



United Nations
Educational, Scientific and
Cultural Organization



Sustainable
Development
Goals

COMMUNICATION AND INFORMATION SECTOR

IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION

• Canada's support to IPDC

The International Programme for the Development of Communication (IPDC): Strengthening the contribution of media for a future of sustainable development

Donor: Canadian Commission for UNESCO
Timeline: 1 year
Amount: \$32,358

Outcome

Media professionals are sensitized to the need to ensure a fair and balanced coverage of terrorism related issues

Output 1: The UNESCO handbook on media and terrorism is converted into a set of training materials and made available in both English and French

Output 2: A capacity-reinforcement workshop for media professionals is organized, on the basis of the trainings materials, in a region which is affected by terrorism

Output 3: The training materials are used to create a curriculum for journalism educators

Output 4: The curriculum is promoted among universities

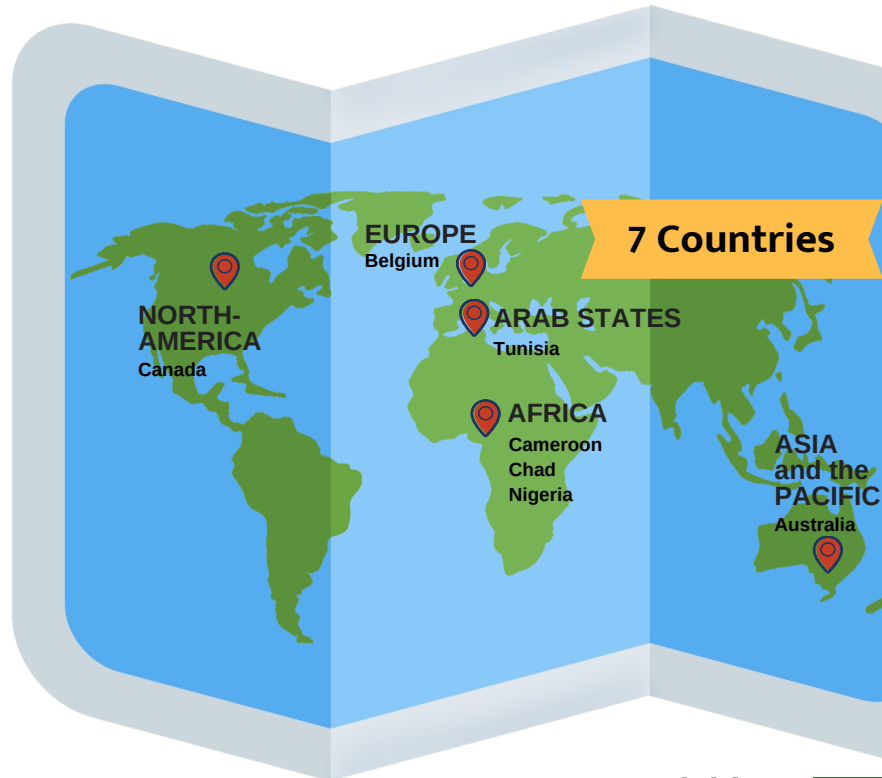


Impact

Member States protect and promote freedom of expression, including freedom of press, access to information and journalists' safety and contribute to achieving SDG 16.

Target groups

Main: Media professionals, journalism educators
Secondary: Students in journalism
End beneficiaries: groups benefiting most from achieving the SDGs, particularly youth and women in rural and poor communities



Activities



Creation of training materials

Conversion of the useful insights contained in the UNESCO book "Terrorism and the Media: A Handbook for Journalists" into a set of training materials covering such topics as: framing of attack narratives, the importance of word choice, ethical principles of journalism, avoiding sensationalism, etc.



Capacity building

A pilot training workshop of 30 trainers has been conducted in Yaounde, Cameroon. The target participants were leading journalism training organizations, newsroom editors and other media professionals in crisis and emergency response, from Cameroon, Chad and Nigeria, three countries that are particularly concerned by the issue of terrorism and violent extremism.



Creation of curriculum

On the basis of the manual and the training modules, a curriculum has been drafted for journalism schools, so that the next generation of media professionals can enter the workforce with the skills needed to navigate this complex topic.



Promotion of the curriculum

The curriculum has been promoted among four universities: UCLouvain (Belgium), Melbourne University (Australia), Institut de Presse et des Sciences de l'Information de Tunis (Tunisia) and the Laval University (Canada).

Related project

Prevention of Violent Extremism through Youth Empowerment in Jordan, Libya, Morocco and Tunisia
Funded by UNOCT and Canada



<https://en.unesco.org/programme/ipdc/>