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INTERNATIONAL
PROGRAMME FOR THE
DEVELOPMENT OF
COMMUNICATION

**NEW PROJECTS SUBMITTED TO THE
IPDC
ANNEX**

**IPDC BUREAU
Fifty-third meeting**



**UNESCO HEADQUARTERS, PARIS
23 - 25 FEBRUARY 2009**

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MADAGASCAR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	CAPACITY BUILDING FOR MALAGASY JOURNALISTS
2.	NUMBER	PDC/53MAG/01
3.	CATEGORY OF MASS MEDIA	Print media
4.	IPDC PRIORITY AREA	Professional training
5.	SCOPE (NATIONAL, REGIONAL, INTER-REGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Training assistance
7.	TOTAL COST OF PROJECT	US\$36,800
8.	AMOUNT REQUESTED FROM IPDC	US\$28,400
9.	PROJECT BENEFICIARY	Association Twanora Mahatony-Ivandry Tel.: (261) 20 34 10,840 66 E-mail: twanora@yahoo.com. Anjara Rasoanaivo, S-G. and Project Leader
10.	IMPLEMENTING BODY	UNESCO Office in Dar es-Salaam
11.	PROJECT LOCATION	Antananarivo
12.	PROJECT PREPARED BY	Anjaramalala Rasoanaivo, Project Leader and S.-G. of the Association, Twanora
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Madagascar counts some two dozen daily, weekly and monthly publications covering national and international news. The conditions of operation applicable to television channels require a daily news broadcast. The number of segment-specific news websites is on the rise, and radios give free rein to listeners to share news in real time through direct call-ins. At first view, Madagascar seems to be a paradise for the media. Yet, the reality of the situation reflects nothing of this. Journalists are free to express themselves in the media, but the various forms of pressure exercised by media-house owners, and indirectly by the government, prevent them from telling the truth as it is.

Despite the existence of a few Communication Schools offering journalism programmes—in the capital and other locations on the main island, most practising journalists learned their profession in the field. With backgrounds in fields close to journalism, such as communication and humanities, these journalists feel the need to upgrade their capacities. Their deficiencies can be perceived in both the print and audiovisual media, as well as in radio. This project seeks to fulfil journalists' expectations in terms of professional training, without which their credibility and independence would be jeopardised. It is directed therefore at practising print-media journalists who have been exercising their profession for at least two years.

The project was conceived by the association Twanora with a view to creating a better-informed society in Madagascar, and to ensuring that the press is able fulfil its task in proper conditions. To this end, the project aims to provide journalists with training in values which of media-related professions--such as the cross-checking of information--so as to revive the positive image of this profession in a developing country.

2. DESCRIPTION OF THE TARGET GROUP:

The project is directed at practising print-media journalists who have been exercising their profession for at least two years.

3. DEVELOPMENT OBJECTIVE:

Journalism training: the project aims to build journalists' capacity so as to improve the understanding, investigation and treatment of information in Madagascar.

4. IMMEDIATE OBJECTIVES:

50 Malagasy print-media journalists, including correspondents specialising in Society and Culture features, will be trained by professionals over a 12-month period, achieving proficiency in journalism techniques by the end of the project.

5. EXPECTED PROJECT OUTPUTS:

The 50 journalists should be able to produce, using a range of journalism techniques, various types of articles having a greater appeal to the readership because of their variety, reliability and legibility. They will be gain experience in investigative interviewing techniques, and trained in copy-writing and online publication.

6. ACTIVITIES:

The project provides for a 1-year course of training comprising several 15-day modules. Evaluations will be conducted at the end of each 3-month cycle. The cultural-section modules, for instance, include the following:

- History and development of Malagasy culture;
 - Critiquing different art forms (cinema, music, dance, theatre);
 - The role of the culture journalist in society;
 - How to draw up a cultural development project;
 - In-depth article: which aspects to stress (the right terms, topic to avoid, ...)
- = 192 hours over a period of 9 months.

For the Society section:

- The role of the journalist dealing with societal topics;
 - Formulating an analysis on the basis of numerical data;
 - The environment and the future of Grande Ile;
 - Humanising AIDS;
 - Freedom of expression in the face of indirect pressure from the authorities;
 - Educating through writing.
- = 192 hours over a period of 9 months.

The project also provides for core training in:

- Journalism basics;
 - Journalistic styles;
 - Investigative journalism;
 - Standards of professional conduct;
 - Objectivity;
 - The use of the Internet as a source of information.
- = 72 hours.

Each module includes field assignments to be conducted by teams of two journalists.

7. PROJECT INPUTS:

Qualified personnel:

18 trainers qualified to provide training in the basics and specific features of each field.

Required equipment:

10 computers with connectors, 2 printers, 10 digital cameras.

Training allowance for the team of 18 trainers and speakers, and for the 50 journalists.

8 WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Selection of trainees and trainers. Acquisition of equipment												
Final selection of trainees												

and notification of participants												
National workshop on Culture and Society												
Submission of the activity report												

9. INSTITUTIONAL FRAMEWORK:

The association, Twanora, is a non-profit association registered as such in accordance with Article 60 133 of 25 February 2004. Its registered office is located at Lot II K 36 *ter* D Mahatony-Ivandry. Its stated objective is to promote youth by offering them the opportunity to participate directly or indirectly in the development of the country.

The associations Chairperson, Henintsoa Ramarohetra Diana, is a journalist at *Midi Madagasikara*; the Secretary-General, Anjaramalala Rasoanaivo, is a journalist with the newspaper, *Les Nouvelles*; the Treasurer, Domoina Ratsarahaingotiana, is a journalist in the editorial office of the *Quotidien*. Honorary members include William Rasoanaivo (Pov), a journalist and press artist within the *Express* group, and Anja Ralairijaona, a journalist with the *RTA* group.

The association earns its revenue mainly from its members' monthly subscriptions and the funding it receives for implemented projects.

To implement this project, we plan to engage the services of professional journalists, as well as specialists in each sector.

10. SUSTAINABILITY

Ultimately, the project will produce a pool of journalists capable of writing high-quality articles addressing readers' real needs, thereby contributing to the development of their profession and their readership. These journalists, trained in the best possible conditions, could eventually form an editorial team capable of producing a high-quality newspaper with reliable news content.

11. FRAMEWORK OF MONITORING:

for the monitoring of the project, the association will seek the assistance of a professional communication agency.

An evaluation session will be organised for the journalists who participated in the training; the impact of their articles on the readership will also be analysed (evaluation of the improvement in writing, uniformity of genre, topics broached, observance of human rights, ability to defend freedom of expression within ones workplace and in the face of external pressures).

12. EVALUATION:

The association Twanora has already distinguished itself with its docufiction on AIDS entitled, "*Korano la vie*", which received the Jury's Award at the *Movie Festival* (awards-giving ceremony for the film), and a music album to heighten public awareness of the issues of biodiversity and deforestation in Madagascar.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/4MAG/12 350-MAG-41	20,000	Madagascar	1984 - 1985
		Assistance to National News Agency of Madagascar (ANTA)	
PDC/7MAG/01 350-MAG-71	30,000	Development of News Agency	1986 - 1988

PDC/11MAG/01 352-MAG-51	40,000	Contribution to the re-equipment of 99 information halls	1996 – 1998
PDC/18MAG/02 352-MAG-81	30,000	Preparation of texts governing audio-visual communication and publication of a collection of legal archives	1998 – 1999
PDC/19MAG/01 352-MAG-91	45,000	“ANTA” national news agency	1999 – 2001
Total Madagascar: US\$ 165,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Trainers' allowance:	11,400
Allowance for participating journalists:	5,000
Accommodation for trainers:	5,000
Subsistence allowance for trainers:	500
Accommodation for correspondents:	1,000
Catering during the training:	500
Hiring of teaching material (overhead projector, laptop computer, digital cameras):	5,000
<u>TOTAL:</u>	<u>28,400</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Personnel (3 staff × 12 months):	2,400
Communications:	1,200
Correspondents' travel expenses	500
Local transportation:	1,200
Training venue (hire):	1,800
Printing of training reports:	300
Contingencies:	1 000
<u>TOTAL:</u>	<u>8,400</u>

NAMIBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MEDIA DEVELOPMENT AND INFORMATION POLICY FOR THE REPUBLIC OF NAMIBIA
2.	NUMBER	PDC/53NAM/01
3.	CATEGORY OF MASS MEDIA	Print and electronic media, as well as society as a whole
4.	IPDC PRIORITY AREA	Formulation of national policy frameworks
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Consultancy services
7.	TOTAL COST OF PROJECT	US\$50,200
8.	AMOUNT REQUESTED FROM IPDC	US\$,34,200
9.	BENEFICIARY BODY	Ministry of Information and Communication Technology, P/Bag 13344, Windhoek, Namibia, Wilma Deetlefs, Director Media Affairs Tel: ++264-61-2839111; Fax: ++264-61-230170; email: wdeetlefs@mib.gov.na
10.	IMPLEMENTING OFFICE	Directorate Media Affairs, Ministry of Information and Communication Technology, Windhoek
11.	PROJECT LOCATION	Country-wide
12.	PROJECT PREPARED BY	Wilma Deetlefs, Director Media Affairs, Ministry of Information and Communication Technology, Private Bag 13344, Windhoek, Namibia
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Prior to independence, the media environment in the country was strictly regulated by South African legislation and emergency regulations under the pretext of protecting moral and religious values, whereas this was also largely used for political suppression, to uphold racist practices and in the name of state security. Namibians, together with South Africans were subjected to the strictest form of censorship.

The adoption of the Constitution of the Republic of Namibia ushered in a new era. Freedom of speech and expression, including freedom of the media, are enshrined in the Constitution as basic human rights. The existing Information Policy, formulated in 1991, aimed to lay down the objectives and principles about the place and role of the mass media in the Namibian society. However, Namibia needs a new Information Policy to address issues related to information access, freedom of information, freedom of speech and expression and to enable the development of professional and ethical media practice, plurality and equal opportunity. Research, evaluation and consultation is necessary to generate relevant data and documentation to determine whether the different media are meeting the information needs of the people.

The provisions in the existing Information Policy and the changes proposed in a revised Information Policy can be summarised as follows:

Existing Information Policy

The policy recognises that nurturing of democracy requires the constant and free flow of news and information and also calls for a media system that is free and able to inform, educate and entertain the nation. The policy also makes room for both private and public media to catalyse nation-building and socio-economic development.

In the context of the Namibian Constitution, freedom of the press and other media are stipulated within parameters that call for the establishment of a Code of Ethics, a Media Council and a public grievance mechanism. The policy supports diverse media ownership but favours the existence of state-owned media because of the skewed media distribution between urban and rural areas and the over-commercialized approach of private media. In comparison, state-owned media are seen as more balanced and with a national character, providing a voice for the people at the grass roots.

The state-owned newspaper, New Era, was launched to contribute to the unification of the country's different racial and ethnic groups into one cohesive nation. The Namibia Broadcasting Corporation came into being to carry government messages to all corners of Namibia. Since radio has achieved a genuine mass audience, it remains the main medium on which the government relies to communicate its messages to the public, especially rural dwellers. The Namibia Press Agency (Nampa) aims to gather local, regional and international news, maintaining objectivity and timely dispatch of information to its subscribers. Continuous training and skills upgrading for both print and electronic journalists are suggested to improve and to stimulate investigative journalism in the country.

Changes in the proposed new Information Policy

A conducive Media Development and Information Policy can benefit from a thorough assesment of the existing situation based on IPDC endorsed Media Development Indicators. It will be used as a diagnostic tool to address the constantly and rapidly changing developments and needs of the communication and information sector. The advent of the Internet has widened information access possibilities and also increased opportunities for journalists to participate in innovative measures such as on-line publishing. Namibia's communication and information policy must be responsive to emerging developments and its implementers updated of current and emerging challenges in the knowledge and information society. This will make it possible for the country to reap the benefits of increased professional media output,

pluralism and diversity and through new technologies address the current lopsided distribution of information between urban and rural societies. An in-depth analysis on the use of the media landscape and relevant information technologies will make it possible to understand why policy actions that were recommended in the early nineties have yet to be implemented, including the establishment of a government printing press.

Professionalism and ethical media is essential for any knowledge society and the fulfilment of peoples' rights to timely information will ensure wider participation in democratic and socio-economic development. In the context of Namibia, the creation of a media mediating body is imperative to instil professional standards of excellence and ensure the safety of journalists.

Namibia's needs must be taken into account in the midst of rapid technological advancements in the information and communication sector. The speed at which information is travelling around the world may offer Namibians knowledge sharing opportunities that contribute to socio-economic development.

The new policy is expected to go beyond the acknowledgement of principle freedoms and the role of the media in society. It will suggest actions to make the media more inclusive and to bring the sector in line with the National Development Plans and Vision 2030, the SADC Protocol on Culture, Information and Sport, and international conventions such as the African Charter on Human and People's Rights and the International Covenant on Civil and Political Rights to which Namibia is a signatory.

The new Media Development and Information Policy will be developed in collaboration with multiple stakeholders including government institutions, regional bodies, community organisations and non-governmental organisations, private institutions and institutions of higher learning.

2. DESCRIPTION OF THE TARGET GROUP:

- Information, communication and media professionals and institutions

3. DEVELOPMENT OBJECTIVE:

- Enhance the free flow of information and meet the information demands of Namibians equitably and democratically.

4. IMMEDIATE OBJECTIVES:

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

5. PROJECT OUTPUTS:

- Systematic, evidence-based and comprehensive analysis of the national media and information system using the Media Development Indicators completed.
- National conference to finalize the assessment of the national media sector and the recommendations
- Policy paper presenting the findings and recommendations presented to the stake holders
- Enhanced capabilities of the identified monitoring institution(s) at the national level to collect relevant data and to produce periodical assessments on media development

6. ACTIVITIES:

- Desk-based data collection and analysis in 13 regions in line with relevant national, regional and international commitments to which Namibia is party to in consultation with the Ministry of Information and Communication Technology.
- 2 national seminars conducted (60 pax/seminar) to explain the purpose and objectives of an Information Policy, gather consultative input and approve draft policy.
- 5 regional seminars (30 pax/seminar/region) to gather inputs and negotiate agreement from regional stakeholders with the assistance of regional councils.
- 2 multi-stakeholder workshops (20 pax/workshop) to explain the purpose and objectives of an Information Policy and gather relevant input.
- Recurrent meetings, discussions, information sharing and advise.
- Documentation of seminar and workshop proceedings and conclusions.
- Preparation of preliminary draft policy and presentation at national seminar.
- Compilation of all inputs and preparation of revised draft information policy, implementation and communication strategy for approval at national seminar.
- Presentation of draft media development and information policy at Cabinet and Parliament by the Ministry of Information and Communication Technology.
- Publishing and distribution of adopted policy

7. PROJECT INPUTS:

- 1 professional secondment by the Ministry (90 days)
- 1 legal adviser (30 days)
- 2 professional consultants (60 days each)
- 2 research assistants (30 days each)

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Tender process/appointment of consultant	X	X	X									
Commencement of desk study (data collection and analysis)				X								
National, regional and multi-stakeholder consultations through seminars and workshops					X	X	X					
National consultative conference to present draft policy, implementation and communication strategy							X					
Presentation of new policy to Cabinet and Parliament								X				

9. INSTITUTIONAL FRAMEWORK:

The Ministry of Information and Communication Technology is funded through the national budget of the Namibian Government. The Ministry has a Permanent Secretary as accounting officer and consists of three directorates, namely the Directorate Media Affairs, the Directorate Print Media and Regional Offices and the Directorate Audiovisual Media. The structure of the Ministry is in the process of being adjusted with the creation of the Ministry of Information and Information Technology.

Media and training institutions will be responsible for the implementation of the policy. Most private media institutions have been in existence prior to independence, while government-funded media institutions have been in existence since shortly after independence.

The Ministry of Information and Communication Technology has close ties with UNESCO and is responsible for the national information-related activities pertaining to UNESCO.

10. SUSTAINABILITY:

The implementation of the Information Policy will involve different stakeholders. The Ministry of Information and Communication Technology will provide annual budgetary provisions through the Ministry of Finance and Parliament for the implementation of the policy through a media and training institution as approved in the strategic implementation plan.

11. FRAMEWORK OF MONITORING:

The Ministry of Information and Broadcasting will formally contract the required consultants or consulting firm under the scrutiny of the Attorney General. The contract will stipulate the scope of work, expected outcomes, period of performance, financing of the consultancy and payment method, termination and suspension clauses, intellectual property rights/ownership and penalties.

The Ministry will require regular briefings from the consultant to ensure that policy issues are in line with national development goals and that the work is performed according to the agreed time frame.

The Ministry will nominate a senior official to accompany the consultant on all regional consultations to ensure that regions are heard and their inputs are accommodated in the final policy document.

12. EVALUATIONS CARRIED OUT:

The Ministry of Information and Communication Technology and more specifically the Directorate Media Affairs has successfully overseen several consultancies in the past. The Directorate is currently overseeing an ICT policy development consultancy that includes wide stakeholder consultations and that would bring about drastic changes with respect to liberalisation and privatisation in the Information Communication Sector. Cabinet was involved in the process and gave its blessing to far-reaching policy decisions. This specific consultancy is being carried out on a contractual basis and the final product will be delivered within the specified time frame.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Reports on progress can be provided by the Ministry of Information and Communication Technology as per agreed timeframes between the Ministry and the funding organisation.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/13NAM/01 352-NAM-31 510-NAM-60 (FIT-Denmark)	100,000 559,292	<u>Namibia</u> Broadcasting training programme	1994 - 2002
PDC/18NAM/01 352-NAM-81	45,000	Multi-media Centre in rural Namibia	1998 - 1999
PDC/18NAM/02 352-NAM-82	60,000	Development of media studies at the University of Namibia	1998 - 2002
PDC/20NAM/01 353-NAM-01	10,000	Support for computer and web page development	2000 - 2002
PDC/20NAM/02 353-NAM-82	15,000	Support for computer training	2000 - 2003

PDC/52NAM/01 354-NAM-5071	31,350	NAMIBIA:STRENGTHENING THE CAPACITY OF THE KATUTURA COMMUNITY RADIO STATION	2008 - 2009
Total Namibia: US\$ 261,350 +509,000 (Funds-in-trust)			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Desk-research (data collection and analysis/13 regions: 2 research assistants @ \$75/day x 30 days each))	4,500
1 legal adviser (fees \$200/day x 30 days)	6,000
1 professional consultants (fees \$150/day x 60 days)	9,000
DSA @ \$50 x 120 (national seminars)	6,000
DSA@ \$50 x 150 (regional seminars)	7,500
Coffee breaks (1 x 2 workshops)	200
Stationary and supplies	1,000
TOTAL	US\$34,200

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Transport for national and regional seminar participants	10,000
Transport and accommodation of 2 consultants and 1 advisor	2,000
Seminar and workshop venues	2,000
Printing and distribution of Information Policy	2,000
TOTAL	US\$16,000

SENEGAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	TRAINING IN HIGH-QUALITY AUDIOVISUAL PRODUCTION
2.	NUMBER	PDC/53 SEN/01
3.	CATEGORY OF MASS MEDIA	Print and audiovisual media, and multimedia
4.	IPDC PRIORITY AREA	Training of high-level professionals
5.	SCOPE (national, regional, inter-regional)	National (<i>with students from a dozen or so African countries</i>)
6.	TYPE OF ASSISTANCE REQUESTED	Training, equipment, expertise
7.	TOTAL COST OF PROJECT	US\$53,800
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	PROJECT BENEFICIARY	Centre d'Etudes des Sciences et Techniques de de l'Information (CESTI) Cheikh Anta Diop University, Dakar Tel.: (221) 33 824 6875 Fax: (221) 33 824 24 17 Contact: Eugénie R. AW, Director E-mail: eugenieraw@hotmail.com
10.	IMPLEMENTING BODY	CESTI
11.	PROJECT LOCATION	CESTI - Dakar
12.	PROJECT PREPARED BY	Eugénie R. AW, Director of CESTI
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project, which seeks to assist the print-media, audiovisual-media and multimedia sectors, finds its justification in the need to support basic training with a view to developing a culture of quality in media production, not only at the technical level but also with regard to content and ethical standards. Since 2005, the CESTI has been pursuing an active pedagogical approach of which the two main points of focus are:

- to reinforce the professional character of the School by combining theoretical courses with the practical production of school journals of various audiovisual types and formats;
- to expose students directly to the challenges of their profession, to stimulate critical thought, to place them in direct contact with professionals, politicians, etc, to teach them how to compile documentation.

The proposed project centres around two ideas:

- The introduction of a culture of quality in media production at the basic-training level;
- The training of students from West Africa, Central Africa, North Africa and the Indian Ocean will have a certain impact at the continental level.

The project would also cater for professionals enrolled in ongoing training programmes at the CESTI.

It seeks to devise other modes of training following up on the training recently offered to journalists employed in the media but who had never received any formal academic or practical training.

As such, as a result of the adaptation of classrooms and studios, the acquisition of new equipment and the strengthening of staff resources financed through this project, the CESTI would be in a better position to meet journalists' expectations in terms of professional capacity building, and to contribute to creating a new generation of media professionals with up-to-date skills.

2. DESCRIPTION OF THE TARGET GROUP:

- Forty students enrolled for basic training involving familiarisation with print-media production (including photojournalism copy editing), as well as audiovisual and multimedia production;
- Thirty professional journalists enrolled for ongoing training.

3. DEVELOPMENT OBJECTIVE:

To enable media professionals to exercise their profession in a competent and responsible manner, by fulfilling the needs of the professional environment and of society as a whole, while playing an active role in their evolution.

4. IMMEDIATE OBJECTIVES:

- The pedagogical approach pursued by the CESTI combines theoretical courses with practical production work with a view to producing journalists who are fully conversant with media content and the ethical standards of the profession;
- At least 70 beneficiaries with acquired skills in audiovisual and multimedia production.

5. **EXPECTED PROJECT OUTPUTS:**

- The equipment of a room at the CESTI for the purposes of the proposed training modules;
- Seventy training beneficiaries who have acquired a culture of excellence as regards the application of technical skills, media content, and ethical standards, and who are familiar with the entire chain of operations within a media company;
- Journalists who are able to capitalize on the training they received; who are proficient in information and communication technologies, and who possess the skills required to manage a media company.

6. **ACTIVITIES:**

Additional training:

4 weeks for 39 students enrolled for basic training and 30 students enrolled for ongoing training:

- Collection and processing of information;
- Ethical standards;
- Documentary research;
- Media-company management.

Further training:

12 weeks for the same students:

- Copy editing;
- Photojournalism;
- Digital audio training;
- Photoreporting.

Practical training:

26 weeks; reporting assignments and production work throughout the entire course:

- Copy-writing;
- Reporting;
- Production and distribution.
 - Print media: School journal, dailies, magazines, specialist reviews;
 - Audiovisual media: Digital audio training, introduction to journalism training, photo-reporters, audiovisual formats;
 - Online publication: Multimedia production (e-journalism, blogs etc.).

7. **PROJECT INPUTS:**

➤ Human resources:

- 8 lecturers, all print-media professionals specialising in photojournalism, copy editing, radio, television and multimedia;
- 9 technical instructors: editing for radio and television, copy editing, photojournalism, blogs electronic journalism;
- One lecturer in documentary research; two documentalists.

➤ Installations and equipment:

- DTP room with 12 workstations, accommodating some forty students;
- Digital audio editing room with 8 workstations;
- 2 radio studios, one of which is obsolete;

- Television studio and two obsolete editing workstations; one digital video camera for 17 students.

8 WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Planning of basic training and selection for ongoing training												
Selection of instructors; acquisition of equipment and installation												
Theoretical training; media environment (4 week)												
Practical training and field work												
Reporting assignments and production work												
Evaluation and report												

9. INSTITUTIONAL FRAMEWORK:

The *Centre d’Etudes des Sciences et Techniques de l’Information* (CESTI), attached to the Cheikh Anta Diop University in Dakar, was founded in the 70s.

As its primary mission, it offers a 3-year, first-cycle programme of studies leading to a Specialist Diploma in Journalism. The programme general courses, specialist courses (in the 3rd year), and above all, professional courses.

For the last two years, the CESTI has been pursuing an active pedagogical approach with a view to enriching the content of its programmes. The School has reaffirmed its professional orientation by incorporating practical activities as part of its courses. As a case in point, through an agreement with *Reporters dans Frontières*, students were able to conduct an audit of the public-service media during the last elections; they were also "embedded" in the media during the polls--under supervision--so that they could monitor the campaign.

Partnership agreements are also encouraged, such as the agreement between the CESTI and the *Centre de Formation Judiciaire* (Judicial Training Centre) of the *Ecole Nationale d’Administration* in Dakar, on issues concerning media law and ethical standards.

The CESTI also organises seminars for 3rd-year students in which they are exposed directly to the challenges of their profession.

10. SUSTAINABILITY:

The CESTI has undertaken the setting up of a Projects and Ongoing Training Department in an attempt to secure its long-term viability and meet the demand for training among practising African journalists by providing specialist training adapted to the needs of the Continent.

Over the last several years, the CESTI has provided training for senior rural- and community-radio administrators from throughout Africa, in partnership with a Swiss consulting firm, *Intermedia*. Through funding under the *Fonds d’aide à la Presse du Sénégal* (Senegales Media Aid Fund), it provides training for practising journalists for "Media training" institutions, digital audio courses (blogs), personalised specialist courses, etc.

The CESTI has also been approached for the establishment of partnership and support agreements with countries such as Guinea, Gabon, Mali, Equatorial Guinea, and possibly soon Rwanda, and serves as a training venue for certain institutions. With the equipment acquired within the framework of this project,

the CESTI will be able to improve the relevance of its offering, and thus look forward to additional agreements. As such, the long-term viability of the project would be assured.

11. **FRAMEWORK OF MONITORING:**

The *Centre d'Études des Sciences et Techniques de l'Information* has a Pedagogical Committee which analyses the Centre's training offering, makes recommendations and monitors pedagogical programmes. Moreover, the UNESCO Regional Office, through the Regional Advisor for Communication, will assist the CESTI with monitoring.

12. **EVALUATION:**

The *Centre d'Études des Sciences et Techniques de l'Information* has undergone two evaluations:

- Certification by the Réseau Théophraste, a network of Francophone journalism schools. The CESTI is now certified at the international level, and has assumed the vice-chairmanship of the Réseau Théophraste;
- In the UNESCO evaluation to identify centres of excellence in journalism training, the CESTI was ranked 10th out of 96 African schools, and 1st in Francophone Africa.

Lastly, the CESTI has successfully conducted two studies on journalism training needs.

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

The CESTI will produce regular reports on the activities undertaken, and on the use of the acquired equipment.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3SEN/28 350-SEN-31 350-SEN-51	25,000 40,000	Senegal	1982 - 1987
		Development of News Agency	
PDC/6SEN/01 350-SEN-61	45,000	Development of regional information (Sen. News Agency)	1986 - 1988
PDC/7SEN/01 350-SEN-71 350-SEN-81	35,000 35,000	News gathering and news service	1986 - 1990
PDC/18SEN/01 352-SEN-81	33,000	Use and archiving of audio material	1998 - 1999
PDC/19SEN/01 352-SEN-91	60,000	Coverage of the national territory by the Senegalese news agency	1999 - 2002
PDC/20SEN/01 353-SEN-01	40,000	Establishment of an advanced media training centre	2000 - 2002
PDC/21 SEN/02 353SEN5011	15,000	"Le Temoin", ECOWAS new area of citizenship	2003 -2004
PDC/21 SEN/01 548-SEN-5000 (Luxembourg)	30,000	FM SANS VOIX	2004-2005
PDC/49 SEN/01 354-SEN-5051	18,000	STRENGTHENING THE RESOURCES OF RADIO PENC MI	2006-2007
PDC/51 SEN/01 354-SEN-5061	20,000	UPGRADE OF RESOURCES AT THE WOMEN'S RADIO STATION, MANOORE FM	2006_2007

PDC/52 SEN/01 354-SEN-5071	40,095	REINFORCEMENT OF THE COMMUNITY RADIO, "NDENG LENG FM"	2008_2009
Total Senegal: US\$ 386,095+ US\$ 30,000 (FIT)			

Preliminary activities

Evaluation of technical and pedagogical needs;
 Acquisition of equipment;
 Introduction of new training modules.

Aid requested from sources other than the IPDC

We hope to receive a part of the 10 % of the Media Aid Fund earmarked for training, but this has yet to be confirmed. Through the various services we can provide, we would be able to complement the amount requested from the IPDC.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Training	
Expertise: 4 training workshops on at USD 800 per workshop:	3,200
Reporting assignment in the field (Meals and transportation):	5,000
Production reproduction:	4,000
Production equipment:	
3 Macintosh computers (print media) 8 PCs (audiovisual) 1 digital camcorders 2 digital cameras Miscellaneous:	27,800
<u>TOTAL:</u>	<u>US\$40,000</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
6 technicians for 4 months (6 × 4 × USD 500):	12,000
Documentation:	300
Logistics:	1,000
Communications:	500
<u>TOTAL:</u>	<u>US\$13,800</u>

LAOS PDR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	LAO PDR: ENGAGING YOUTH THROUGH RADIO DEVELOPMENT
2.	NUMBER	PDC/53 LAO/02
3.	CATEGORY OF MASS MEDIA	RADIO/COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	TRAINING FOR COMMUNITY MEDIA
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT/COMMUNITY RADIO PRODUCTION
7.	TOTAL COST OF PROJECT	US\$48,800
8.	AMOUNT REQUESTED FROM IPDC	US\$39,600
9.	BENEFICIARY BODY	Equal Access (through Mahosot Consulting) 28/2 Thadera Rd. Ban Vatsop PO Box 6269 Vientenne, Laos PH: 856-21-350685
10.	IMPLEMENTING OFFICE	UNESCO Officer, Bangkok
11.	PROJECT LOCATION	Champasak, Saravanh and Louangnamtha provinces, Laos
12.	PROJECT PREPARED BY	Thippavanh Thammachith
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Most forms of mass communications in Laos are owned and controlled by the government. The ruling communists maintain strict control over the media. Newspaper circulation figures are very low. A draft law which would allow the development of private media has not been implemented. There were some 100,000 internet users by March 2008 (ITU figure). [Vientiane Times](#) (state-run, English-language), [Le Renovateur](#) (state run, French-language) [Vientiane Mai](#) (state-run daily) are the newspapers published in Laos. There is one national radio (Lao National Radio) and two television companies (Lao National TV (TVNL) and Laos Television 3) operating in Laos. Besides these media organizations, a state-run news agency KPL provides news support to newspapers and broadcasting organizations.

Fifty percent of the country's population is under 19 years of age and many young people face a number of significant challenges: unemployment is very high and poverty is the normal condition in most rural areas. Young people lack knowledge concerning personal issues, relationships and how they fit into society. Many of them turn to drugs and alcohol. As a result, they are at higher risk of exposure to HIV/AIDS and Sexually Transmitted Diseases.

The focus of the project is to provide skills to students who, in turn, will provide radio programming for young people to develop a "young peoples' radio" program. This will be done by expanding the youth radio program based in the Saravanh province, in the south, and by establishing a new radio program in the northern province of Louangnamtha. Students will use the Lao radio systems to broadcast the program *Chatting with My Best Friend*, which addresses personal and social issues on a broad scale. The programming creates positive role models, which young listeners emulate, helping them grapple with difficult issues.

2. DESCRIPTION OF THE TARGET GROUPS:

The primary target group consists of about 100 Lao youth, 80% of them students at two secondary schools in the southern provinces of Saravanh and Champasak, and the other 20% students from Louangnamtha province.

3. DEVELOPMENT OBJECTIVE:

This proposed "young peoples' radio program is aimed at expanding social development radio programming in Laos to empower tens of thousands of youth so they will have more satisfying and productive lives.

4. IMMEDIATE OBJECTIVE:

Opportunities for new radio programming for young people created in Laos by expanding the youth radio program based in the Saravanh province in the South and by establishing a new radio program in the province of Louangnamth in the North.

5. PROJECT OUTPUTS:

Saravanh and Champasak province project

- Skilled project supervisors
- Students and youth with greater access to programming.
- Newly created programs providing youth across the region with valuable information

Louangnamtha province project

- Creation of skilled advisory and program committees
- Fully operational broadcasting studio
- About 20 trained students directly involved in developing and producing the programs
- A second group of 20 students with produced program content in areas such as poetry, drama, and music.

6. ACTIVITIES:

Expansion of project from Saravanh and Champasak provinces in southern Laos

- Provision of support for volunteer staff coordinators at both the Pakse and Saravanh schools so they can supervise the youth creating and producing youth programs.
- Installation of equipment at the Pakse and Saravanh schools, including a loudspeaker system for school students, a Win-phone to get feedback from radio listeners, and fans that will be used to cool the work room.
- Increased participation through phone calls and letters by thousands of youth spread across 2 provinces so they can have their questions answered and discussed on the programs.

Launching of new activities from Louangnamtha province in north Laos

- A two-day fact finding trip to the Louangnamtha province to verify and collect data and information for the development of a comprehensive and effective project. Meetings will identify key stakeholders who will assist in project development and provide programmatic guidance.
- Renovation of the studio room to be used by the project and the installation of broadcasting studio equipment.
- Bringing the broadcasting booth up to standard by renovating the studio, construction and painting, installing electricity and lighting systems, air conditioning, carpets, and furniture, as well as setting up a computer system, software applications, a mixer, microphone system, audio-CD tapes, and editing software.
- Holding the first 5-day training program for about 20 students (broken into five groups of four) concerning the kind of content to be developed for the project and the technical aspects of recording and broadcasting.
- Holding of the follow up 5-day workshop, similar to the first one, for another 20 students.

7. PROJECT INPUTS:

Saravanh and Champasak province project

- School staff project coordinators
- Pieces of equipment, including loudspeakers, a Win-phone and fans.
- Volunteers

Louangnamtha province project

- Carpenters to complete construction work
- Technical staff to install new equipment at the school
- Technician to install equipment at the new studio in Louangnamtha province.
- 3 trainers
- 2 teachers

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Study visit of Project to verify/get data and Information					X							
Documents/Papers running/Preparation-Requirements						X						
Procurement							X					
Studio renovation/building (including signing							X					

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/7LAO/01 350-LAO-71 520-LAO-61 (FIT-France)	45,000 79,800	Laos Development of radio and television	1986 -1991
PDC/10LAO/01 352-LAO-01	140,000	National school for Training in Mass Media	1990 -1994
PDC/12LAO/01 352-LAO-21 520-LAO-63 (FIT-France)	95,000 61,023	National News Agency (KPL) communication network development project	1992 -1997
PDC/13LAO/01 352-LAO-31 520-LAO- 62 (FIT-France)	80,000 84,217	Development of Provincial Radio Broadcasting Service	1993 -1996
PDC/16LAO/01 352-LAO-61	40,000	Extension of the communication network of the Lao National News Agency (Phase II)	1996 -1998
PDC/17LAO/01 352-LAO-71	70,000	Mountainous Region Radio Broadcasting Development Project (LAOBROAD)	1997 -1998
PDC/18LAO/01 352-LAO-81	50,000	Upgrading the National Mass Media Training Centre	1998-1999
PDC/48 LAO/01 354 LAO 5041	22,000	Establishment of pilot district radio station	2005-2006
Total Laos: US\$42,000+ US\$ 225,000 (FIT)			

- Preparatory activities completed prior to the submission of the project to IPDC: Four years of work on a youth radio/media training project in 2 of the 3 proposed provinces with a range of local partners.
- Concerning the broadcast of youth programming in Laos, the government has approved our plans to carry out the project.
- Assistance sought other than IPDC: The project will build on activities launched earlier with support in the amount of approximately \$130,000 from UNICEF, Art Venture Foundation and OSI. UNESCO/IPDC support will enable the programme to be expanded, and increase and improve project effectiveness in the south while supporting the development of a new similar project in the north of the country.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshop/Training Cost Breakdown for two 5-Day Trainings	
Training materials - preparation and printing - Cost for renting LCD projector @\$1396 x 2 workshops	2,792
Food, venue, consumables for the workshop, coffee, tea, snacks, drinks @\$ 3720 x 2 workshops	7,440
<u>Travel</u>	
Travel (including airfare ticket and land transportation exp.) for Vientiane radio consultant @\$ 466 x 2 workshops	932
Travel (including airfare ticket and land transportation exp.) for guest @\$ 466 x 2	932

workshops	
Travel (including airfare ticket and land transportation) for project team @ \$1396x 2 workshops	2,792
Travel (including airfare, land transportation) for project coordinator from school \$466x 2 workshops	932
Vehicle renting @\$698 x 2 workshops	1,396
<u>Accommodation/food</u>	
Accommodation/Food for Vientiane trainer@ \$558 x 2 workshops	1,116
Accommodation/Food for project consultant to join the workshop opening ceremony\$280 x 2 workshops	560
Accommodation/Food for project team to attend and arrange the workshop \$1116 x 2 workshops	2,232
Accommodation and food for guest from Vientiane @ \$558 x 2 workshops	1,116
Accommodation and food for coordinators from other school to help in the workshop @ \$558 x 2 workshops	1,116
<u>Trainers and other allowance</u>	
Cost for Vientiane trainer@ \$698 x 2 workshops	1,396
Support local radio staff and local coordinators/ teachers at school (4 people) @ \$698 x 2 workshops	1,396
Support coordinators/ teachers from school to join and help in the workshop@ \$174 x 2 workshops	348
Total	25,760
Equipment Costs	
Winphone	598
Studio equipment (fans, AC, studio soundproofing)	1,171
Total	1,769
Studio time and project impact assessment	5,681
Materials, equipment and evaluation	1,769
Communications, consumables and other costs	6,390
TOTAL REQUEST TO IPDC	US\$39,600

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Cost Share to cover management and administration	5,100
EA Project Manager cost share	1,300
EA In-kind contribution of international program development specialist	1,800.
	US\$8,200

PHILIPPINES

A. PROJECT IDENTIFICATION		
1.	PROJECT	CONSOLIDATING PEOPLE EMPOWERMENT THROUGH PARTICIPATORY COMMUNITY-RUN RADIO STATION
2.	NUMBER	PDC/53 PHI/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA
5.	SCOPE	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL GRANT
7.	TOTAL COST OF PROJECT	US\$46,140
8.	AMOUNT REQUESTED OF IPDC	US\$35,640
9.	BENEFICIARY BODY	People's Organizations and Non-government organizations, Barangay communities and Local college in Mass Communication in Naga City, Bikol Region Panganiban Drive, Naga City (+654-4971434)
10.	IMPLEMENTING OFFICE	UNESCO OFFICE, JAKARTA
11.	PROJECT LOCATION	NAGA CITY, CAMARINES SUR PHILIPPINES
12.	PROJECT PREPARED BY	EVITA JIMENEZ, CENPEG EXECUTIVE DIRECTOR ARYA GUNAWAN, UNESCO-JAKARTA
DECISION OF THE BUREAU:		

B. PRESENTATION

1 PROJECT JUSTIFICATION:

Nationwide, the Philippines' mass media is highly commercialized and their survival depends on paid advertisements of companies that promote the products of business establishments. Programming is dictated by perceived consumers' wants and dominated by entertainment and promotion of commercial advertisers' products.

Television is a major medium, with about 90 percent audience share in most provinces. The print media account for a measly 10 percent audience in the urban areas and 6 percent in the rural areas. Radio remains the primary source of news and the most credible medium. But radio stations are mostly owned and operated by business, church or government.

The national situation in media reflects the local situation in the provinces. The growth of community radio stations pioneered through the Tambuli Foundation in 12 remote communities nationwide, through UNESCO and Danish International Development Agency (DANIDA) has created radio stations owned and operated by the local community members who also produce their own programs. These stations feature developmental messages, especially on health care, environment, and livelihood.

This proposal seeks the establishment of a community radio station in the Bikol region, south of Manila to be located in Naga City, Camarines Sur. The community radio will be owned, operated and sustained by people's organizations (POs) and non-government organizations (NGOs) based in Naga City to provide citizens an opportunity to formulate their own programming appropriate to their needs and raise their level of awareness and democratic participation in public affairs.

The operation and development of the community radio station will be sustained in partnership with a respected local college in Naga City that supports a program in mass communication. This project should be duplicated in other urban centers in the country to help develop greater participation of the people in public affairs to develop community media and help strengthen free and pluralistic media development.

2. DESCRIPTION OF THE TARGET GROUP:

Immediate target beneficiaries of the project are the people's organizations (POs), local grassroots organizations in the communities which are active in the promotion of local democratic representation in Naga city.

3. DEVELOPMENT OBJECTIVE:

The project will contribute towards the increased empowerment and capacity building of the people and their organizations allowing them to actively participate in public affairs;

4. IMMEDIATE OBJECTIVES:

A self-sustaining community radio station capable of engaging community members provide citizens of Naga City an opportunity to formulate their own programming appropriate to their needs and raise their level of awareness and democratic participation in public affairs within a twelve-month period from the point of project inception.

5. **PROJECT OUTPUTS:**

- A community radio station that is manned, operated, and managed by trained members of the communities from the POs and NGOs;
- Programming that is participatory and broadcasts the varied interests of the community members sectors and is relevant to the needs of the public for reliable information on both local and national issues;
- Communities that are aware of and participating in the radio-TV programs;
- Established links with government agencies, NGOs and other groups for accessing of technical and other support services;
- Promotion of good practices in governance and popular education on the ideals of ethics, transparency and accountability;

6. **ACTIVITIES:**

- Organize the Project Management Team
- Identification of location of community radio
- Consult with POs and NGOs regarding the project details and selection of staff and volunteers—research, field reporting, media ethics, basic programming and management;
- Draft strategic objectives, policies and procedures and immediate plan of action f
- Prepare, design and produce the training and education materials and modules;
- Conduct participatory training of target staff and volunteers by team of trainers;
- Begin production and ensure quality of program content and format
- Establish and firm up linkages with Local Government Units(LGUs), business concerns, media organizations, for technical and other forms of support in the forms of advocacy advertisements
- Test broadcasts, monitoring, feedback, evaluation and development of the episodes of the program

7. **PROJECT INPUTS:**

- Additional Radio and Television Facilities and Equipment
- Harris Band transmitter @ 20 watts
- Professional Audio Mixer 12 inputs
- Professional Audio Mixer 24 inputs w/ recorder
- Professional cassette recorder/tape decks
- FM Mast Tower
- Antenna Elements
- ICOM 735 model Transceiver
- ICOM portable transceivers
- Studio lighting system
- Computers
- Telephone mixer and telephone lines
- Building location
- Airtime and Technical Support
- Communication experts and trainers

8. WORK PLAN

Activities	1	2	3	4	5	6	7	8	9	10	11	12
Secure business permit and license		X	X	X								
Memorandum of Agreement		X										
Production of program								X	X	X	X	
Establishment of linkages with LGU of Naga, business concerns		X	X	X	X	X					X	X
Test broadcasts, regular broadcast											X	X
Project evaluation												X
Purchase of additional radio equipment,			X	X	X							
Project Orientation and education on governance issues			X	X	X	X	X					
Organization of management committee	X	X										
Strategic objectives, policies and procedures			X	X								
Production of training materials				X	X							
Intensive training of staff and volunteers						X	X	X				

9. INSTITUTIONAL FRAMEWORK:

The Center for People Empowerment in Governance (CenPEG) is primarily composed of academics, scholars, development advocates, journalists and leaders who are experts in the various fields of governance – electoral, public administration, community development, security, and human rights. Responsibility for project implementation will be shared equally among CenPEG, the Mass Communication department of Mariners Polytechnic College (MPC) and POs based in Naga City. The college shall provide the building and radio facilities already available in its campus, procure the additional equipment and the necessary government permits, and along with CenPEG’s pool of experts and trainers, provide technical expertise, and initiate selection of volunteer staff from the college, POs and NGOs.

10. SUSTAINABILITY:

The involvement and active participation of the communities, and their POs in the community-oriented project will instill a sense of commitment and responsibility to ensure the continuity and further development of the project. The Memorandum of Agreement MOA to be forged with the MPC will also ensure the year-round involvement of the academe –faculty and students—in the community based project. Sustained links and networking of the Project management, along with the college, Local Government Units(LGUs)) and other community-based organizations that promote their programs, activities and products will help acquire necessary local advertising and revenue generation .Involvement of business entrepreneurs and corporations that want to promote their services will be encouraged to contribute through a corporate social responsibility scheme ensuring sustainability of the project.

11. FRAMEWORK OF MONITORING:

The partnership of various stakeholders, namely, CenPEG and its various partners will install a monitoring and evaluation mechanism based on the principles of co-ownership, democratic consultations and participation. There will be evaluations done on key activities of the project implementation through focus group discussion, resulting in feedback from the communities. Documentation of the project implementation will be done every step of the way as the project progresses up to the final operation of the station and broadcast of programs.

12. EVALUATIONS CARRIED OUT:

To complete the proposal, research was conducted on the various aspects of media operations particularly those related to radio broadcasting. Equipment and facilities needed for the proposed project were determined and canvassed. Commitments regarding the use of facilities, building and participation of the Mass communications department professors and technical people as well as other volunteers, consultants and others partners were obtained.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

CenPEG and the management committee will submit quarterly progress reports to the IPDC and a terminal report upon completion of the project.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/9PHI/02 350-PHI-91 501-PHI-61 (FIT-Switzerland)	32,000 133,426	Philippines Philippines Press Institute	1988 -1992
PDC/12PHI/01 510-PHI-61 510-PHI-62 (FIT-Denmark)	763,435 538,040	Tambuli Community Radio Stations	1992-2000
PDC/18PHI/01 352-PHI-81	90,000	Globalization of Island Community Newspaper Project	1998 -1999
PDC/24 PHI/01 354-PHI-5031	18, 000	Improving the content and expanding the outreach of the Philippine Journalism Review	2004 - 2005
PDC/48 PHI/01 354-PHI-5041	10,000	Eight models of Asian community radio – book and video documentary	2005-2006
Total Philippines: US\$ 160,000+US\$ 1,434,000 (Funds-in-trust)			

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Meeting on programme evaluation (10 meetings @\$100)	1,000
Content production cost (60 news stories @\$50)	3,000
Travel and Transportation for production crew	1,000
Training costs – logistics, materials and per diem for participants	900
Communication for production crew	400
Radio equipment upgrading	29,340
TOTAL	US\$35,640

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

Radio room and Equipment	9,000
Administrator's Fee	600
Legal, administrative fees for organisation	100
Office Supplies	300
Monitoring and Evaluation	200
Project Consultation and Workshop	150
Postage and communications for Office	50
Electricity share at 50/month	600
TOTAL	US\$10,500

ARGENTINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING INSTITUTIONAL CAPACITY OF THE FACULTY OF JOURNALISM AND SOCIAL COMMUNICATION
2.	NUMBER	PDC/53 ARG/01
3.	CATEGORY OF MASS MEDIA	COMMUNITY MEDIA AND TRAINING OF MEDIA PROFESSIONALS
4.	IPDC PRIORITY AREA	FREEDOM OF EXPRESSION
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	EQUIPMENT AND TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$30,120
8.	AMOUNT REQUESTED FROM IPDC	US\$20,200
9.	BENEFICIARY BODY	FACULTY OF JOURNALISM AND SOCIAL COMMUNICATION OF THE NATIONAL UNIVERSITY OF LA PLATA. Contact person: Alejandro R. Verano. Dean of the Faculty. E-mail: verano@perio.unlp.edu.ar / decanato@perio.unlp.edu.ar Address: Calle 44 entre 8 y 9 La Plata C.P.: 1900. Provincia de Buenos Aires. Argentina. Telephone: (54221) 4224090/ 154959897.
10.	IMPLEMENTING OFFICE	Günther Cyranek - Adviser for Communication and Information, UNESCO Office Montevideo
11.	PROJECT LOCATION	Faculty of Journalism and Social Communication of La Plata. Boulevard 113 and 63th. Street.
12.	PROJECT PREPARED BY	Alejandro Verano (Dean); Analía Eliades Manuel Larrondo. Günther Cyranek, UNESCO Office Montevideo
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The democracy returned to Argentina in 1983. Since then were relevant and constant struggles for the actual exercise of the human rights. With the attendance of public politics we realize advances in this field in the last years. The National Constitution of Argentina was modified in this sense in 1994. From that moment the international treaties of human rights, including the American Convention on Human Rights, got a constitutional degree. But in this context, the laws and the legal frame of freedom of expression and right to information need a special work, study, investigation and diffusion in order to be in accordance with a democratic state.

The National Constitution (1853-1860) established the freedom of press in the articles 14 and 32. But the constitutional rights require democratic laws to protect and guarantee them. The broadcasting law that is now in force dates from 1980, so its origin is of the last military dictatorship. The contents are authoritarian, discriminatory and centralistic. In the last years this law had many modifications but they are not enough for the need of the freedom of speech in a democratic republic.

The Supreme Court of Justice declared in 2003 the in-constitutional character of the article 45 of the broadcasting law because it did not allow community media. The Court decided that the law was discriminatory and did not respect the right to equality and the freedom of expression as it is established in the Constitution and in the Art. 13 of the American Convention on Human Rights. In 2005 it became possible by the law 26.056 to establish community radio and television. However, nowadays there are many difficulties to establish community media. The community sector had a historical struggle for a new broadcasting act as well as the journalists. Since the late 1980s, the global politics of privatisation and liberalisation have perfected a model of concentration of the mass media in Argentina. The concentration of the media was the result of liberalisation, deregulation and privatisation of the main information areas. The incorporation of foreign capital allowed integration across industries and deepened the erosion of state intervention in the control of these activities.

The most important challenges are to contribute to the discussion in order to have laws that guarantee the right to information and the freedom of expression. One of the most serious problems of the laws in Argentina is that they are dispersed and this is a difficulty to know the rights and the duties in general. In many cases the people who are involved in community media do not know the rights and the legal possibilities to establish a community media project, so we understand that is important offer the training about the legal procedures and necessary steps to the development of the community media.

2. DESCRIPTION OF THE TARGET GROUP:

The target group are a) **students and teachers** of the Faculty of Journalism and Social Communication, b) the **graduates**, especially journalists who are working in community media, particularly in the Province of Buenos Aires and those places where the Faculty is giving educational services: in Formosa capital (north of the country) and in the Province of Buenos Aires (La Plata and Gran La Plata, Carmen de Patagones, Moreno).

3. DEVELOPMENT OBJECTIVE:

Journalism training in freedom of expression: the project contributes to the development of democracy and good governance by enhancing the investigative capacities of the media, the knowledge and understanding of the legal framework of the right to information and the consciousness of the legal aspects involved in the development of community media.

4. **IMMEDIATE OBJECTIVES:**

Students of journalism and graduated journalists of the Faculty of Journalism and Social Communication who are working in community media for sharing and accessing knowledge about the legal framework of freedom of expression and right to information will be prepared to use that background as a tool for their projects, programming and development of the community media. The training courses in freedom of expression offer the possibility to use the legal framework for programming of the media and for radio content products.

5. **PROJECT OUTPUTS:**

- 50 trained students of journalism and social communication are capable of producing high-quality investigative news programmes using the knowledge and content of freedom of expression for the contribution to the diffusion of the importance of democratic laws in this field.
- 40 trained journalists capable of producing high-quality investigative news programmes using the knowledge and content of freedom of expression for the contribution to the diffusion of the importance of democratic laws in this field.
- 20 professional teachers of Journalism and Law specialized in the profound knowledge of the legal framework of freedom of expression.

5. **ACTIVITIES:**

One **seminar** during 4 months (one class of two hours per week) about the right to information and the broadcasting act, pointed to advanced students of journalism and social communication.

Two **workshops** for Journalists, who graduated at the Faculty. It will refer to the right to information, legal facts, law of precedent and solution of practical cases about community media.

Four **academic days** about specific subjects related to the rights to information but that are not legislated in Argentina. This is an important subject to study as a way to guarantee this human right: broadcasting, public information access, official adds and the right to respond.

Writing a **book** on the right to information. The objective is to make an easy and an accessible content about media law to the journalists and press workers so they could reach legal knowledge about this human right in Argentina.

6. **PROJECT INPUTS:**

- a) Four teachers capable to teach lessons and practical exercises about the right to information and broadcasting activities.
- b) Two computers with Internet connection to reach legal resources such as bibliography, consumables, school materials to teach and present the right to information, search of national and international jurisprudence.
- c) One overhead projector and screen for presentation of multimedia videos related to the right to information.
- d) One video camera to produce videos for didactical demonstrations of different aspects of the right to information.
- e) Design a web page where every student and journalist could contact teachers, search documents or forward suggestions.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection of experts and instructors	X											
Selection of the equipment		X										
Production of audiovisual material and papers for the trainings			X	X	X	X	X					
Selection and notification of workshop participants		X	X									
Workshop 1				X								
Seminar					X	X	X	X				
Workshop 2						X						
Academic Day 1							X					
Academic Day 2								X				
Academic Day 3									X			
Production of the book				X	X	X	X	X	X			
Production and broadcast of Programmes							X	X	X	X		
Production of a video			X	X	X	X	X	X	X	X		
Academic Day 4											X	
Submission of implementation reports				X				X				X

9. INSTITUTIONAL FRAMEWORK:

The Faculty of Journalism and Social Communication is one of the academic units of the Universidad Nacional de La Plata. Since 1994 is considered as a Faculty and it is the only one with this character in the context of public universities in Argentina. It was established in 1934 with studies of journalism as a High School. It has 6.000 students of degree and offers post graduate studies. The National University of La Plata (*Universidad Nacional de La Plata, UNLP*) is an Argentine national university and the most important one situated in the city of La Plata, capital of Buenos Aires Province. It is among the leading educational institutions in the country, and currently has over 75,000 regular students, 8,000 teaching staff, 16 faculties and 106 different degrees. The Faculty of Journalism and Social Communication of the National University of La Plata has a historical compromise for journalism education and for training opportunities for working journalists.

10. SUSTAINABILITY:

Also all these materials will be incorporated to the patrimony of the Faculty and they will be available for the students, teachers and graduates and the programs of collaboration with others institutions and NGOs to be prepared with the tools necessary to renew, maintain and generate new and constant products.

11. FRAMEWORK OF MONITORING:

Günther Cyranek, Adviser for Communication and Information, UNESCO Office Montevideo, will be monitoring the implementation We propose that the Secretary of Extension and the Secretary of Investigation of the Faculty of Journalism collaborate in the project monitoring. In addition, the Center of Graduates of Journalism could be an important actor to collaborate with the monitoring because it is in contact with all the journalists graduated at the Journalism and Social Communication Faculty.

12. EVALUATIONS CARRIED OUT:

The actual government announced the intention to promote a democratic broadcasting act that will be debated at the National Congress. The University and particularly the Faculty of Journalism and Social Communication of La Plata, that is the oldest center of higher studies in this field in Latin American, has the challenge to contribute to offer its investigation, knowledge and training for a new legal framework of broadcasting. The UNESCO Chair prepared training needs assessment.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Analía Eliades (aeliades@perio.unlp.edu.ar) and Manuel Larrondo (ml@estudioportela.com.ar), teachers of the Faculty, will be the team that will prepare and submit the reports to UNESCO.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/8ARG/01 350-ARG-81	30,000	Argentina Support to national programme for democratization of culture	1987 -1989
PDC/14ARG/01 352-ARG-41	30,000	Production of television programmes for community development	1993 -1995
PDC/19ARG/01 352-ARG-91	24,000	Development of a mass media system for rural areas	1999 -2001
PDC/23 ARG/01 354ARG 5031	20 000	Community media and human development resources	2004 -2005
Total Argentina: US\$104,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Notebooks (US\$ 1500 x 2)	3,000
Overhead projector	1,200
Screen	1,400
Video Camera	2,000
Design of materials, books, and websites. (US\$ 250 x 12 month)	3,000
Total training costs, including didactical material (US\$ 120 x 80 trainer hours)	9,600
Total contribution requested from IPDC	US\$20,200

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

Staff costs (12 months x 2 staff x \$ 233)	5,600
Project coordinator (12 months x \$60)	720
Communication costs (phone per months \$75)	900
Studios for the audiovisual productions & finish (50 hours x \$26)	1,300
Classrooms and infrastructure within the faculty	1,100
Project reporting	300
Total	US\$9,920

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNICATION DEVELOPMENT FOR AFRO-COLOMBIAN PEOPLE AND CULTURE
2.	NUMBER	PDC/53 COL/01
3.	CATEGORY OF MASS MEDIA	Community radio
4.	IPDC PRIORITY AREA	Community media, training of media professionals, freedom of expression
5.	SCOPE (NATIONAL, REGIONAL, INTERREGIONAL)	National (with a focus on three Colombian regions mainly inhabited by Afro-Colombians: San Basilio de Palenque, Chocó and Pacifico sur)
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building for community radio stations; training.
7.	TOTAL COST OF PROJECT	US\$58,200
8.	AMOUNT REQUESTED FROM IPDC	US\$25,000
9.	BENEFICIARY BODY	Fundación Colombia Multicolor and the SIPAZ Network (Mauricio Beltrán, Director mauricio@sipaz.net)
10.	IMPLEMENTING OFFICE	Rosa M. Gonzalez Communication and Information Adviser for the Andean Countries UNESCO, Quito
11.	PROJECT LOCATION	Caribbean Region (San Basilio de Palenque and Canal del Dique) Southern Pacific Region (Nariño and Cuaca) Choco Region (Quibdó, Rio San Juan) COLOMBIA
12.	PROJECT PREPARED BY	Mauricio Beltrán Quintero Fundación Colombia Multicolor, with the assistance of ACI/Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The contribution of Afro-Colombians (AC) to Colombian identity has been more than significant throughout the history of the country: its artistic expressions, traditional ways of conflict resolution, sustainable environmental management, upbringing values, pedagogical initiatives, among others, have enriched the country's cultural diversity. However, the marginalization of most of these communities has prevented its full integration in society and has led to a lack of recognition for its lifestyle and culture.

Conflict and poverty have turned the Afro-Colombian population into one of the most vulnerable populations. The regions with greater presence of Afro-Colombians are those with lower financial income. The life standards in regions like Chocó and the Pacific Coast do not allow people to cover their most basic needs. This partially explains the high levels of mortality and infant morbidity, as well as the highest rates of malnutrition and unsatisfied needs.

The difficult access to these isolated regions, separated from main towns by rivers and forests, added to the deficiency of social inclusion policies, has translated into an almost complete lack of communication with and among these populations. At the same time, illegal groups have become strong in these territories, having assassinated and or displaced thousands of Afro-descendants. According to the *Centre of Justice and Action against Racism*, 30% of the violence victims in Colombia are Afro-Colombians.

Since 1997, community radio has offered one of the rare spaces where Afro-Colombian communities have been able to express their views and realities. In 2008, their communication channels (22 community radio stations in total) were strengthened and upgraded with new transmitters enabling them to cover the three regions with greater concentration of black communities in the country.

The present projects aims at creating an Afro-Colombian Communication Exchange System which will promote networking among these 22 radio stations, organized around three main nodes or pools, one in each of the three regions covered. The System will organize the production and dissemination of radio contents made by and for the Afro-Colombian population, contributing to strengthening the organizational structures of each of the community radios as well as the Afro-Colombian culture in general, from a perspective of reconciliation and integration.

2. DESCRIPTION OF THE TARGET GROUP:

Afro-Colombian communities in three regions:

1. The Caribbean: San Basilio de Palenque was the first free territory in America where hundreds of slaves arrived escaping from slavery in the 1600's.
2. Choco: this is Colombia's poorest province. The Afro-Colombians coexist there with at least three other indigenous ethnic groups (Tules, Waunanas and Emberas), and is in the majority.
3. South Pacific: there are several cities inhabited by Afro-descendants in the Pacific coast, among which Tumaco and Buenaventura. The latter is one of the most important harbours in Colombia. Its strategic location has turned it into a zone of dispute by illegal armed groups. Its inhabitants have been affected by all kinds of violations of their human rights.

3. DEVELOPMENT OBJECTIVE:

To build up a communication system for Afro-Colombian populations through the strengthening of their community media in order to foster respect for human rights of Afro-descendants in Colombia, promote the implementation public policies that take into account the integration for AC communities as well as their access to development, and enhanced exchange of information and experiences and self expression.

4. IMMEDIATE OBJECTIVES:

To strengthen the communication channels and processes of the AC making it a fully-fledged communication network providing a platform for access to information and knowledge, dialogue, solution oriented discourse within AC communities and among AC communities and other ethnic groups; communities in the three regions;

66 community media practitioners of AC communities are better able to advocate for their rights and to communicate with the State and other social actors through training in radio production and management of and access to multimedia communication platform.

5. PROJECT OUTPUTS:

- Communication and exchange system for three regions, which include 21 provinces;
- Afro-Colombian populations from The Caribbean, South Pacific and Choco will have access to information from their own region as well as from other regions, in which organizational processes, citizenship and reconciliation will be valued;
- A web portal designed, installed and working by means of three nodes (or pools);
- Radio programmes produced, exchanged and broadcast;
- Community radio broadcasters from 22 community stations trained in radion production and operations on multimedia communciation platform ;
- Training materials from training workshops produced and disseminated on-line;
- On-line exchange platform and working mechanisms set-up.

6. ACTIVITIES:

- Setting up of an on-line information and exchange mechanism and training radio stations to use it;
- Organization of three training workshops (3 Days) on radio production and operations of multimedia communications platform under the theme, “Communication and the Rights of Afro-Colombian Communities”;
- Production and dissemination of three radio series, one per region (10 programmes of 15 minutes each per series) on issues relevant to the Afro-Colombian communities.
- Organization of a meeting of representatives of the 3 regions.
- Production of two videos illustrating the experience and the results of the project to be used for advocacy purposes with national authorities and the public at large.

7. PROJECT INPUTS:

- 2 Trainers
- Training Material
- Workshop facilitator
- Dynamic website developer
- Equipment
- Facility for training

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Workshops under the theme“Communication and Rights of Afro-Colombian Communities”.	X	X	X	X	X	X						
Production of radio series, one per region.			X	X	X	X	X	X	X	X		
Meeting of regional representatives.							X					X
Production of advocacy videos	X	X	X	X	X	X						
Development of Afro-Colombian Web Portal and public launching.			X	X	X	X	X	X	X	X	X	X

9. INSTITUTIONAL FRAMEWORK:

The Fundación Colombia Multicolor was created in 1996 as an organization of national scope that encourages inclusion and transformation processes through communication. We participate in the promotion and implementation of public policies for the democratization of communication and we care for the strengthening of community organizations and their communication means. In our projects, we promote citizens’ commitment to peace, cultural identity, gender balance and local development. We have contributed to the creation of The Communication System for Peace (SIPAZ) and The Indigenous Communications System (SICO). We have media production equipment (radio, television, Internet and print) and implement projects in the areas of training, research, systematization and institutional capacity building. We are members of SIPAZ, the largest community radio network in Colombia, and our director is Colombia’s AMARC representative.

10. SUSTAINABILITY:

This project is designed to strengthen community radio stations that have been operational for more than five years. The participating community radio broadcasters will be strengthened in their capacity to produce, exchange and disseminate quality contents serving the Afro-Colombian community.

11. FRAMEWORK OF MONITORING

The day to day operations of the project will be managed by Fundación Colombia Multicolor in close cooperation with the network of 22 community radio stations in the AC communities. The Adviser in communication and information in the UNESCO Quito office will also play a monitoring role. The project could be evaluated by AMARC.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING

Fundación Colombia Multicolor will submit quarterly reports to the UNESCO Quito Office.

C. ADDITIONAL INFORMATION

Previous IPDC support received by the country:

PDC/3COL/21 350-COL-31 350-COL-61	30,000 70,000	Colombia Book publishing and distribution	1982 -1987
PDC/7COL/01 350-COL-71 350-COL-81	35,000 15,000	Audio-visual unit (UNISUR)	1987 -1990
PDC/8COL/02 350-COL-82	25,000	Establishment of a media unit in the Ministry of National Education with the necessary staff and technical equipment	1988 -1990
PDC/9COL/01 350-COL-91	20,000	Influence of the social communication media on children	1989 -1991
PDC/12COL/01 352-COL-21	98,000	Support via mass communication media to prevent drug-related problems	1992 -1995
PDC/13COL/01 352-COL-31	50,000	Radio Production on Centre for the Colombian Coast	1993 -1996
PDC/15COL/01 352-COL-51	45,000	Comprehensive public information system for the advancement of working women	1995 -1997
PDC/18COL/01 352-COL-81	30,000	Support for local radio stations	1998 -1999
PDC/48 COL/01 354-COL-5041	18,000	Organizational strengthening and coordination with community media in Colombia	2005-2006
PDC/51 COL/01 354-COL-5061	30 000	COLOMBIA: COMMUNICATION FOR RECONCILIATION AND HUMAN RIGHTS	2007-2008
PDC/52 COL/01 354-COL-5071	24,200	COLOMBIA :SEMINAR-WORKSHOP "JOURNALISM IN CONFLICT / POST-CONFLICT AREAS IN COLOMBIA"	2008-2009
Total Colombia: US\$ 466,000			

B U D G E T

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Workshops:	
Organization and logistics	2,000
Trainers	3,000
Land Transportation	600
Accommodation	500
Meals	300

Meeting of regional representatives:	
Organization and logistics	500
Air Transportation	2,500
Accommodation	500
Meals	300
Production:	
Radio programmes developed by trainees (equipment; editing; post-production costs)	8,000
Design of Web Portal	1,500
Contribution to advocacy video	3,300
Systematization and development of on-line pedagogical materials	2,000
TOTAL	US\$25,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Coordinator	10,000
Web Portal Hosting	500
Administrative expenses	12,000
Production: Advocacy videos	10,700
TOTAL	US\$33,200

MAURITANIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SUPPORT FOR THE SETTING UP OF THE COMMUNITY RADIO, <i>RADIO CÉDÉ</i>
2.	NUMBER	PDC/53 MAU/01
3.	CATEGORY OF MASS MEDIA	Community media
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE (national, regional, inter-regional)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training assistance
7.	TOTAL COST OF PROJECT	US\$109,000
8.	AMOUNT REQUESTED FROM IPDC	US\$40,000
9.	PROJECT BENEFICIARY	Citoyennes/Citoyens Debout Contact person: Madina ATHIE Tel.: (+ 222) 656 35 58 e-mail: madinathie@gmail.com
10.	IMPLEMENTING BODY	
11.	PROJECT LOCATION	Nouakchott
12.	PROJECT PREPARED BY	Oumar Wane Community radio consultant Tel.: (+ 221) 77,641 05 34 E-mail: oumarwane@hotmail.com
DECISION OF THE BUREAU		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

The state of media development in the Maghreb region (Mauritania, Morocco, Algeria, Tunisia) is hardly exemplary. While there is a certain degree of satisfaction where the print media is concerned, the audiovisual media remains the exclusive domain of the State. The situation in Mauritania is a clear illustration of this. Where television is concerned, there are only two publicly operated channels, even if satellite reception, offering numerous packages featuring foreign programmes, is possible. The radio landscape is populated by only two local stations (the national radio service and the Youth service), which operate alongside RFI, BBC, Al Jazeera and Deutsche Welle. Nevertheless, change is on the horizon, a fact attested to by the establishment of the *Haute Autorité de la Presse et de l'Audiovisuel* (HAPA, High Authority for Press and Audiovisual Media), the *Journées nationales de concertation sur l'Audiovisuel* (National Consultation Days on Audiovisual media), initiated by the government in 2007, and the international conference on "*The role, utility and impact of the liberalisation of the audiovisual media in the emergence and development of community / associative radios in the Islamic Republic of Mauritania*", held in Nouakchott in July 2008.

Indeed, a number of radio projects are being pursued by various associations and organisations. One of these is the project entitled, *Citoyennes et Citoyens Debout*. The aim of this community-radio project is to promote human rights in general, and women's rights in particular, and to contribute to developing literacy among women, promoting their right and supporting their full participation as citizens within the legal space established by Mauritanian legislation.

Proceedings are still underway on the problem of the adoption of the law on the liberalisation of the airwaves. However, the law is being examined by both chambers of Parliament and may be soon be enacted. The radio, *Citoyennes / Citoyens Debout*, applied for a frequency and the application was accepted by the HAPA. Another obstacle to the development of the audiovisual media in Mauritania is the absence of schools or institutions providing training in this field. As such, once the frequency has been granted and the radio's personnel trained (in Senegal and on the premises of the radio), a multiplier effect will be achieved as training is extended to other personnel within the framework of the general training plan. Ongoing training will contribute, to a large extent, to the long-term viability of the radio.

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

The direct beneficiaries will be the inhabitants of a district on the outskirts of Nouakchott--and particularly the women, who are confronted with numerous problems. The project is directed, first and foremost, at women, who are generally more socially alienated than men because of their traditional role, but also because they are more affected by problems of access to information and to education on their rights as citizens.

3. **DEVELOPMENT OBJECTIVE:**

To contribute to human rights education and to promoting freedom of expression, through the development of a media centre and interactive programmes, and with a programme schedule compiled around the rights and responsibilities of both male and female citizens.

4. **IMMEDIATE OBJECTIVES:**

- To set up a community radio in a district on the outskirts of Nouakchott;
- To contribute to human rights education and to the promotion of the culture of citizenship;

- To set up a framework for dialogue, accessible to women, and notably illiterate women, living in impoverished neighbourhoods of Nouakchott.

5. EXPECTED PROJECT OUTPUTS:

- Twenty women (two per neighbourhood) trained in information production, collection and processing techniques;
- Twenty women (two per neighbourhood) trained in writing techniques and genres;
- Ten persons (one per neighbourhood) trained in studio techniques and minor maintenance tasks;
- A programme schedule will be established, taking into account the specific needs of handicapped women and/or victims of violence.

6. ACTIVITIES:

- Purchase of equipment(studio, transmitter, microphones etc.);
- Installation (studio and offices);
- 3 training sessions;
- Devising and composition of the programme schedule.

7. PROJECT INPUTS:

- Equipment;
- Computer hardware;
- Office equipment (tables, chairs, cabinets, desks);
- 2 instructors;
- Venue;
- Personnel (coordinator, programme promotion, programming manager, technical manger).

8 WORK PLAN:

ACTIVITIES / MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Rental of premises (studio)												
Raising awareness												
Purchase and installation of equipment												
Training in information collection and processing												
Training in writing techniques and genres												
Training in minor maintenance tasks												
Devising and composition of the programme schedule												
Testing (two months)												
Launch of programmes												
Quarterly evaluation of the initial impact of the radio on the behaviour of the target populations												

9. INSTITUTIONAL FRAMEWORK:

The NGO, *Citoyennes et Citoyens debout*, is a Mauritanian civil-society organisation involving young professionals – both male and female – with a common desire to contribute to developing a culture of human rights, citizenship and democracy in Mauritania. The organisation's Bureau is composed of technicians from three major civil-society networks – the “*Forum des organisations nationales de droits humains*” (Forum of National Human Rights Institutions), the “*Réseau pour la promotion de la citoyenneté*” (Citizenship Promotion Network) and the “*Coalition mauritanienne : Publiez ce que vous payez*” (Mauritanian Coalition PWYP), where they have been able to acquire some experience in the design and management of projects in the areas of human rights and citizenship. Nevertheless, the organisation is still young (it was founded in 2008). The project will be implemented by the members of the Management Board and the Executive Bureau -- jurists, anthropologists, bank managers, educators, etc. – of the NGO.

10. SUSTAINABILITY:

The long-term viability of a radio station depends, first and foremost, on its having a sound economic base. To achieve viability, the radio must command a fairly large listenership, and our radio, given the community it expects to reach, can count on a population of some 500,000 inhabitants.

An attractive programme schedule is also necessary, and ours will be, because, upstream, we will involve the population in its compilation, and downstream, most of the programmes will be presented by members of the target populations in the local languages (Hassaniyya, Pular, Wolof, sonink etc.).

An attractive programme schedule which commands a wide listenership will necessarily attract sponsors and financial backers. Not forgetting notices and communiqués, which are widely used and appreciated in Africa population.

The viability of a radio station also requires high-quality staff whose skills and know-how are constantly updated through a rich and appropriate programme of training, which this radio project provides for. We are convinced that the results achieved by the project will live up to our expectations.

Moreover, a multiplier effect will be achieved as staff who had already been trained pass on their skills and know-how to other members of the radio with each staff rotation, since once the airwaves are liberalised, a burgeoning of FM stations will be unavoidable, heralding job opportunities for community radio personnel with commercial radio stations, which are richer and oriented towards profit rather than education and the interests of the populations.

11. FRAMEWORK OF MONITORING:

As the community radio project will be implemented by the NGO, *Citoyennes et Citoyens Debout*, the latter will work closely with the Regional Office in de Rabat, as well as with experts from the Institut Supérieur des Sciences de l'Information et de la Communication (ISSIC, Higher Institute for Information Sciences and Communication) in Dakar. In this respect, the submission of monthly reports on the progress of the project activities will be a prerequisite for optimal monitoring of the project.

12. EVALUATION:

The feasibility study revealed that there was a great need for radio -- community radio stations in particular -- in Nouakchott, and mainly in the neighbourhoods of Sebka, El Mina, Ryad and Teyarett. It also highlighted the fact that the local populations were looking forward to playing an active role in the movement towards democratisation and freedom of expression through the development of the FM band. Ongoing training is central to achieving the long-term viability of radios, as the experiences of other countries on the continent

have shown. Training needs are enormous, and the field is clear since there are currently no communication training institutions in Mauritania. The 3-year training plan (2009 - 2011) provides for a dozen courses for the radio's staff, presenters and technicians (especially those involved in maintenance).

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

As the NGO was only recently established, the annual activity report has not yet been drafted.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past:

PDC/3MAU/26 350-MAU-31 350-MAU-51	36,000 60,000	Mauritania Training of communication personnel	1982 - 1987
PDC/7MAU/01 350-MAU-71	70,000	Development of the media	1986 - 1989
PDC/10MAU/01 352-MAU-01	140,000	Extension and developing of professional training	1989 - 1993
PDC/11MAU/01 352-MAU-11	100,000	Establishment of a broadcasting centre for the Mauritanian Press Agency (AMP)	1990 - 1993
PDC/13MAU/01 352-MAU-31	58,000	Improving the FM coverage of the capital	1993 - 1995
PDC/14MAU/01 352-MAU-41	95,000	Radio coverage for four ancient cities	1994 - 1997
PDC/16MAU/01 352-MAU-61	93,000	Strengthening of audiovisual reporting	1996 - 1998
PDC/20MAU/01 FIT-Denmark	25,000	Strengthening of the production capacity of the radio station "FM Femmes"	2000 - 2002
PDC/21 MAU/02 353MAU5011	35,000	Mobile rural radio production and broadcasting unit	2003 -2004
PDC/23 MAU/01 354 MAU 5031	25,000	Strengthening the operating capacity of l'Agence Mauritanienne d'Information (AMI)	2004 -2005
PDC/48 MAU/01 354 MAU 5041	16,000	Start up of two rural radio stations in two historical cities of Mauritania: Tichitt and Oualata	2005 - 2006
PDC/51 MAU/01 JFIT	34200	MAURITANIA: TRAINING FOR THE DIGITIZATION OF RADIO MAURITANIE'S AUDIO ARCHIVES	2007-2008
PDC/52 MAU/01 354 MAU 5071	11,000	MAURITANIA: TRAINING FOR FEMALE JOURNALISTS	2008-2009
Total Mauritania: US\$ 798,200			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)			
	Qty	Unit price	Total
Equipment			
1-kilowatt FM transmitter:	1	9,000	9,000
500-watt digital L-band stereo transmitter:	1	7,000	7,000
12-channel mixing console:	1	2,800	2,800
Telephone jacks:	2	1,100	2,200
4-dipole antenna:	1	3,600	3,600
Guyed tower and feedlines:	1	1,400	1,400
Furniture:			1,350
Sound proofing:			1,100
Air-conditioning:	3	340	1,020
Cabling:			1,000
Engineering:			1,600
Labour:			400
Transportation and expenses:			730
Training			
2 instructors × 28 d. × USD 100:			5,600
Transportation for instructors:			200
Accommodation for the trainers (10 days × 2 pers. × USD 50)			1,000
<u>TOTAL:</u>			<u>US\$40,000</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)			
	Qty	Unit price	Total
Description			
Coordinator (one year):	12	900	10,800
Programme manager (one year):	12	900	10,800
Administrative and Finance Manager (one year):	12	900	10,800
Promotion manager:	12	600	7,200

Technical manager:	12	700	8,400
Feasibility study:			6,000
Premises:	12	1,000	12,000
Computer hardware			
Laptop PC:	1	1,100	1,100
Complete computing unit:			700
UPSs:	3	100	300
Office equipment			
Desks:	3	100	300
Chairs:	5	100	500
Meeting table:	1	100	100
<u>TOTAL:</u>			<u>US\$69,000</u>

MOROCCO

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING THE CAPACITY OF THE INSTITUT SUPÉRIEUR DE L'INFORMATION ET DE LA COMMUNICATION
2.	NUMBER	PDC/53 MOR/01
3.	CATEGORY OF MASS MEDIA	Radio
4.	IPDC PRIORITY AREA	Human resource development; freedom of expression and pluralism
5.	SCOPE (NATIONAL, REGIONAL, INTER-REGIONAL)	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment and training
7.	TOTAL COST OF PROJECT	US\$29,300
8.	AMOUNT REQUESTED FROM IPDC	US\$26,200
9.	PROJECT BENEFICIARY	Institut Supérieur de l'Information et de la Communication (ISIC)
10.	IMPLEMENTING BODY	UNESCO office in Rabat
11.	PROJECT LOCATION	Rabat
12.	PROJECT PREPARED BY	SIC
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

As Morocco's leading journalism training institute, and the only public establishment of its kind, the ISIC contributed significantly to the media development in the country. Since its inception in 1977, it has trained some 1200 graduates now working in various sectors of the media. The ISIC intends to reinforce its position as the country's leading establishment for media and communication training (theory, practical courses and research). It is a challenge that it is capable of meeting, thanks to its experience, its human resources, its forthcoming alignment with the LMD system, its association with Potential Centres of Excellence in Journalism Training in Africa and its national and international partners (*SNRT, UNESCO, FAES, World Press Photo, Ecole de Lille...*) in the print and audiovisual media.

The Moroccan audiovisual sector is remarkably dynamic, as attested to by its diversity. Since its liberalisation in 2002, the sector has experienced continuous growth, due to the incorporation of the two television channels, SNRT and 2M, into a single public service, and to the licences granted by the *Haute Autorité de la Communication Audiovisuelle* (HACA, High Authority for Audiovisual Communication) to several new private operators, including a television channel and 10 radio stations covering all of the country's regions. It is expected that the number of private operators in the sector will increase in the weeks to come, with the granting of a new wave of licences to private radios and televisions.

As such, there will be a significant increase in the demand for highly qualified human resources in the sector. Consequently, the ISIC will have to redouble its efforts in terms of initial and on-going training to meet the demands of the sector. The purpose of this training and equipment project is to improve training in radio-related techniques, and to enhance the skills of various beneficiaries (lecturers, personnel) through practical courses covering, in particular, the creation of a training module and on-line radio production.

The ISIC's adoption of the LMD diploma system, provided for in the project on the reform of Higher Education in Morocco, will entail a global review of its curriculum. The project provides for an upgrade in radio lecturers' and professionals' skills with a view to introducing the UNESCO Model Curriculum for Journalism training, and preparing ISIC lecturers for the application of the reform.

An evaluation of the training needs of ISIC lecturers and personnel has been conducted (26 questionnaires filled in by senior ISIC staff members, and forms filled in by lecturers), and the results of a recent study involving 277 Moroccan journalists analysed. These will permit better planning of the training programmes for the greater benefit of those sectors with urgent needs in terms of radio training.

2. DESCRIPTION OF THE TARGET GROUP:

The principal beneficiaries of this project will be journalism students and the Institute's staff.

3. DEVELOPMENT OBJECTIVE:

The aim of the capacity-building exercise is to contribute to the government's efforts towards improving the quality and relevance of specialist training.

4. IMMEDIATE OBJECTIVES:

- To build technical capacity in the area of radio training so as to provide students with better training in the latest technological advances in the area of radio;

- To improve the skills of ISIC lecturers, professionals staff and personnel.

5. EXPECTED PROJECT OUTPUTS:

The enhanced capacity of the ISIC's technical and human resources.

6. ACTIVITIES:

- Two, five-day sessions of radio training, including one for ISIC teaching staff, and the second for ISIC technicians.
- Purchase of equipment for the training studio.

7. PROJECT INPUTS:

- Radio equipment (field recorders, with microphones; studio microphones; multi-format CD player);
- Fees for 2 experts and foreign instructors;
- Travel expenses and *per diem* for the 2 experts.

8 WORK PLAN:

ACTIVITIES/MONTH	1	2	3	4	5	6	7
Consultations							
Selection, purchase, installation and commissioning of the equipment							
Selection of trainers							
Training sessions on the principal techniques and know-how of on-line radio							
Progress reports							
Monitoring and evaluation							

9. INSTITUTIONAL FRAMEWORK:

The project will be implemented by the ISIC, in accordance with the rules and directives of the Moroccan government and the ISIC.

10. SUSTAINABILITY:

The project will be implemented by the ISIC, in accordance with the rules and directives of the Moroccan government and the ISIC.

11. FRAMEWORK OF MONITORING:

The ISIC will submit a list of professional organisations from which one could be selected by UNESCO to monitor the project.

12. EVALUATION:

An evaluation of the training needs of ISIC lecturers and personnel has been conducted (26 questionnaires were filled in by senior ISIC staff members, and forms filled in by lecturers), and the results of a recent study involving 277 Moroccan journalists analysed.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The ISIC will submit quarterly progress reports to UNESCO.

C. ADDITIONAL INFORMATION

Assistance provided by the IPDC in the past:

PDC/6MOR/01 350-MOR-61 352-MOR-11 520-MOR-61 (FIT-France)	50,000 55,000 80,000	Morocco Reorganization of the Maghreb Arab Press (computerization micro-filming of documents)	1985 - 1995
PDC/9MOR/01 350-MOR-91 520-MOR-62 (FIT-France)	60,000 98,347	Higher Institute of Journalism	1988 - 1991
PDC/15MOR/01 352-MOR-51 520-MOR-63 (FIT-France)	70,000 118,000	Data bank for the Maghreb Arab Press Agency	1995 - 2005
PDC/19MOR/01 352-MOR-91	26,000	Computerization of the news room of the Higher Institute of Information and Communication	1999 - 2001
PDC/52MOR/01 352-MOR-5071	19,800	FORMATION OF AN INTER-PROFESSIONAL SYNDICATE OF INDEPENDENT RADIO AND TELEVISION BROADCASTERS	2008-2009
Total Morocco: US\$ 280,800+ US\$ 294,000			

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

International experts	
fees (1 expert for 6 days at USD 950 /d.):	5,700
Air fare (USD 586):	586
Per diem (USD 21 × 6 d.):	1,326
Logistics for the 2 training sessions (10 days)	
Technical personnel (USD 65 × 4 d.):	260

Supplies and reproduction of document (30 copies at USD 13 per copy):	390
Coffee breaks (2 breaks / d. × 10 d. × 15 persons × USD 4):	1,200
Dining (10 d. × 15 persons × USD 16):	2,400
Equipment	
10 field recorders × USD 645:	6,450
6 studio microphones × USD 1,032):	6,192
1 multi-format CD player x USD 1,696:	1,696
<u>TOTAL:</u>	<u>26,200</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)	
Logistics for the 2 training sessions (10 days)	
Coordination:	2,580
Secretarial tasks (10 d. × USD 52):	520
<u>TOTAL:</u>	<u>3,100</u>

INTERREGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPMENT OF AN ENVIRONMENTAL JOURNALISM NETWORK IN THE MEDITERRANEAN BASIN
2.	NUMBER	PDC/53 INT/01
3.	CATEGORY OF MASS MEDIA	New media
4.	IPDC PRIORITY AREA	Freedom of expression; media pluralism; reinforcement of human resources
5.	SCOPE (national, regional, inter-regional)	Inter-regional
6.	TYPE OF ASSISTANCE REQUESTED	Training and capacity building
7.	TOTAL COST OF PROJECT	US\$63,700
8.	AMOUNT REQUESTED FROM IPDC	US\$42,800
9.	PROJECT BENEFICIARY	ESJ International
10.	IMPLEMENTING BODY	UNESCO office in Rabat
11.	PROJECT LOCATION	Mediterranean basin countries
12.	PROJECT PREPARED BY	ESJ International
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In the Maghreb, as is the case in the entire Mediterranean Basin, Information and Communication Technologies are booming. The offering is diverse and tends towards freedom of expression and media pluralism, with content being provided by decentralised contributors. The tools required for the production of online information constitute an easily accessible economic model as they do not require high levels of investment.

In terms of development, the environment is one of the main areas of focus for regional organisations such as the Union for the Mediterranean, the United Nations System, and the European Union, within the framework of the United Nations Decade of Education for Sustainable Development. As environmental issues represent major challenges for all Mediterranean Basin countries, the popularisation of these issues is a priority. Yet the coverage of environment-related news at the Mediterranean level suffers from a lack of journalists specialising in this field and who can make the most of new on-line information techniques.

In July 2008, ESJ International hosted 13 journalists from the Mediterranean Basin (Algerians, Moroccans, Mauritians, Egyptians, Lebanese, Turks and Croats) for one month at ESJ-Montpellier, where they received training in web coverage of environment-related news in the Mediterranean Basin. The programme covered the technical aspects of web-site creation and the editorial monitoring of news sites, with practical exercises, and included a course on the environmental challenges in the Mediterranean region. It is felt that the time has come to pursue this initiative, and that the trainees involved in the on-line network, <http://www.esj-lille.fr/atelier/mediblog/>, could become the correspondents for this on-line medium.

Pursuing this initiative is essential. The requested financing would, on the one hand, permit the organisation of a complementary programme of training to build upon the skills acquired by the participants, and on the other hand, permit the project to continue through the regular publication of news reports in French and Arabic. The project proposes to capitalize on technological advances to foster environmental journalism, with a view to providing wide-ranging coverage of environment-related news in the Mediterranean Basin.

2. DESCRIPTION OF THE TARGET GROUP:

Mediterranean media, for reliable, environmentally focused news.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to the development of environmental journalism in the French and Arabic languages in the Mediterranean Basin, and thereby raise environmental awareness as it relates to sustainable development.

4. IMMEDIATE OBJECTIVES:

- 13 persons will take part in a 4-week, level-2 course in on-line, environment-information processing techniques;
- Production, in all of the Mediterranean countries, of some 200 high-quality contributions/articles on the environment, available for viewing by a wide audience.

5. EXPECTED PROJECT OUTPUTS:

- 13 persons will have attended a 4-week training course to broaden their knowledge of on-line, environment-information processing techniques;
- 200 high-quality contributions on the environment will be produced in all of the Mediterranean countries, and will be available to a wide audience.

6. ACTIVITIES:

Four-week course:

- Selection of participants;
- Selection of instructors;
- Logistics and pedagogical preparation;
- Training course (4 weeks);
- Training Report.

High-quality content on the environment in all of the Mediterranean countries:

- 12-month content-publication schedule;
- Twice-monthly editorial conferences;
- 200 news reports in various countries;
- Editing and editorial approval of the 200 reports;
- Translation of 50 reports into Arabic;
- On-line publication of validated reports;
- Management of Internet-user interactivity.

7. PROJECT INPUTS:

- 13 air tickets for the participants from Algeria, Croatia, Egypt, Lebanon, Morocco, Mauritania and Turkey;
- Board and lodging for the 13 participants for 4 weeks;
- Salaries for 2 instructors, each engaged for 2 weeks;
- Venue and computer equipment for the course;
- Secretarial tasks and logistics;
- Fees for 200 French-language contributions over a 12-month period;
- Translation into Arabic of the top 50 contributions;
- Editorial coordination for 12 months;
- Maintenance of the web site for a 12-month period.

8 **WORK PLAN:**

ACTIVITIES/MONTH	1	2	3	4	5	6	7	8	9	10	11	12
Training												
Selection of participants	■											
Selection of instructors	■											
Logistics and pedagogical preparation;		■	■									
Four-week training course				■								
Training Report					■							
High-quality content												
Publication schedule				■	■							
Twice-monthly editorial conferences	■	■	■	■	■	■	■	■	■	■	■	■
200 news reports	■	■	■	■	■	■	■	■	■	■	■	■
Editing and editorial approval	■	■	■	■	■	■	■	■	■	■	■	■
Translation of 50 reports into Arabic	■	■	■	■	■	■	■	■	■	■	■	■
On-line publication of validated reports	■	■	■	■	■	■	■	■	■	■	■	■
Management of user-interactivity	■	■	■	■	■	■	■	■	■	■	■	■

9. **INSTITUTIONAL FRAMEWORK:**

The project will be implemented by the *École Supérieure de Journalisme* in Lille (ww.esj-lille.fr), France's oldest journalism school. In July 2008, ESJ-Lille launched its *Médiblog* project (<http://www.esj-lille.fr/atelier/mediblog/>), through which 13 journalists from 8 Mediterranean Basin countries were able to receive training from experts and journalist-instructors specialising in environmental information and web tools. The project received financial support from several French embassies, which assisted with the selection of the trainee journalists. The City of Montpellier and the *Fondation Varenne* also provided financial support for the project.

10. **SUSTAINABILITY:**

With the requested financing, a level-2 course could be put in place in 2009 for the Mediterranean Basin trainees, resulting in an improvement in the quality of production of published topics, and an increase in visitors to the Internet site. This would facilitate the securing of financial support from international institutions (European Union, French *Coopération*, United Nations Agencies), as well as from other media organisations seeking local content on environmental issues in the Mediterranean.

11. FRAMEWORK OF MONITORING:

The project will be monitored by 2 instructors and the editorial manager of the ESJ web site. Additionally, the quality of the content published on the web site will be monitored through the twice-monthly editorial conferences.

12. EVALUATION:

A final report on the execution of the project, and lessons learned, will be submitted to UNESCO. Successes, and obstacles to success, if any, will also be addressed. It will also contain recommendations for future training programmes.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

ESJ will submit a progress report to the UNESCO Office in Rabat once the training session has been launched, and regular reports thereafter on the publication of articles on the web site.

C. ADDITIONAL INFORMATION

Aid requested from sources other than the IPDC

Fondation Varenne: 20,000 – *French Embassies:* 70,000 – *French Ministry of Foreign Affairs:* 20,000 – *City of Montpellier:* 23,950.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

	Qty	Unit price	Total
Air fares:	13	1,177	15,300
Programme design:	7 d.	950	6,650
Editorial conferences and publication schedule:	12 d.	950	11,400
Web-site hosting and maintenance:	6 d.	950	5,700
Arabic translations:	50	75	3,750
<u>TOTAL:</u>			<u>US\$42,800</u>

BREAKDOWN OF BENEFICIARY'S CONTRIBUTION (in US dollars)

	Qty	Unit price	Total
Secretarial tasks and administration of the programme:	5 d.	950	4,750
Pedagogical organisation:	5 d.	950	4,750
Editorial and administrative management of content:	12 d.	950	11,400
<u>TOTAL:</u>			<u>US\$20,900</u>