



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda Item: PROPOSAL FOR RENAMING OF THE UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

BACKGROUND AND PURPOSE

The proposal on the renaming of the UNESCO-IPDC Prize for Rural Communication was submitted to the IPDC 28th session of the Council in March 2012 (after preliminary discussion during the 56th meeting of the IPDC Bureau in February 2012) but was not discussed due to the shortage of time.

In this connection the Bureau is requested to consider a new proposal for the next Council session in 2014 and to postpone the Prize-connected activities until a relevant decision.

RENAMING THE UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION AS THE UNESCO-IPDC WORLD RADIO DAY PRIZE

INTRODUCTION

Prizes have been a part of UNESCO's programme for decades. The number of prizes reached a peak in 2005, with 33 prizes. In order to enhance the effectiveness of prizes and their alignment with UNESCO's mission, in 2005 a strategy for prizes was adopted. Since its implementation, the number of active prizes has decreased to 19 (beginning of 2012).

At its 171st session, the Executive Board adopted UNESCO's first global strategy for prizes (171 EX/19) and decided (171 EX/Decision 24) that the implementation of the strategy be reviewed on a biennial basis. Pursuant to that decision, the Director-General submitted documents 177 EX/28 and 182 EX/25 to the Board. In addition, document 185 EX/38 contained an assessment of the effectiveness of the overall strategy for UNESCO prizes. The paper stated that UNESCO was not "in a position to systematically monitor its prizes for their visibility and impact on the Organization's prestige and credibility" and that the available data from press monitoring did not adequately capture the progress towards these two objectives. Subsequently, the Executive Board decided it was necessary to "assess the impact of each prize four years after its creation".

UNESCO-IPDC PRIZE FOR RURAL COMMUNICATION

The UNESCO-IPDC Prize for Rural Communication has a 28-year long history, having been established in 1985 by the Executive Board of UNESCO in pursuance of a Decision of the Intergovernmental Council of the IPDC at its 5th session. This UNESCO-IPDC Prize, consisting of a sum of US\$20,000, has been awarded every two years.

The purpose of the UNESCO-IPDC Prize for Rural Communication is to draw attention to particularly meritorious and innovative activities undertaken by public or private institutions or by persons or groups of

persons working on a personal basis or as staff members of such institutions with a view to improving communication in all its forms - and more particularly local newspapers, radio and television programmes, printing equipment and films in rural communities, primarily in developing countries.

The Prize-winner(s) is selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by the Jury, composed of the members of the Bureau of the Intergovernmental Council of the International Programme for the Development of Communication.

Every two years, the IPDC Bureau decides to allocate from the IPDC Special Account the monetary value of the Prize (\$20,000) and another amount to cover the full staff support and operating/management costs of the Prize, including costs related to the award ceremony and public information activities (US \$ 18,000). These combined amounts (\$38,000) are transferred to the Special Account for the UNESCO-IPDC Prize for Rural Communication, which is established under the financial regulations for the Prize.

PURPOSE OF PROPOSING AMENDMENT

The purpose of proposing amendment to the Prize is to reinforce its role as an instrument for the promotion of UNESCO's mission and activities. The purpose could be achieved by linking the Prize to the celebration of World Radio Day (13 February) proclaimed in 2012 by UNESCO's General Conference in order to acknowledge and promote radio's role as a vector for education, freedom of expression and public debate as well as a source of vital information. The next prize is scheduled for award in 2014, and the Secretariat recommends postponing this until a decision on the matter is taken which requires a delay until the 2014 Council session.

JUSTIFICATION

This proposal is fully in line with the general recommendations of the recent Evaluation of UNESCO Prizes carried out by the Organization's Internal Oversight Service (IOS). The proposed amendment would have no financial implications, unless the Council decides to increase the monetary value of the Prize in order to strengthen its prestige and visibility.

The change would give adequate recognition to the impact of radio in promoting freedom of expression and sustainable development worldwide, taking into account that radio is the most prevalent mass medium in the world, and that local and community radio in particular is often the only medium available to rural and disadvantaged communities.

The new title of the Prize would be in accordance with IPDC's priorities and would be a reminder of the important place occupied by radio-related projects among IPDC's media development activities. It is anticipated that the renamed competition would elicit many more applications than is currently the case, raising the influence and prestige of the award.

In practical terms, every two years the IPDC Bureau meetings could then be held from 5 to 7 February in order to enable the Director-General to officially announce his/her decision on the Prize Winner on 13 February, within the framework of the celebrations of World Radio Day. The actual awarding ceremony of the Prize would, as is current practise, then take place later in the year during the IPDC Council session.

CONCLUSION

The Bureau is requested to recommend to the next IPDC Council session in 2014 a proposal to rename the Prize for Rural Communication as the UNESCO-IPDC World Radio Day Prize, and to postpone the prize connected activities until a relevant decision.