



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item for discussion

Building a knowledge community to support sustainable media. A project to reinforce the business side of media development

INFORMATION NOTE

SUMMARY CONTENT OF DOCUMENT

The IPDC is exploring Knowledge Driven Media Development in the specific field of media sustainability. This document sets out the rationale and the relevance to IPDC's work.

Building a knowledge community to support sustainable media. A project to reinforce the business side of media development

(February 7, 2014)

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1. BACKGROUND

IPDC supports free, pluralistic and independent media. For such media to operate at full potential, the specific institutions need to be economically viable. Without this, there is a question-mark over the sustainability and impact of other aspects of media development. Building a global knowledge-community can help to address the business basis for media development. To resource this, UNESCO has proposed a co-operation with Deutsche Welle Media Akademie over a two year period, with the aim of initiating a durable international network for generating knowledge and sharing good practice worldwide.

2. CONTEXT

Recognising the importance of the sustainability aspect of media development is especially important at a time when old business models for media are coming under strain. The matter of sustainability is of direct interest to IPDC, and can be engaged with through the Programme's initiative of "Knowledge Driven Media Development" as well as the Programme's stated commitment to supporting innovative and policy-relevant

projects. Internationally, IPDC is a unique and optimum vehicle to contribute more widely to strengthening global knowledge and understanding of how media development processes can include enhancement of the business sustainability of media.

3. OVERALL GOAL

To contribute to building a community that enhances knowledge about what works best for media development in regard to enhancing the business viability of media institutions.

4. MAIN EXPECTED RESULTS

- 1) International cooperation is strengthened by sharing global experience and expertise on successful media development interventions that support sustainability;
- 2) Media managers' capacities and capabilities are strengthened;
- 3) UN Member States in general, and IPDC in particular, have a body of knowledge about good practices that are conducive to sustainability policies and support for free, pluralistic and independent media.

5. ACTIVITIES AND OUTPUTS

- 1) Strengthening the capacities of media business development in developing countries and countries-in-transition;
- 2) Nurturing and networking relevant service-providers (including media development agencies, consultants, educational institutions) in order to ensure a sustainable supply of high-quality business training opportunities and knowledge resources to media in developing countries;
- 3) Researching, producing and sharing information on the link between sustainable media and government policies.

6. CONCLUSION

IPDC has long been concerned with the sustainability of projects which it funds. The focus on a knowledge network will enhance the design, selection and oversight of projects that request support from the IPDC Bureau. The envisaged network will be of much wider relevance as well, and IPDC will be able to share in the credit of creating such. Strengthening the sustainability of free, pluralistic and independent media institutions dovetails with the mandated work and the 37 C/5 and 37 C/4.

7. BUREAU ACTION

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

- Encourage the IPDC Secretariat to continue working on media sustainability and building a knowledge community specific to this challenge