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Agenda item for discussion

Status Report on UNESCO/IPDC's Media-Related Indicators (MDIs, JSIs, MVIs) and Request for New Special Allocation from IPDC Special Account:

INFORMATION NOTE

SUMMARY CONTENT OF DOCUMENT

This document presents an update on the activities undertaken within the framework of the Media Development Indicators (MDI) Special Initiative as well as those related to the application of the Journalists' Safety Indicators (JSIs) and the finalization of the Media Viability Indicators (MVIs). The IPDC Bureau is invited to approve a special allocation for further applications of UNESCO's Journalists' Safety Indicators.

New Special Allocations from IPDC Special Account: Applying the UNESCO/IPDC Media Development Indicators (MDIs) (23 March, 2015)

1. Background
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1. BACKGROUND

➤ MDIs

The UNESCO/IPDC Media Development Indicators (MDIs), endorsed by the IPDC Council in 2008 and the IPDC's first Special Initiative, have become a well-established reference for media development stakeholders worldwide. Their scope of application is steadily increasing, with MDI applications concerning almost 40 countries to date (*see table in Annex*). All of these assessments involve multi-stakeholder consultations and follow an approach that is nationally-driven, inclusive and gender-sensitive.

One of the key components of the MDI reports are their recommendations, which provide a roadmap for media development interventions and legal and policy reform based on objectively identified needs, as expressed by national media stakeholders and with reference to international standards and good practice. The MDI projects are also designed as capacity building exercises aimed both at building national research skills in the field of media and at providing media stakeholders with a better understanding of international standards related to media and freedom of expression.

At its 53rd (2009), 54th (2011) and 59th (2015) meetings, the IPDC Bureau approved special allocations of respectively US\$ 100,000, US\$ 100,000 and US\$ 40,000 for projects involving the application of the Media Development Indicators or follow-up thereto. The table below shows the projects that have benefitted from this funding modality to date:

Date	UNESCO Office	Country concerned by the MDI assessment	Allocation (in US\$)
09/09/2009	Quito	Ecuador	15,000
25/05/2010	New Delhi	Bhutan	15,000
19/05/2011	Kathmandu	Nepal	15,000
12/07/2011	Bamako*	Mali	15,000
08/11/2011	Quito	Bolivia	15,000
21/09/2012	Ramallah	Palestine	15,000
22/01/2013	Juba	South Sudan	15,000
13/08/2013	Bangkok	Myanmar	15,000
26/09/2013	Kingston	Curaçao	2,500
25/11/2013	Tripoli	Libya	15,000
03/06/2014	Nairobi	Madagascar	15,000
07/04/2015	Beijing	Mongolia	15,000
20/01/2016	Nairobi	Uganda	5,200
20/01/2016	Montevideo	Uruguay	3,500
02/2016	Bangkok	Myanmar (<i>planned</i>)	15,000
03/2016	Rabat	Morocco (<i>planned</i>)	15,000
TOTAL			US\$ 206,200

* It was not possible to complete this project due to change of staff and security reasons.

➤ JSIs

The JSIs were developed within the context of the endorsement of the *UN Plan of Action on the Safety of Journalists and the Issue of Impunity* by the UN Chief Executives Board and the Plan's implementation strategy for 2013-2014. The purpose of the JSI indicators is to allow for a mapping of the key features that indicate the extent to which journalists are or are not able to carry out their work under safe conditions. The JSIs also serve to identify the actions that are taken by the various relevant stakeholders in promoting journalists' safety and fighting impunity at national level. These actors include State and political actors, civil society organizations and academics, the UN and international NGOs, and media and intermediaries.

At its 57th (2013) and 58th (2014) meetings, the IPDC Bureau special allocations resulted in US\$ 55,000 (respectively US\$ 35,000 and US \$20,000¹) for projects involving the development and application of the Journalists' Safety Indicators. The table below shows the projects that have benefitted from this funding modality to date:

Date	UNESCO Office	Country concerned by the JSI assessment	Allocation (in US\$)
16/04/2013	HQ; development of the JSI indicators	NA	10,000
23/10/2013	Montevideo	Guatemala and	9,000

¹ This allocation was reduced by US\$ 4,000 by the IPDC Secretariat in 2015 to accommodate new IPDC project proposals.

		Honduras	
17/12/2015	Kathmandu	Nepal	10,000
15/04/2015	Nairobi	Kenya	10,000
11/06/2015	Bagdad (Amman)	Iraq	10,000
16/10/2015	HQ	Nepal (publication)	1,800
TOTAL			US\$ 50,800

➤ **MVIs**

Through a partnership with the Deutsche Welle Akademie, UNESCO developed a new sub-set of indicators on media viability, which was submitted to a wide international consultation process in 2014-2015. The purpose of the Media Viability Indicators (MVIs) is to provide a tool to help assess the sustainability of media businesses and assist actors, through their application, in developing appropriate responses that can promote media viability as an important pillar of media development. The draft indicators were presented to the IPDC Bureau at its 59th meeting in 2015, and the Bureau adopted a decision endorsing the initiative to develop indicators of media sustainability and encouraging their application.

2. UPDATE

➤ **MDIs**

Since the last IPDC Bureau meeting in March 2015, MDI reports on national media landscapes have been finalized in Curaçao, Jordan, Libya (partial assessment), South Sudan, Madagascar, Mongolia and Swaziland, bringing to 19 the number of MDI reports published or being published. The research phase of another six studies – concerning Bolivia, Brazil, Morocco, Myanmar, Uganda and Uruguay - has now been completed, and the reports are in the final stages of the editing process.

Capacity building has become an increasingly important component of MDI projects and training activities on the MDIs and international media standards are now systematically integrated into each MDI project. Eight such training workshops were thus organized in 2014-2015 – in the Dominican Republic, Jordan, Madagascar, Morocco, Myanmar, Swaziland and Yemen, as well as a regional training workshop for the Arab region. Most recently, an MDI training workshop was organized in Thailand in January 2016.

A range of follow-up activities have been implemented to enhance awareness about the MDI findings among key media stakeholders and foster the implementation of the recommendations in order to address the most important media development gaps identified in each country. Examples of such activities include:

- In Jordan, UNESCO initiated a dialogue with universities teaching journalism to engage academia and students on the outcomes of the MDI assessment and discuss ways of integrating the MDIs within the universities' media curricula.
- In Palestine, in line with one of the key recommendations of the MDI Report on Palestine (2014), UNESCO organized in December 2015 a seminar to promote the adoption of a right to information law in Palestine and review the latest draft to align it with international standards, in collaboration with the Ministry of Information and the Anti-Corruption Commission.
- In Mongolia, in response to one of the key recommendations of the MDI Report to repeal current regulation and amend draft laws related to digital media, UNESCO launched a project

to sensitize decision makers involved in the drafting of laws on international standards regarding freedom of expression online, and to support independent monitoring of freedom of expression violations in cyberspace.

- In Curaçao, UNESCO supported a successful series of Master Classes based on the MDIs and tailored to the findings of the MDI Report, covering media development-related topics.

➤ **JSIs**

The first three JSI pilot assessments were conducted in 2013-2014 in Pakistan, Honduras and Guatemala, in part through IPDC funding, and finalized in 2015. The Guatemala and Pakistan reports will be published in early 2016 (hardcopy and online for Pakistan in English and possibly Urdu if funding can be found; online version in English and Spanish for Guatemala). Three new JSI assessments were launched in 2015 thanks to IPDC funding - in Nepal, Kenya and Iraq. The draft reports are currently being reviewed by external peer reviewers and national stakeholders, and the publications are expected to be finalized in first half of 2016.

For all the countries, the JSI assessments have been the first baseline analysis of the safety situation for journalists. Pakistan, Nepal and Iraq were pilot countries for the implementation of the UN Plan of Action. All the research processes have been nationally-driven, participatory and inclusive; aiming to strengthen the knowledge and capacities of local stakeholders to work on safety of journalists and to plan future action based on the findings of the assessments. During the pilot projects, the JSI tool and methodology have been fine-tuned to improve the implementation of future assessments.

➤ **MVIs**

After an initial online consultation process involving 58 media experts from all regions, the Media Viability Indicators were tabled at four conferences: a UNESCO regional conference on media sustainability (Montevideo, 16 December 2014); an international conference on 'Reinforcing self-sufficiency and independence of Media' (Tashkent, 11 May 2015); the WAN-IFRA national associations meeting (Washington, 30 May); and the Deutsche Welle Global Media Forum (Bonn, 22 June). The IPDC Secretariat has in recent months submitted several funding proposals for the piloting of the indicators in selected countries. Adequate funding and human resources will be necessary to enable the IPDC to ensure the application of the MVIs and their integration, in a "lite" version, within the existing MDI framework.

3. CONCLUSION AND BUREAU ACTION

The Bureau, having discussed this document and any amendments, may wish to:

- Welcome this status report and acknowledge the important contribution of the Media Development Indicators, the Journalists' Safety Indicators and the Media Viability Indicators in providing normative frameworks and monitoring tools that can guide UNESCO and other media development actors in their efforts to foster a safer and more enabling environment for free, independent, pluralistic and sustainable media.
- Request the Secretariat to strengthen IPDC's Special Initiatives and further position the MDI assessments so that they continue to be recognized in national media development plans. Ensure follow-up to the assessments so that each stakeholder can identify and play its role. (*See information note on IPDC fundraising and communication*).

- Approve a special allocation of US\$30,000 to the JSI Special Initiative to facilitate the implementation of the following activities:
 - (i) Address new requests for JSI assessments, including those that need to be implemented urgently, for eg. in cases of planned reforms of the protection framework of journalists, or of major political or security changes affecting the working environment of media and journalists;
 - (ii) Translation and publication of the JSI assessments in local languages, thus allowing local stakeholders to access and implement the findings of the assessments adequately;
 - (iii) Carry out well-designed follow-up activities aimed at raising awareness about the findings of the JSI assessments among national stakeholders and ensuring the implementation of the reports' findings.

ANNEX 1: STATUS OF MDI APPLICATIONS

*These studies were not carried out by UNESCO but at the initiative of another organization

Completed MDI-based assessments	On-going MDI-based assessments	MDI-based assessments carried out but report published as working document only
Benin*	Bolivia	Côte d'Ivoire
Bhutan	Brazil	Iraq
Croatia	Colombia	Liberia
Curaçao	Dominican Republic	Rwanda*
East Timor	Haiti	Togo
Ecuador	Morocco	Somalia (<i>partial assessment</i>)
Egypt	Myanmar	
Gabon	Regional project: Croatia, Serbia, FYR Macedonia*	
Jordan	Sri Lanka*	
Libya (<i>partial assessment</i>)	Uganda	
Madagascar	Uruguay	
Maldives		
Mongolia		
Mozambique		
Nepal		
Palestine		
South Sudan		
Swaziland		
Tunisia		

ANNEX 2: STATUS OF JSI APPLICATIONS

JSI-based assessments completed; yet to be published	On-going JSI-based assessments
Pakistan	Nepal
Guatemala	Kenya
Honduras	Iraq