



United Nations
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Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Opening Remarks

by the IPDC Chairperson on
on the occasion of the 60th IPDC Bureau meeting

UNESCO, 17 March 2016

- It is a pleasure to meet with you all again on the occasion of this annual IPDC Bureau meeting, the 60th in the Programme's 36-year history.
- This year has been an opportunity to further reflect on how to maximize IPDC's strategic relevance and ensure that this unique intergovernmental programme of the UN – the only one mandated to mobilize the international community around media development activities in developing countries – meets the challenges of a continuously evolving media environment. Any such endeavour should include a consideration of the role the media can play in addressing some of the main challenges facing societies today.
- In this regard, I am pleased to inform you of the inclusion in today's meeting of two agenda items dedicated to harnessing the potential of the media in addressing two such challenges:

- Firstly, the issue of gender inequality, through a discussion on the impact of gender-transformative projects and the place of gender dimensions in IPDC projects; and
 - Secondly, the issue of media and migration, through a thematic debate on how the media – as shapers of public opinion and information sharers – can best cover the current refugee crisis and help bridge cultural differences.
- This Bureau meeting will also provide an opportunity to discuss how IPDC can engage in monitoring the implementation of the 2030 Agenda for Sustainable Development and progress made in the attainment of the Sustainable Development Goals, which will set the agenda for many policy decisions in coming years and impact on resource mobilization. Lobbying Member States to support the IPDC's work in promoting the safety of journalists through the DG's Report on the Safety of Journalists and the Danger of Impunity will be an important part of IPDC's action in this area.
- A special session will be dedicated to reflecting on IPDC's future priority areas and project assessment criteria to ensure that these enable the Programme to maximize the efficiency and impact of project delivery.
- In terms of my activities since the last IPDC Bureau meeting, I am pleased to report to you on my participation in the session of the Communication and Information Commission at the 38th UNESCO General Conference in November of last year. I was able to brief

Member States on the latest achievements of the Programme. The comments made by Member States on IPDC's activities were very encouraging: IPDC's results were praised by many delegations, several of which requested that the Programme continue to be reinforced within the overall action of UNESCO's Communication and Information Sector.

- A very tangible outcome of this General Conference as far as the IPDC is concerned is that, at the request of Member States, IPDC now has its own Expected Result (n°3) within the CI Programme, which – I hope - will contribute to raising the visibility of the Programme's achievements and attracting a higher level of funding.
- One of my main priorities this year as Chair was to seek ways to strengthen the financial situation of the IPDC.
- As you know, the voluntary contributions of Member States to the IPDC are the Programme's lifeblood, and without them IPDC would not be in a position to sustain its important media development activities.
- Since the last Bureau meeting, I have intensified my efforts to secure additional funding for the Programme by visiting, in one year, more than 30 delegations:
 - Thus, in September 2015, together with the IPDC Secretariat, I visited the delegations of Belgium, Canada, China, Denmark, Iceland, Japan, New Zealand, Oman, the Republic of Korea and Sweden.

- As a follow-up to these meetings, tailored project proposals and concept notes were sent by the IPDC Secretariat to each of the delegations. I have been informed by several of these delegations that they are currently working with their capitals to secure funding for the IPDC and I am very confident that we can expect new voluntary contributions for the Programme in the coming months.
- In addition, an IPDC Progress Meeting was organized on 29 September with the participation of ambassadors and delegates from Algeria, Brazil, Denmark, Latvia, Lithuania The Netherlands, Spain, Switzerland and Turkey.
- In November, when I returned to Paris to take part in the CI Commission of the 38th General Conference, I used this opportunity to convene a meeting with delegations of Nordic countries, who have a tradition of strong support to the IPDC. I also followed up on previous meeting with donor countries.
- I would like to acknowledge all of the Member States that have contributed to the IPDC this year, namely Norway and Finland (IPDC's largest contributors), the Netherlands, Sweden, Andorra, Bangladesh, Finland, Ghana, Latvia, the Netherlands, Norway and Sweden. Some of these donors have been loyal to the IPDC for many years. I am pleased to welcome also several new donors, including Latvia (*FYI: 11,000 \$*), Ghana (*FYI: 2,500*) and Bangladesh (*FYI: 1,000 \$*).

- We are in discussion with our Field Office colleagues and the European Union about funding for a media development project for The Gambia. We have circulated the proposal to the Bureau, and the project involves application of our Media Development Indicators in The Gambia, as well as support for journalism education and media houses. Hopefully, this project may still prove to be possible, and the Bureau will be kept abreast of any further developments there.

- Alongside my fundraising efforts, I maintained a high level of visibility for the IPDC, raising its profile at numerous conferences and round tables, including:
 - The International Conference on *Youth and the Internet: Fighting Radicalization and Extremism*, organized by UNESCO on 16 June 2015;

 - The International Conference entitled *News Organizations standing up for the safety of media Professionals* (UNESCO HQ, 5 February 2016), both supported by the IPDC;

 - The *Global Media Forum* (GMF), organized by Deutsche Welle Akademie in Bonn in June 2015;

 - The *Conference on Rapprochement of Cultures: One Humanity beyond Diversity*, organized within the framework of the fifth International Forum of NGOs with formal relations with UNESCO, in Beijing (July 2015);

- *Women with the Wave Forum, Broadcasting for All*, organized by ABU in Istanbul (October 2015);
- *The First General Assembly of the Global Alliance on Media and Gender (GAMAG)*, UNESCO HQ (December 2015)
- While on the topic of visibility, I wish to draw your attention to the new IPDC brochure that was published this year, which provides a very useful tool to support IPDC's communication strategy. I encourage each one of you to take several copies of this brochure back home with you and distribute them among your networks.
- The new online system for project submission management established this year, will – with some fine-tuning – ensure not only an easier and more efficient system for the submission, implementation and evaluation processes but also, importantly, enable public access to the project documents, which will be archived and classified in a publically accessible database.
- This ends my overview of the main developments that have occurred since the last IPDC Bureau. I am confident that I can continue relying on your support to further mobilize and engage stakeholders around this important programme, to enable it to continue improving the life of media practitioners around the world.
- We will meet again later this year at our Council meeting on 17-18 November, where amongst other business, the Director-General's report on the Safety of Journalists and the Issue of Impunity will be debated. That will also be an occasion to update the Council on the

work of this Bureau meeting, and how we have fulfilled our mandate.