



United Nations  
Educational, Scientific and  
Cultural Organization

## IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

### Agenda item for discussion Setting targets for fundraising and communication

#### INFORMATION NOTE

##### SUMMARY CONTENT OF DOCUMENT

At its 57<sup>th</sup> Bureau session in 2013, the IPDC Bureau resolved to assist in fundraising efforts wherever possible and appropriate, and encouraged the Secretariat to pursue the fundraising strategy which was presented to the meeting. The Bureau also took note of a new communication strategy and suggested that a single overarching Key Message be determined in order to sharpen its focus. The Bureau members recognized the need to adopt a programmatic approach and acknowledged its key role in complementing the work of UNESCO secretariat in order to achieve the due recognition which the IPDC merits across the range of significant stakeholders.

The Bureau is invited to discuss the implementation of these strategies, and report on its own past or future action in regard to fundraising and communication.

1. Background
2. Latest developments in fundraising
3. Latest developments regarding communication strategy
4. Conclusion

#### 1. BACKGROUND

A strategic approach to fundraising over the medium term was submitted to the Bureau in 2013. Bureau members agreed that the strategic objective was to get IPDC onto a path of sustainable growth in funding, based upon the Programme's results-proven record in media development.

Specific aims of the approved **fundraising strategy** were:

- To increase the funds available to at least \$1,5m a year by 2015,
- To increase the donor country numbers to 15 by 2014,

- To mobilize all Bureau members as active fundraisers
- To identify the actors and develop the necessary activities and accessories to support the fundraising

Similarly, the Bureau also examined a general communication strategy, aimed at mobilizing the international community and key audiences in order to strengthen and raise the profile of the IPDC and, in doing so, contribute towards its mission to create a healthy environment for the growth of free, independent and pluralistic media, particularly in developing countries and countries in transition.

The specific objectives of the **communication strategy** were:

- To raise awareness among key audiences (internal and external) of the IPDC's work in funding and implementing effective media development projects
- To reinforce and raise the profile of the standard-setting role of the IPDC as the only intergovernmental programme active in the field of media development worldwide
- To promote and continue to support the IPDC's Special Initiatives, (such as Safety of Journalists and Media Development Indicators), in recognition of the holistic nature of media development and the importance of ensuring an enabling environment
- To support and raise awareness of the IPDC's knowledge-generating role among key audiences
- To increase the IPDC's online presence
- To maximize the potential of the various actors involved (UNESCO staff, Bureau members, Chair, beneficiary organizations, partners, etc.) as part of a collective approach towards raising the IPDC's profile.

## 2. LATEST DEVELOPMENTS IN FUNDRAISING

The amount of contributions received over the past five years is shown in the table below. Unfortunately, these figures reflect that contributions from Member States have continued to decline since 2011. Therefore the target of US\$ 1,5m a year by 2015 has not been met.

	55 <sup>th</sup> Bureau, (22-24 March 2011)	56 <sup>th</sup> Bureau, (22-24 February 2012)	57 <sup>th</sup> Bureau (20-22 March 2013)	58 <sup>th</sup> Bureau (20-21 March 2014)	59 <sup>th</sup> Bureau (26-27 March 2015)
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1.	<b>Andorra</b>	<b>52,344</b>	<b>42,368</b>	<b>12,870</b>	<b>13,587</b>	<b>12,706</b>
2.	<b>Belgium</b>	<b>142,653 (FIT)</b>	-			
3.	<b>Denmark</b>	<b>275,000</b>	<b>275,000</b>	<b>275,000</b>	<b>50,206</b>	
4.	<b>France</b>	<b>27,127</b>	<b>38,000</b>			
5.	<b>Finland</b>	<b>267,738</b>	<b>266,666</b>	<b>259,740</b>	<b>530,472</b>	<b>271,740</b>
6.	<b>Germany</b>					<b>126,112 (FIT)</b>
7.	<b>India</b>	<b>530,000</b>	-			

8.	Israel	15,052	-			
9.	Netherlands	-	66,666	64,767	65,189	65,876
10.	Norway	166,945	174,709 276,420 (FIT)	196,100 161,816 (FIT)	324,480	467,006
11.	Spain	443,787	130,000			
12.	Sweden	36,737	103,656	30,000	15,585	
13.	Switzerland	482,456	-			
14.	Thailand				1,000	
15.	USA	200,000	264,143			
16.	IMS					21,648
	<b>TOTAL</b>	<b>2,639,839</b>	<b>1,637,628</b>	<b>1,000,293</b>	<b>1,000,519</b>	<b>965,088</b>

*Note: The figures above include Programme Support Costs (10%).  
Figures shown in US\$*

The number of donor countries in 2013 was six. The year after it increased to seven due to a symbolic donation by Thailand. In 2015 the number of donor countries was again six. Therefore, the objective to increase the donor country numbers to 15 by 2015 has not been met.

In early 2015, and following on similar efforts by her predecessor who canvassed the delegations of 10 countries, the newly elected Chair has started 2015 by visiting eight delegations and requesting them to consider contributing to IPDC even if through symbolic contributions. The results of these efforts should be seen at a later stage.

The new Chair has also met with the Chair of UNESCO's Information for All Programme (IFAP), with whom concrete ways of collaboration have been discussed.

### 3. LATEST DEVELOPMENTS REGARDING COMMUNICATION STRATEGY

Since the communication strategy was discussed, IPDC has been visible in most CI organized events, such as workshops, seminars and roundtables, both in the field and in HQ. One recent example of this is the presence of IPDC Chair at the « After-Charlie» round tables organized by UNESCO in January 2015. In addition to this, IPDC publications (or those of initiatives which have stemmed from the IPDC) have been systematically displayed and distributed to event participants and relevant parties. UN Inter-Agency meetings on the Safety of Journalists and the Issue of Impunity, CI Information Meetings with Member States, visits of the IPDC Chair and events related to media development have all been occasions to continue to raise IPDC's profile.

IPDC's on-line resources have been consistently kept up to date and promoted with partners. Numerous articles and pictures have been published on the implementation of IPDC projects and on general IPDC events,

including the IPDC Council meeting last year. Field offices have also promoted IPDC on their respective web pages. Information on projects and project-related activities has become easily retrievable and presented in an attractive form on the CI and IPDC websites, including in the IPDC project database.

A database of IPDC contacts is also being finalized to facilitate the e-mailing of relevant news items and information to IPDC partners and beneficiaries. IPDC has also been promoting the transparency of the Programme by ensuring all reporting, evaluations and documents are systematically made available online. A new IPDC brochure has also been prepared in order to explain IPDC in a visually appealing way, and inform relevant parties about the Programme's objectives and actions. It will be made available online and on paper for distribution through the appropriate channels.

Social media communication, however, has been lacking. The loss of the position of a dedicated IPDC assistant at the end of 2013 has curtailed the capacity of the secretariat to fulfill all the actions envisaged in the communications strategy. The IPDC Project database provides quick public access to information on projects approved by the IPDC Bureau since the beginning of the Programme. Unfortunately, again due to lack of human resources, the database was last updated in 2012. Currently a new system of project submission management is being considered and should facilitate the on-line archiving of project documents, as well as other useful automated procedures.

Efforts continue to secure Associate Experts who can assist in IPDC communications. The support of Swedish Immigration Board in seconding an expert for three months, and subsequently the contribution by the UNESCO National Commission of the Kingdom of Belgium in securing an intern for IPDC, have both been of value. The work by additional interns has been important in helping IPDC to meet its obligations.

#### 4. CONCLUSION

Based on the latest fundraising and communication developments, the Bureau may wish to:

- Request 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).
- Urge 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.
- Encourage its members to act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.
- Request the Secretariat to continue to make materials available to facilitate the fund-raising and communication tasks of Bureau members, including the IPDC Chair.
- Bring 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.