgoing Chairperson, Mr Raghu Menon and Indian Ambassador H.E. Oberoi for their outstanding contribution to the work of the Council and leadership of the Bureau.

Because of budgetary restrictions, we have been obliged to shorten the duration of the Council session this year from 3 to 2 days. We have also reduced hospitality costs and translated only a summarized version of certain documents. Similar saving measures were necessary at the IPDC Bureau meeting in February, where for the first time project proposals were presented not by the UNESCO field officers responsible for them but by the regional backstoppers based at Headquarters. It is thanks to these economies that the IPDC has been able to fulfill its statutory commitments this year. At this point in the evolution of the Programme, however, we wish to keep building on past success. With support from Member States, it is possible – even despite the budget pressures of the Regular Programme – to take IPDC to a new level of leadership within the media development community worldwide. Ideas on this, which also follow the decisions of November’s 36th General Conference, will be presented to you tomorrow under the Agenda item on “Expanding the role of IPDC”.

I wish you a successful and engaging conference, which I hope will stimulate productive discussions and generate new ideas for the continuing development of this flagship Programme.