

## REGIONAL PROJECT

<b>A. PROJECT IDENTIFICATION</b>		
<b>1.</b>	<b>PROJECT TITLE</b>	<b>ASSESSING NATIONAL MEDIA LANDSCAPES IN THE MENA REGION USING UNESCO'S MDIS</b>
<b>2.</b>	<b>NUMBER</b>	<b>IPDC/55 RAB/03</b>
<b>3.</b>	<b>MEDIA DEVELOPMENT INDICATORS' CATEGORY</b>	All, with a special emphasis on Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media
<b>4.</b>	<b>IPDC PRIORITY AREA</b>	Promoting freedom of expression and media pluralism
<b>5.</b>	<b>SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)</b>	Regional
<b>6.</b>	<b>TYPE OF ASSISTANCE REQUESTED</b>	Financial
<b>7.</b>	<b>TOTAL COST OF PROJECT</b>	US\$ 205,860
<b>8.</b>	<b>AMOUNT REQUESTED FROM EXTRABUDGETARY SOURCES UNDER F-I-T ARRANGEMENTS</b>	<b>US\$ 176,280 (€130,000)</b>
<b>9.</b>	<b>BENEFICIARY BODY</b>	Media organizations in the MENA region
<b>10.</b>	<b>IMPLEMENTING OFFICE</b>	UNESCO Office in Rabat UNESCO Office in Cairo
<b>11.</b>	<b>PROJECT LOCATION</b>	MENA region
<b>12.</b>	<b>PROJECT PREPARED BY</b>	UNESCO HQ, IPDC Secretariat Contact person: Mr Wijayananda Jayaweera, Director Tel: +33 (0) 145684198 e-mail: <a href="mailto:w.jayaweera@unesco.org">w.jayaweera@unesco.org</a>

## B. PRESENTATION

### 1. PROJECT JUSTIFICATION:

A free, independent and pluralistic media environment is essential for fostering democracy. Media encourage transparency and dialogue, and demand accountability from the leaders of society. Moreover, media have the capacity to empower citizens with information that can help improve their health, education and livelihoods, and engage them in their own development. To be successful, any national development strategy should therefore include a media development component.

The Media Development Indicators (MDIs), endorsed by the Intergovernmental Council of the International Programme for the Development of Communication (IPDC) at its 26<sup>th</sup> session on 26-28 March 2008, were developed with a view to defining a framework within which the media can best contribute to, and benefit from, good governance and democratic development. The MDIs look at all aspects of the media environment: 1. System of regulation; 2. Plurality and diversity of media; 3. Media as a platform for democratic discourse; 4. Professional capacity building; and 5. Infrastructural capacity. Taken as a whole, they provide an aspirational picture of the media ecology to be constructed in order to ensure freedom of expression, pluralism and diversity of the media. They can therefore serve as an important tool for guiding the efforts of actors working in the area of media development, including policy makers.

This project proposal has been devised for Egypt and Tunisia; however its application can be expanded to other countries of the MENA region.

Egypt is a major regional media player. Its press is one of the most influential and widely-read in the region, and its TV and film industry supplies much of the Arab-speaking world with shows from its Media Production City. While press freedom is guaranteed in its Constitution, the responsibility of organizing and regulating this freedom is left to national legislation, and under Hosni Mubarak the press was regularly subject to a number of restrictive laws that violated international press freedom standards.

In Tunisia, both the print press and broadcasting were tightly controlled by the government of former President Ben Ali. The mainstream press toed the party line and authorities regularly blocked access to alternate news sources. Despite the existence of advanced technological infrastructure, censorship on the Internet was widespread. In the immediate wake of the January 2011 popular revolt, many journalists have been able to enjoy new-found freedoms.

In both Egypt and Tunisia, once the new governments formed, they will be faced with the difficult task of ensuring a smooth democratic transition. Creating a favorable environment for the media to fulfill their democratic potential will be essential in this process.

Despite the differences between these two countries, UNESCO's Media Development Indicators can contribute efficiently to enhancing their respective national media sector in a dual manner:

- (i) by enabling a comprehensive analysis of the current media situation and thereby the identification of the main gaps to be addressed;
- (ii) by indicating the direction reforms should take in order to foster an enabling environment for free, pluralistic and independent media.

## **2. DESCRIPTION OF THE TARGET GROUP:**

Primarily national policy makers but also media development organizations and other local stakeholders of the media sector.

## **3. DEVELOPMENT OBJECTIVE:**

Promote in the two countries a media environment characterized by freedom of expression, plurality and diversity, and conducive to good governance and sustainable development, which will be able to serve as a model for the whole MENA region.

## **4. IMMEDIATE OBJECTIVE:**

In each country:

Produce a set of evidence-based recommendations to strengthen the development of free, independent and pluralistic media, through a comprehensive analysis of the national media landscape based on the Media Development Indicators endorsed by the Intergovernmental Council of the IPDC.

## **5. PROJECT OUTPUTS:**

- Analytical report and evidence-based recommendations on media development produced and submitted to the national government, local stakeholders and international development agencies as an advocacy tool for the formulation of enabling policies and the targeting of development assistance in the media sector in an effective manner. The report will be available in Arabic and English in the case of Egypt, and in Arabic, French and English in the case of Tunisia.
- Inputs to discussions on potential constitutional reforms concerning media.

## **6. ACTIVITIES:**

In each country:

- Initial assessment:

- Expertise to carry out an initial assessment of the media sector, in collaboration with national partner organizations, in view of identifying media development gaps and making general recommendations. This assessment will provide a first input to the national debate on potential constitutional reforms regarding media and serve as a basis for the more long-term, in-depth assessment that will follow.
- Translation and publication of a brief report on the initial assessment (English/Arabic for Egypt; French/Arabic for Tunisia)

- In-depth assessment:

- Identify a credible, independent research institute or media development organization which will be in charge of carrying out the study, in close consultation with UNESCO.
- Set up a Steering Committee composed of members representing a variety of actors involved in media development (government, civil society, journalism education institutions, professional associations, journalists' unions, etc.) to oversee and provide input to the research team and to create a bridge between the assessment process and the national stakeholders, in view of securing national ownership of the process and generating the public attention needed for effective follow-up. If, in one of the two countries, no appropriate independent institution can be identified for the coordination of the study, the Steering Committee can take on the above-mentioned responsibility.

- Identification of lead national consultant who will be responsible for the study and of local consultants to provide advisory services on selected thematic areas. Relevant expertise to include legal and policy issues, professional capacities and awareness of ICTs/"new" media issues.
- Organization of an initial workshop, involving the national coordinator, the consultants specialized in thematic areas and the members of the Steering Committee, to launch the project and discuss the modalities of the implementation of the MDIs in the country.
- Broad consultation carried out by national coordinator among local media organizations, professional associations, academics, government representatives and NGOs in order to gather information on all aspects of the media situation in Egypt and Tunisia.
- Identify potential data sources to provide a basis for verifying the indicators in the agreed methodology and confirm these with the project managers.
- Collection of data in parallel with the consultation exercise
- Drafting by national coordinator of comprehensive report on the basis of the information gathered, in close consultation with UNESCO and the Steering Committee.
- Organization of a national conference during which a variety of stakeholders representing both the authorities and the media sector will discuss and finalize the report assessing the media situation in the country. The conference will involve five workshops focusing each of the categories of indicators presented in the MDI paper:
  - Workshop 1: Legal, policy and regulatory framework (Category 1)
  - Workshop 2: Plurality and diversity of media, with a special focus on the level of development of community media (Categories 2 and 6)
  - Workshop 3: Media as a platform for democratic discourse (Category 3)
  - Workshop 4: Professional capacity building (Category 4)
  - Workshop 5: Infrastructural capacity (Category 5)
- Translation and publication of the finalized report (English/Arabic for Egypt; French/Arabic/English for Tunisia).
- Submission of the report to the government and distribution among all relevant stakeholders.

## 7. **PROJECT INPUTS:**

For each country:

- One international media expert hired for 3 months to carry out initial rapid assessment.
- One lead national consultant hired for 9 months to coordinate the project.
- 3 local consultants to advise on specific thematic areas

## 8. **WORK PLAN:**

<b>ACTIVITIES / MONTHS</b>	<b>1</b>	<b>2</b>	<b>3</b>	<b>4</b>	<b>5</b>	<b>6</b>	<b>7</b>	<b>8</b>	<b>9</b>	<b>10</b>	<b>11</b>	<b>12</b>
Initial rapid assessment of media sector												
Contract finalized with partner institution. National coordinator, local consultants and members of the Steering Committee identified												
Workshop (involving Steering Committee and project coordinator) to launch the project												
Consultation with national media												

organizations, professional associations, academics, government representatives and NGOs												
Data collection												
Drafting of report by national coordinator												
Organization of national conference												
Finalization, translation and publication of report												

**9. INSTITUTIONAL FRAMEWORK:**

UNESCO will partner with a credible, independent local research institution in each country. This institution will have overall responsibility for the implementation of the project, which shall be carried out in close consultation with the UNESCO Field Office concerned. The Steering Committee will contribute to the work of the research team.

To ensure that the two phases of the project are closely interlinked, the experts involved in the initial assessment will play an active role in the subsequent in-depth assessment. The local consultant selected to carry out the initial assessment in partnership with the international media expert will be a likely candidate for the role of national project coordinator in the second phase of the project.

**10. SUSTAINABILITY:**

By partnering with an independent local research institution/media development organization in each country, UNESCO will ensure national ownership of the process and build the capacities of the selected institution to carry out such MDI-based assessments periodically in the future, once this project has been completed.

**11. FRAMEWORK OF MONITORING:**

Monitoring will be implemented by the UNESCO Cairo Office (for Egypt) and the UNESCO Rabat Office (for Tunisia) through interim and final reports.

**12. EVALUATIONS CARRIED OUT:**

Similar projects involving the assessment of national media landscapes using UNESCO’s Media Development Indicators have already been successfully implemented in a number of countries, including Bhutan, Croatia, Ecuador, the Maldives, Mauritania and Mozambique and can serve as references for this project.

**13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:**

The partner institution in each country will report on the project progress on a four-month basis to UNESCO, and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

## C. BUDGET

### BREAKDOWN OF UNESCO / IPDC CONTRIBUTION (in US dollars)

	Per country	Total (Egypt + Tunisia)
<b><u>Initial assessment</u></b>		
- International media expert: - Honorarium for 2 weeks: US\$ 5,740 (senior consultant P-5/D-1: US\$ 2,870 per week) - Travel and DSA for 10-day mission to Egypt: US\$ 4,750 <ul style="list-style-type: none"> <li>▪ Airfares: US\$ 2,250</li> <li>▪ DSA: US\$ 250 x10 days = US\$ 2,500</li> </ul>	14,790	29,580
- Local Consultant – Honorarium for 2 weeks: US\$ 4,300 (P3/P4 level: US\$ 2150 per week)		
<b>TOTAL:</b>	<b>14,790</b>	<b>29,580</b>

### BREAKDOWN OF CONTRIBUTION REQUESTED FROM EXTRABUDGETARY SOURCES UNDER F-I-T ARRANGEMENTS (in US dollars)

<b><u>In-depth assessment</u></b>	Per country	Total (Egypt + Tunisia)
One national project coordinator (recruited locally) responsible for research work, data collection and consultation process (P3/P4 level part-time rate: US\$ 2,400 x 9 months).	21,600	43,200
3 local part-time consultants to provide expertise on specific thematic areas. US\$ 270 daily rate x 18 working days (spread over 9 months) x 3	14,580	29,160
Organization of a 1-day workshop involving Steering Committee and research team to launch the project (approx. 15 participants): - venue rental, equipment, coffee/tea, local travel (US\$ 1,500) - travel and DSA for participation of international expert who coordinated the initial rapid assessment (US\$ 3,000)	4,500	9,000
Local travel for consultations with relevant stakeholders	6,000	12,000
Organization of 1-day national multi-stakeholder validation conference (approx 75 participants): - venue rental and equipment (US\$ 3000) - lunch and coffee/tea breaks (US\$ 2,000) - local travel and accommodation for participants outside capital (US\$ 2,500) - travel and DSA for participation of international expert (US\$ 3,000) <ul style="list-style-type: none"> <li>▪ Airfares: US\$ 2,250</li> <li>▪ DSA: US\$ 250 x 3 days = US\$ 750</li> </ul>	16,750	33,500

- travel and DSA for five participants from other MENA countries (US\$ 6,250) <ul style="list-style-type: none"> <li>▪ Airfares: US\$ 500 x 5 = US\$ 2,500</li> <li>▪ DSA: US\$ 250 x 3 days x 5 = 3,750</li> </ul>		
Translation of assessment report: Egypt: Arabic/English (US\$ 5,000) Tunisia: Arabic/French/English (US\$ 10,000)	7,500	15,000
Layout, graphic design, printing and distribution of final assessment report	6,000	12,000
Communication and secretarial work	1,070	2,140
<b>Sub-total:</b>	<b>78,000</b>	<b>156,000</b>
Overhead Costs for F-I-T projects (13 %)		20,280
<b>TOTAL:</b>		<b>US\$ 176,280</b>

**TOTAL COST OF PROJECT**

**(Initial Assessment + In-depth Assessment in Egypt and Tunisia):**

**US\$ 205,860**