



# PROGRESS NARRATIVE REPORT

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2018



Multi-Donor Programme  
on Freedom of Expression  
and Safety of Journalists



## **Overall Programme Information**

### **Special Account:**

Multi-Donor Programme on Freedom of Expression and Safety of Journalists

### **Geographical scope/benefitting countries**

### **Budget codes:**

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*Outcome 2: 408GLO5002*

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### **Name of persons responsible for the submission of the report:**

Sylvie Coudray, Chief, Section for Freedom of Expression, UNESCO

Mirta Lourenco, Chief, Section for Media Development and Society, UNESCO

Division of Freedom of Expression and Media Development

**Responsible Officer:** Ma'aly Hazzaz, Project Officer

### **Report prepared by:**

Rosario Soraide, Programme Specialist, Section for Freedom of Expression, UNESCO

Lea Nacache, Consultant, Section for Media Development and Society, UNESCO

This progress report presents the main findings and achievements of a self-evaluation exercise conducted by the responsible UNESCO project officers at Headquarters and in the relevant Field Offices and covers the following:

## **Background**

### **Chapter 1: Enhancing freedom of expression and the safety of journalists (OUTCOME 1)**

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- 1.4 Challenges and risks in implementation, remedial actions and lessons learnt
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## Background

The creation of a Multi-Donor Programme on Freedom of Expression and Safety of Journalists (MDPFoE) was approved by UNESCO's Director-General and reviewed by the Executive Board in its 200th session (Decision 19) in October 2016, to help facilitate UNESCO's work to implement the Programme of the Organization's Communication and Information Sector, as outlined in the MLA 1 of Programme V in the C/5, under its Expected Result 1 (*"Member States have adopted and/or applied relevant policies and normative frameworks to strengthen the environment for freedom of expression, press freedom and safety of journalists"*). The MDPFoE was then formally created in 2017 and received its first substantial support in the second half of 2017 and beginning 2018. It thus supports activities to promote the adoption and application of relevant policies and normative frameworks to strengthen the environment for freedom of expression and press freedom, as well as and to foster sustainable and independent media institutions.

Funds in the MDPFoE also contribute to the achievement of Expected Result 2 of the same MLA1 of Programme V (*"Member States have enhanced pluralistic media and empowered audiences"*), through activities to facilitate pluralism and participation in media, promote gender equality in both media production and content, and empower citizens with increased media and information literacy competencies.

The MDPFoE falls under the authority of the Director-General and it is managed by the Communication and Information Sector Assistant Director-General, and in particular by its Division for Freedom of Expression and Media Development. The pooling of lightly earmarked funding under it promotes programmatic coherence, donor coordination, and gives UNESCO some flexibility to channel funds towards emerging programmatic priorities and the most pressing needs to achieve its Expected Results. It enables the CI Sector to address complex issues relating to freedom of expression and safety of journalists issues, through the design and implementation of holistic and medium/long-term interventions at national, regional and global levels. The clear advantage of this mechanism is that it allows UNESCO and its partners to achieve greater impact and sustainability, whilst reducing transaction costs and fragmentation of activities in the same field.

The MDPFoE has served to advance UNESCO's role in realizing the Sustainable Development Goals (SDGs), particularly SDG 16, Target 10, by underpinning the Organization's work at global, regional and national level to enhance access to information, fundamental freedoms and the safety of journalists for the creation of peaceful, just and inclusive societies. It currently supports national actions in 14 countries from four regions. Besides national-level activities, the programme supports global initiatives, as well as regional actions in Africa and Latin America.

The MDPFoE has two major Outcomes:

- Outcome 1 (corresponding to ProgrammeV/MLA1/ER 1 in the 39/C5): "Member States are enhancing norms and policies related to freedom of expression, including press freedom and the right to access information, online and offline, and are reinforcing the safety of journalists by implementing the UN Plan of Action on the Safety of Journalists and the Issue of Impunity".
- Outcome 2 (corresponding to ProgrammeV/MLA1ER 2 in the 39 C/5): "Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster"

This report assesses progress towards the achievement of the abovementioned outcomes during the period of 1 January to 31 December 2018, the *de-facto* year of operation of the inception phase for the MDPFoE. Initial contributions were provided by Austria, Canada, Norway and Switzerland. On the second half of the reporting period, the MDPFoE received a substantial contribution by Sweden, which multiplied its resources in July 2018, thus allowing for the preparation of a major upscale of activities in the second half of 2018, developing a biennial Work Plan with major actions up and running as of early 2019. The efforts undertaken build on previous actions and relevant achievements supported through regular programme and extra-budgetary funds, including the FIT project funded by Sweden "Promoting Freedom of Expression, Media Development, and Access to Information and Knowledge", which had been terminated by July 2018.

2018 was thus an inception year also characterized by: a) securing substantial and regular funding over a minimum period of four years (while other prospective donors have been approached and are considering to contribute); ii) allowing preparatory meetings and discussions with duty bearers and rights holders for the identification of partners and agreement on action plans for a major upscale of activities from 2019 onwards.

## Chapter 1: Enhancing freedom of expression and the safety of journalists (OUTCOME 1)

### 1.1. Summary

The first focus area covered by the MDPFoE, covered under Outcome 1, contributes the implementation of the programme of UNESCO's Communication and Information Sector for the biennium 2018-2019, as approved by the General Conference and reflected in the 39 C/5:

➤ Major Programme V - Communication and information:

>> Main Line of Action 1: Fostering freedom of expression online and offline, promoting all aspects of the safety of journalists, advancing diversity and participation in media, and supporting independent media

✓ Expected Result 1 (*"Member States have adopted and/or applied relevant policies and normative frameworks to strengthen the environment for freedom of expression, press freedom and safety of journalists"*).

This is reflected in Outcome 1 within the MDPFoE, which reads: "Member States are enhancing norms and policies related to freedom of expression, including press freedom and the right to access information, online and offline, and are reinforcing the safety of journalists by implementing the UN Plan of Action on the Safety of Journalists and the Issue of Impunity". This outcome, in turn, encompasses four outputs, reflecting the key dimensions of the approach followed:

- Awareness raising initiatives supported at national, regional and global level
- World Trends in Freedom of Expression and Media Development Report produced in collaboration with the UNESCO Institute for Statistics
- Safety of journalists enhanced and the implementation of the UN Plan of Action on the Safety of Journalists supported, particularly at the national and local level, and with special attention to women journalists
- Policy advice provided to, and capacities reinforced of duty bearers to improve legislative and institutional frameworks related to freedom of expression online and offline

Outcome 1 supports global efforts, regional actions in Africa and Latin America, and national-level actions covering 12 target countries in four regions: Ethiopia, The Gambia, Lebanon, Morocco, Myanmar, Pakistan, Palestine, Somalia, South Sudan, Syria, Tunisia and Ukraine.

During the reporting period, global awareness of journalists' safety and the issue of impunity was heightened through the wide-reaching #TruthNeverDies campaign. In turn, Member States, national and regional partners, and various other stakeholders convened under the supported actions manifested a stronger commitment to protect journalists through the set-up of safety mechanisms, and the willingness to review and/or advance the implementation of policy and legislative frameworks enabling freedom of expression, media freedom, as well as universal access to information. This was the case in Tunisia, Morocco, South Sudan and Somalia, and also manifested in the form of regional commitments both in Africa and in the Arab region. These are significant achievements in the implementation of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity.

UNESCO strengthened coalitions driving reform despite being confronted with diminishing cooperation from important institutional counterparts in certain countries (in South Asia, for example) by reaching out to other government bodies and a broad range of stakeholders, as well as by highlighting the links between freedom of expression, the safety of journalists and the 2030 Agenda. UNESCO's multi-pronged approach also fostered the institutionalization of journalists' safety curriculum to build essential skills among media students in complex contexts such as Syria, where an ongoing initiative is also serving to tackle hate speech and its harmful effects on society.

Other efforts also contributed to the improvement of relations between law enforcement forces and media actors, for example in Ukraine and in Uzbekistan - where judges and prosecutors were also brought into the dialogue.

The critical mass of judicial actors that are becoming better equipped to create a favorable environment for freedom of expression, access to information and free, independent and pluralistic media continued to grow in Latin America and Africa thanks to expanded capacity-building as well as strengthened and new partnerships that deepened the reach of this line of work. A four-figure number of judges and prosecutors have familiarized themselves with international and regional standards that they can apply in their decisions to uphold, at national level, the fundamental right to free expression as well as to counter impunity for crimes against journalists. Besides delivering massive open online courses (MOOCs) at regional level, UNESCO also built capacities among judges and prosecutors through face-to-face discussions and trainings in Mozambique and Somalia.

The conceptualization of the next edition of the flagship World Trends Report on Freedom of Expression and Media Development and Special Focus Reports feeding into it have also advanced, leading to the definition of an approach and identification of themes that ensure they will serve as guiding instruments that will enrich UNESCO's future efforts, policy makers' evidence-based actions, advocacy by media and CSOs and the work of academics and researchers.

Monitoring of project implementation according to the results framework was done on a regular basis through email exchanges and Skype meetings between HQ and Field Offices. Formal reporting was also completed biannually on SISTER and through field colleagues' collection and submission of data for the preparation of this annual report. This has contributed to monitoring under the 39 C/5 CI Expected Results and fed into statutory reports to UNESCO's Executive Board on the execution of the programme. Importantly, in order to strengthen monitoring and evaluation of progress under Outcome 1, UNESCO, following a call for proposals, has enlisted the external expertise of a specialized consulting firm, DANICOM to coach, train and assist the project officers involved in implementation. Accordingly, work is currently ongoing for the development of data collection tools based on the respective country workplans, the identification of baselines and targets according to the results framework and towards equipping the concerned staff to analyze and use the collected data in their reporting. A M&E Plan for Outcome 1 as well specific country plans will be developed and followed. The results of this encompassing endeavor is to be reflected in the progress report to be submitted to donors covering the next implementation period, as well as ulterior ones.

## **1.2. Progress towards achievement of results**

Below is an analysis of the progress made towards the achievement of Outcome 1, through actions implemented under each of the four outputs contributing to it. A more detailed assessment is included in the section dedicated to country reports.



## Awareness raising initiatives supported at national, regional and global level (Output 1)

Awareness raising and advocacy actions represent a core element within UNESCO's approach to promote freedom of expression, access to information and the safety of journalists. In this regard, efforts implemented under the MDPFoE helped to build public awareness, trigger and influence policy change, and strengthen political commitment to drive relevant reforms forward. UNESCO facilitated dialogue and networking among key stakeholders and reinforced coalitions, mobilizing both duty bearers and right holders. A pivotal occasion to do so was the 2018 commemoration of the **International Day to End Impunity for Crimes Against Journalists** (IDEI, held every year on 2 November), which included a main event as well as other 20 regional and national commemorations, of which some took place in countries targeted by the MDPFoE.

**Christiane Amanpour**  
November 2, 2018 · 🌐

#TruthNeverDies  
<https://unesco.exposure.co/truth-never-dies>

**MORE THAN 100 JOURNALISTS HAVE BEEN KILLED TO MAKE THIS AD.**

*Each year, journalists are killed to be silenced. Now, you can become their voice.*

**EACH YEAR, ONE JOURNALIST GETS A PULL-TYZER**  
Each year, journalists are killed to be silenced. Now, you can become their voice.

**AND ONE HUNDRED GET SHOT.**

**WHEN A JOURNALIST IS MURDERED, WE CAN HAVE A MOMENT OF SILENCE.**  
Each year, journalists are killed to be silenced. Now, you can become their voice.

**OR MAKE A LOT OF NOISE.**

**THE MURDER OF A JOURNALIST IS ALWAYS BAD NEWS.**

**EVEN FOR THOSE WHO ARE BEHIND IT.**  
Each year, journalists are killed to be silenced. Now, you can become their voice.

United Nations Educational, Scientific and Cultural Organization

👍👎👉👎 924      43 Comments 313 Shares

### **#TruthNeverDies: An impactful global campaign**

Developed jointly for IDEI 2018 by UNESCO and DDB Paris – an advertising agency which provided its services pro bono - the #TruthNeverDies campaign raised awareness of issue of impunity of crimes against journalists at global scale. It called attention to the essential role of reporters in democracy by informing citizens on issues of public interest such as crime, political wrongdoing, and corruption. The campaign encouraged the media and the broader public to share stories about and by fallen journalists to keep their legacies alive and to push for investigations into their deaths. Distributed in multiple languages, it reached a wide and geographically diverse audience through media and social media. UNESCO developed a dedicated website featuring the profiles of fifteen journalists who have been killed and also disseminated campaign messages and key findings from the 2018 Director-General's Report on the Safety of Journalists and the Danger of Impunity on its social media channels. Not only did numerous media outlets cover the campaign but they also participated by republishing work of killed journalists, editorials on the issue of impunity, and articles about journalists targeted because of their work. The campaign had a remarkable impact through the publication of over 900 items in print and audio-visual media. It gathered more than 92,445 views through the campaign's website and the UNESCO website sections for the IDEI and the DG's Report on the Safety of Journalists. It also reached of over 1.1m users via social media (See more details under this Chapter's visibility section).

**A wide array of stakeholders recommended concrete measures to strengthen regional cooperation towards ending impunity for crimes against journalists in the Arab world during the main commemoration of IDEI in 2018, held in Beirut, Lebanon.** These recommendations serve to chart the way forward in a region where the impunity rate is the highest worldwide, by identifying ways in which specific stakeholders can take action. Among the measures delegates called for are the adoption of legislation deterring criminal acts against journalists, active steps that media institutions can take to guarantee the safety of journalists working for them, and specialized prosecution mechanisms that Member States can implement to investigate attacks against journalists. The IDEI commemoration in Beirut marked the first gathering of the type in the Arab world, where the absence of a regional human rights framework represents a significant challenge for the creation of regional and national safety mechanisms.

Moreover, **other meetings convened to commemorate IDEI at regional level in Africa** (in Arusha and Addis Ababa) **and nationally** (e.g. in Morocco and Tunisia) served to raise awareness, advance advocacy, and build capacities to reinforce the safety of journalists, as detailed later in this Chapter.

UNESCO continued to coordinate multistakeholder platforms bringing together UN agencies, bilateral donors, and international NGOs, for instance in **Somalia**. In doing so, UNESCO played a key role in federating the efforts of international actors and harmonizing support within the framework of the Somalia Federal Media Strategy (2016-2020). Within its approach to underpin advocacy led by local right holders to influence change, UNESCO has also supported the Somaliland Journalists Association in efforts to ensure that the Somaliland media law – which is currently under review – aligns with international standards. Moreover, UNESCO also continues to accompany the Somalia Independent Media Houses Association, which comprises 17 media outlets that are keeping track of the ongoing review of the country’s Federal Media Law, in order to uphold press freedom throughout the reform process.

In **Myanmar**, the efforts implemented have boosted a previously stagnant media law reform process as well as advocacy for journalists’ safety by facilitating the identification of the most pressing priorities and the integration of new actors in the ongoing national debate on the safety of journalists - including governmental bodies that had previously not taken part in these discussions, judicial actors, parliamentarians, human rights advocates and the National Human Rights Commission. This gave new impetus to the local coalition pushing for freedom of expression and journalists’ safety, based on constructive engagement of civil society, media and duty bearers, which led to a clear roadmap encouraging collaboration that was developed in an inclusive and participatory manner.

### **World Trends in Freedom of Expression and Media Development Report produced in collaboration with the UNESCO Institute for Statistics (Output 2)**

Each edition of the World Trends in Freedom of Expression and Media Development Report has been providing a global perspective that serves as an essential resource for UNESCO Member States, international organizations, civil society groups, academia and individuals seeking to understand the changing global media landscape. Since its first publication in 2014, the report has increasingly been acknowledged as a comprehensive, factual and data-driven reference tool on press freedom and the safety of journalists. During the reporting period, UNESCO launched a reflection process that led to the conceptualization of the next edition, by convening a technical meeting that brought together expert stakeholders to precise its scope and content. In this framework, it was decided that the production of the upcoming edition encompasses a series of Special Focus Reports to be published throughout 2019 and 2020, followed by a Global Report to be published in the second half of 2021.

In particular, UNESCO will produce three Special Focus Reports in 2019, each exploring trends related to (i) Elections and Media in Digital Times (ii) Access to Information, and (iii) Safety of Journalists and Impunity. In turn, the Special Focus Reports to be published in 2020 will be linked to the UNESCO/IPDC Report on SDG target 16.10.2 (Access to Information) and to the UNESCO Director-General's Report on the Safety of Journalists and the Danger of Impunity. The abovementioned reports will be released throughout 2019 and 2020 on the occasions of the World Press Freedom Day, the International Day for Universal Access to Information and the International Day to End Impunity for Crimes against Journalists, according to their respective themes.

The 2021 edition of the Global Edition of the World Trends in Freedom of Expression and Media Development Report will analyse trends in (i) Media freedom, (ii) Pluralism, (iii) Independence and (iv) Safety of journalists, with particular attention paid to online and offline issues as well as to gender considerations. Preparations for the Global Report will be launched in 2020, and all of the Special Focus Reports produced during the preceding phase will feed into it.

### **Special Focus: Supporting the media's role in democracy and the integrity of elections in digital times**

The Internet offers significant possibilities for the realization of the 2030 Sustainable Development Agenda and the advancement of all human rights, including access to information, freedom of expression, and the integrity and transparency of electoral processes. Since its advent, the Internet has enlarged the space for citizens to participate in political processes, while also enabling electoral stakeholders (Electoral Management Bodies, media, political parties, candidates, voters) to interactively engage with each other throughout the electoral cycle. Furthermore, the right to information has also been strengthened through digital information access.

However, negative trends have also emerged in recent years. These relate, for example, to governmental and regulatory responses to online disinformation that risk curbing freedom of expression, as well as the amplification of attacks against journalists on social media by political leaders aiming to discredit journalism/the media's role in electoral periods. Also on the rise are efforts to intimidate journalists and block or paralyze their websites through digital means, along with Internet cut-offs, filtering and choking. Disruptive campaign expenditure online, combined with the breakdown of traditional media business models are also putting the very sustainability of the media's coverage of elections at risk, and new challenges linked to the regulation of electoral communications can have critical implications for freedom of expression.

In light of all of the above, during the reporting period UNESCO completed preparatory work that led to the commissioning of a Special Focus Report in February 2019, which will aim to capture the new and emerging threats to freedom of expression and media development deriving from the recent major shift of electoral campaigns to social media and social messaging. The report will highlight trends in how the aforementioned dynamics in media and elections relate to media freedom, pluralism, independence and safety of journalists. It will include case studies, comparative analyses and consideration of gender issues – paying special attention to gender mainstreaming throughout the study. The work will provide forward-looking insights with recent good practices on tackling the abovementioned challenges as well as and policy recommendations for Member States and other actors in order to promote, in these digital times, the integrity of elections and the media's role in this matter. It will be discussed during the main celebration of World Press Freedom Day in Addis Ababa, Ethiopia on 1-3 May 2019, under the theme "Media for Democracy – Journalism and Elections in Times of Disinformation."

**Safety of journalists enhanced and the implementation of the UN Plan of Action on the Safety of Journalists supported, particularly at the national and local level, and with special attention to women journalists (Output 3)**

The MDPFoE substantially contributed to the implementation of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity (UN Plan) through advocacy and coordination efforts toward setting-up and enhancing national prevention, protection and/or prosecution mechanisms. It also promoted dialogue between duty-bearers and right holders, supported the sharing of good practices, the development of resources and guidelines and targeted capacity-building actions.

The MDPFoE supported the global momentum on implementing the UN Plan also in the context of 2018 international developments on this matter, including the enhancement of the United Nations interagency Network of Focal Points on the safety of journalists (operational in 2018 and led by UNESCO and OHCHR); the coordination with the CSO Coalition on the Safety of Journalists; as well as discussion among UN Principals on safety of journalists, for instance on the margins of the CEB in October 2018.

At the regional level, in 2018 UNESCO supported the African Union (AU) Commission in organizing an interregional forum on national mechanisms for the safety of journalists. Furthermore, the Ibero-American Judicial Summit hosted a training on safety of journalists as well.

**Enhancing mechanisms to ensure the safety of journalists in Africa**

Important commitments were garnered, in the framework of actions supported by the MDPFoE in Africa, towards the introduction and reinforcement of mechanisms to promote the safety of journalists. These commitments represent very important developments in a region where a high number of incidents involving journalist killings and other physical attacks occur largely with impunity (with election periods being particularly dangerous), where journalists are increasingly the targets of online threats, imprisonment for defamation or without charge, and where self-censorship is on the rise<sup>1</sup>.

A strong **call to strengthen national mechanisms for the safety of journalists and media workers in the region, with special focus on Eastern Africa** was made through the [Arusha Declaration](#), which urged for the pursuit of full judicial accountability for crimes committed against them. The Declaration was agreed upon by delegates attending a commemoration of the International Day to End Impunity for Crimes Against Journalists (IDEI) organized by UNESCO in Arusha, Tanzania, with high-level participation of the African Court on Human and People's Rights, the ECOWAS Court and the East African Court.

In turn, a **firm agreement to establish an operational, multi-stakeholder coordination mechanism for the safety of journalists at the regional, sub regional and national levels** emerged from a regional forum that was also held to mark the 2018 IDEI in Addis Ababa, Ethiopia. It was convened by UNESCO, the African Union Commission and the Government of Ethiopia. Among other pleas, the AU was called to put in place an annual assessment on media rights in Africa, as well as to establish a technical working group to develop a draft blueprint for the coordination mechanism that was agreed upon. In order to ensure inclusiveness and to secure the buy-in from Member States, the AU was also urged to undertake broad consultations regarding the mechanism in the five regions of Africa.

The abovementioned calls are aligned with those made in the **Accra Declaration emerging from World Press Freedom Day 2018**, which urged Member States and other concerned stakeholders to

<sup>1</sup> [World Trends in Freedom of Expression and Media Development. Regional overview: Africa: p.42.](#)

put in place national mechanisms for the safety of journalists and respect the related judicial decisions of regional human rights courts. They are **conducive to the realization of SDG target 16.10** by promoting peaceful and inclusive societies through monitoring and reporting media rights violations; as well as to **the achievement of Aspiration 3 within Agenda 2063**: an Africa of good governance, democracy, respect for human rights, justice and the rule of law.

The MDPFoE also contributed to ensure **the impact of regional fora at national levels**. For instance, following the participation of media stakeholders from **South Sudan** at the regional IDEI meeting in Addis Ababa, UNESCO is accompanying them as they apply their acquired knowledge and skills towards establishing a stronger and more inclusive national committee for the safety of journalists in the country. The national mechanism that is in place in **Somalia** (which was among the experiences showcased during IDEI in Arusha) is also being supported by UNESCO under the MDPFoE, along with the promotion of improved awareness regarding the importance of guaranteeing journalists' safety through the platforms provided by the ongoing law reviews at the federal level and in Somaliland.

The first stage in establishing a wide-ranging mechanism to ensure journalists' safety in **Morocco** was launched during the national commemoration of the IDEI held in Rabat, supported by the MDPFoE. On that occasion, a dialogue on justice and the media brought together journalists, the Journalists' Union, publishers, judges, prosecutors and legal professionals. Crucially, for the first time since it was installed as a media self-regulatory body, the newly created National Press Council attended the event as an observer. The engagement of the all of these stakeholders is critical as the disputes concerning the media in Morocco are often treated at judicial level and certain offences are under the Penal Code.

This MDPFoE also co-supported the piloting of a Safety of Journalists Monitoring Unit in **Tunisia**. Managed by the National Journalists' Syndicate under the auspices of UNESCO and OHCHR, this Monitoring Unit has been fully functional throughout 2018 and is paving the way for the establishment of a Journalists' Security Center. The Tunisian Minister of Interior shared the results of the Biannual Report produced by this Unit during the commemoration of the IDEI in the country and received recommendations regarding the upcoming national action plan for journalists' protection. He also expressed his commitment to activate the code of conduct for relations between the police and journalists, which has been developed with previous UNESCO support. The Ministry is currently reviewing its process to identify and pursue police officers involved in attacks against journalism, an initiative holding significant potential to curb those attacks and the impunity related to them.

*"This is the first time I have done this kind of training.... the practical aspects were a strong component of this workshop. I had the opportunity to practice skills that I will be able to apply to many situations in relation to journalists, who – as police officers - we deal with all the time"* Ms Oksana Zayets, Department of Human Rights of the National Police of Ukraine.

Enhancing capacities among law enforcement officers regarding their obligations in relation to freedom of expression, press freedom and the safety of journalists was also the aim of work implemented in **Ukraine**. This opened an unprecedented dialogue between these two stakeholder groups and the possibility for future capacity-building efforts and exchanges. Backstopping in this area continued to be provided under the MDPFoE in **Palestine** as well, where the Ministry of Interior and the Palestinian Journalists' Syndicate issued, in 2018, a "Guide to regulate the relationship between security forces and journalists in the field". This followed a series of training courses and open dialogues organized by

UNESCO in 2017 between journalists and members of Palestinian security forces, focused on freedom of expression and journalists' safety.

Supporting sustainable capacity-building approaches for equipping journalists to protect themselves is also part of UNESCO's strategy to advance the UN Plan of Action on the Safety of Journalists and the

Issue of Impunity. This was the focus in **Syria** during the reporting period, where a safety curriculum has been prepared to be taught at the Faculty of Media and Journalism at the University of Damascus, starting in the 2019 fall semester. In order to ensure local ownership and relevance, it was produced in a participatory manner, integrating teachers' input in order to adapt, for use in the national context, UNESCO's Model Course on the Safety of Journalists for the Arab region that had been developed with the International Federation of Journalists. Moreover, the MDPFoE supported a monitoring of hate speech in media that targets a Syrian audience, with implications also for journalists' safety in Syria, who are often themselves the targets of such speech or more broadly affected by the violence it fuels in society. In this regard, by building on previous achievements in the design of a methodology and tools, the development of monitors' capacities and the launch of a 5-month monitoring process covering 24 outlets, a final report was produced and is now feeding into the planning of upcoming efforts. These will include a seminar leading to the establishment of a newsroom based on self-regulation mechanisms.

In **Pakistan**, the direct dialogue established with newly appointed officials on issues related to freedom of expression and the right to information is expected to improve the government's responsiveness in relation to judicial proceedings following the killing of journalists. An important breakthrough was also achieved through efforts to more effectively integrate journalists' safety interventions within the Sustainable Development Assistance Framework for Pakistan. UNESCO reached out to other Ministries with a relevant mandate in relation to the 2030 Agenda and supported the proposed actions' strengthened alignment to this Agenda. This has served to push implementation forward and boost the expected impact of the foreseen interventions. Among other important effects of UNESCO's awareness-raising and advocacy efforts, the Ministry of Human Rights has expressed interest in re-submitting a pending draft bill on the safety of journalists.

UNESCO has also identified and mobilized a broad range of partners to step-up journalists' safety efforts in **Myanmar**, where proposals for impactful cooperation among key stakeholders emerged and are already materializing, and where South-South learning and the cross-fertilization of approaches is being facilitated (e.g. through sharing the experiences of the Philippines and Indonesia). Research on the main threats faced by journalists in the countries will also feed into these actions.

#### **Policy advice provided to, and capacities reinforced of duty bearers to improve legislative and institutional frameworks related to freedom of expression online and offline (Output 4)**

UNESCO fostered duty bearers' commitment to bring about improvements at the legal and policy level specifically targeting at least 10 countries during the reporting period. Efforts included the provision of advice aligned with international and regional standards on freedom of expression and the sharing of evidence-based recommendations, as well as capacity-building delivered among the concerned duty-bearers so as to equip them to advance reforms and to effectively implement these once they come into force.

In order to underpin the implementation of access to information legislation, for example, preparatory work completed during the reporting period led to an important dialogue facilitated in **Tunisia** in March 2019. Said dialogue assessed achievements and pending challenges on occasion of the second anniversary of Right to Information Law's entry into force; and was followed by workshops to support monitoring of SDG.16.10.2 (focused on access to information). In **Pakistan**, discussions held with officials and media development partners fed into the planning of upcoming support for the adoption, and eventual application, of a new legal framework for access to information in the province of Baluchistan. The 2018 World Press Freedom Day celebration in Accra, **Ghana**, served to build momentum regarding the Right to Information Act in the country, with the Ministry of Information publicly announcing during the event that the Bill would be tabled in Parliament, which led to its adoption within less than an year

(in March 2019). Preparations have also been finalized to launch a comprehensive series of Training of Trainers for public officials that will reinforce the implementation of the newly-approved law governing access to information in **Morocco**, where the MDPFoE is also accompanying the national public broadcaster in the operationalization of its Gender Equality Action Plan.

The roadmap emerging from the Seventh Media Development Conference in **Myanmar**, held in December 2018 with co-funding by the MDPFoE, is a critical output within the comprehensive multi-stakeholder strategy to advance legal reforms in support of journalists' safety and to strengthen access to information as well as free, independent and pluralistic media in the country. UNESCO has discussed the roadmap with the Ministry of Information in February 2019, and is holding follow-up conversations with other key actors in order to shape upcoming actions targeting duty bearers.

As referred to earlier, in **Somalia**, UNESCO is also facilitating substantial input into the review processes pertaining to the country's Federal Media Law in and the Somaliland Media Law. Moreover, UNESCO called for a stronger partnership between media and the judiciary in the country, and delivered a training targeting judges and prosecutors, in order to strengthen their role as duty bearers in defending and protecting freedom of expression and the safety of journalists. Implemented in partnership with the Office of the Chief Justice of Somalia, the initiative is to be followed by additional trainings in early 2019, to be implemented in partnership with the Supreme Court.

Judges and other judicial operators indeed have a critical role in ending impunity in crimes committed against journalists - by ensuring trial of those who have attacked them - as well as, more broadly, by preventing ungrounded judicial actions against free speech and protecting journalists against these, by applying clear guidelines prescribed by law. As put by Edison Lanza, Special Rapporteur for Freedom of Expression at the Organization of American States, "To consolidate democracy, the judiciary is key. Judges often have the last word". However, it is also often the case that judges, as well as prosecutors and lawyers who are approached by journalists when they face legal problems, do not have the needed background knowledge to adequately support them. The work by UNESCO to reverse this trend, first launched in Latin America in 2013, has had an evident snowball effect. External evaluators have assessed it as "a very innovative approach. None of the other international organizations that are working in the field of Freedom of Expression have ever had a cooperation of this scale with the legal sector".<sup>2</sup> Under the MDPFoE, this line of action has been replicated and up-scaled.

### **Strengthening judicial operators' contribution to freedom of expression in Latin America and Africa**

With funds under the MDPFoE, an expanding cohort of judicial operators in Latin America and Africa has gained new knowledge that underpins their role in enhancing the rule of law and the achievement of the Sustainable Development Goals. The actions implemented are of particular relevance to SDG 16, which focuses on promoting peaceful and inclusive societies for sustainable development, providing access to justice for all and building effective, accountable and inclusive institutions at all levels.

During the period under review, preparatory work was completed and registration was launched for a **5<sup>th</sup> edition of the MOOC on freedom of expression, access to information and safety of journalists targeting judges and other judicial operators in Latin America**. Two weeks before registration closed, enrolment already amounted to close to 1800 judicial operators, covering almost all countries in the region. With this new edition, the MOOC will reach the milestone of 10,000 trainees since first

<sup>2</sup> Evaluation Report. UNESCO/CI/FEM/FOE/082/2017. External evaluation of UNESCO's extra-budgetary project: promoting democracy and freedom of expression. Danicom. 2018

developed in collaboration with the Office of the Special Rapporteur on Freedom of Expression at the Inter- American Commission on Human Rights and the University of Texas at Austin. During this new phase, the “Judges Initiative” will see its impact multiplied through reinforced and new partnerships leading to capacity-building covering all national schools of prosecutors in the region, the regional celebration of World Press Freedom Day at the Inter-American Court of Human Rights, a policy paper and side-event in the framework of the 2019 High-level Political Forum on Sustainable Development, and another one during the 2<sup>nd</sup> High-level UN Conference on South-South Cooperation.



In an example of South-South cooperation that built on the success of the efforts in Latin America and the second MOOC launched in 2017 for Anglophone Africa, **UNESCO developed a third MOOC during the reporting period, to address the needs in Francophone Africa.** It kicked-off in early January 2019. It garnered an enrolment of 2800 judicial operators (lawyers, judges, law students and

scholars) and CSO members, and 580 trainees from 35 countries completed it integrally. The course was implemented in the framework of a Memorandum of Understanding between UNESCO and the African Court on Human and People’s Rights signed in August 2018. By strengthening the institutional links with the African Court, it has enhanced UNESCO’s strategy to increase knowledge and awareness on freedom of expression among judiciary actors in Africa. A toolkit was also produced, in English and French, on the basis of the MOOCs implemented in the region. Participants in these ongoing capacity-building efforts have contributed to significant developments enhancing the legal and institutional frameworks related to freedom of expression in Africa. These include a landmark decision by the ECOWAS Court of Justice with which the Supreme Court of The Gambia later complied, and this country’s deposit of Declaration 34(6) of the Protocol of the African Court - which allows individual and NGO to present cases to the African Court directly. (See more details about work targeting the judiciary under the Country summaries section – regional actions in Africa and Latin America).

Technical backstopping facilitated under the MPDFoE has contributed to integrate the insight gathered and high-level contacts made through the work with judiciary actors in Latin America and Africa into important discussions at the international and regional level. An example was **a debate on the role of the judiciary in ensuring the rule of law, fighting impunity, safety of journalists, and enhancing freedom of expression in Africa that was held during World Press Freedom Day 2018 in Accra, Ghana,** which in turn fed into the Declaration emerging from the event.

Moreover, cross-fertilization of knowledge, approaches and tools through support provided at global level was also facilitated in regards to capacity-building for judicial actors, law enforcement officers and journalists in countries others than those specifically targeted under the MDPFoE. For example, awareness on freedom of expression international norms and regional jurisprudence as well as on the importance of the role of the press in Mozambican democracy-building was facilitated in **Mozambique,** in partnership with MISA-Mozambique, the Association of Judges, the Association of Public Prosecutors and the Bar Association. Action in this regard fostered a better relationship between the judiciary and the



press, contributing to greater access to information in relation to cases that are under investigation or trial.

UNESCO also promoted cooperation between the media, judicial authorities and law enforcement forces in **Uzbekistan**, through a roundtable that brought together judges, prosecutors, representatives of the Ministry of Interior and journalists. In a dialogue that will feed into legal reforms and future capacity-building initiatives in the country, these stakeholders were made aware of the relevant international norms and OSCE decisions, as well as of the importance of media's work for democracy,

Further details about progress done are included in this Chapter's Country Summaries section.

### 1.3. Contribution to Priority Gender Equality

Efforts implemented under Outcome 1 contribute to Gender Equality, one of UNESCO's two global priorities, in line with [UNESCO's Gender Equality Action Plan for 2014-2021](#), SDG 5 within the 2030 Agenda for Sustainable Development and the gender-sensitive targets set within other goals. Under the Multi-Donnor Programme on Freedom of Expression and Safety of Journalists, UNESCO's Gender Equality Marker has been used to design actions and activities that were **gender sensitive, gender responsive, and gender transformative**, tailored to the context in which they were carried-out.

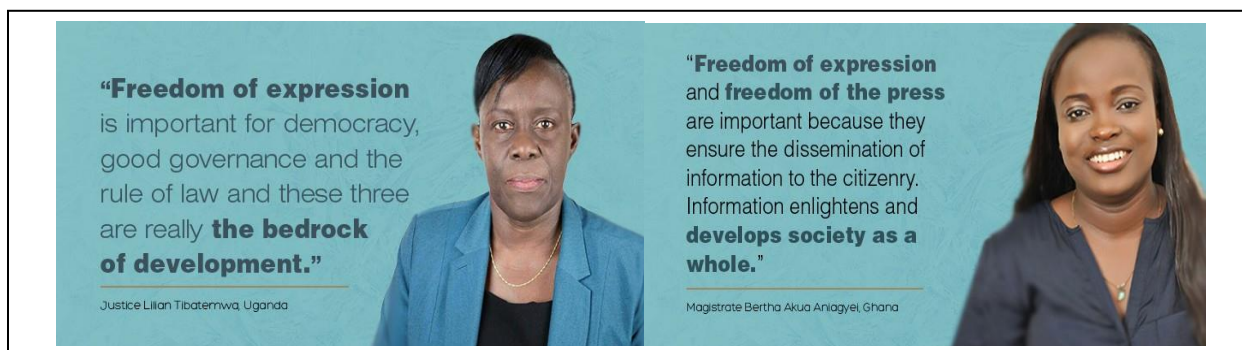
On top of gender mainstreaming through all actions supported by the MDPFoE, specific gender-responsive and gender transformative actions were implemented. For example, following the development of a Parity Charter in 2017, the national broadcaster in **Morocco** adopted a Gender Equality Action Plan in 2018, based on UNESCO's Gender-Sensitive Indicators for Media (GSIM). Building on UNESCO's ongoing support to this process, the Multi-Donor Programme allowed for the production of gender-sensitive material and the development of gender-focused training to build capacities among audio-visual media producers. This gender-transformative work is being implemented in synergy with an EU-funded project led by UNESCO aiming to promote gender equality in audio-visual content, and is also aligned with a MoU signed between UNESCO, the Moroccan audio-visual authority (HACA) and UN Women towards this same goal.

Similarly, trainings have been planned in **Tunisia** to put into practice the principles of the multi-stakeholder Media and Gender Charter developed by the Tunisian independent regulatory authority for audio-visual communication (HAICA) and the national journalists' union. Moreover, and in line with the importance accorded to gender equality within the [UN Plan of Action on the Safety of Journalists and the Issue of Impunity](#), the Safety of Journalists Monitoring Unit that is being piloted in the country is helping to shed light on the specific threats faced by women journalists, including through the collection of gender-disaggregated data.

In **Syria**, special attention was paid to including sections focusing on the specific threats faced by women journalists in the Safety of Journalists Curriculum to be taught at the University of Damascus. In turn, in **South Sudan**, preparations have advanced for the delivery of safety trainings targeting female journalists and editors; while the planning was also completed for a Training of Trainers on journalists' safety for women media associations to take place in **Somalia**.

Every edition of the **World Trends Report on Freedom of Expression and Media Development** pays special consideration to gender issues, dedicating a specific section on Gender Equality within the Chapters examining trends in media freedom, pluralism and the safety of journalists. The conceptualization – advanced during the reporting period - of the upcoming edition of the Global Report and Special Focus Chapters feeding into it, ensured that this approach would be replicated.

The toolkit developed in English and in French following-up on the MOOCs to train judicial operators and civil society practitioners in Africa, includes a specific module on “A gendered perspective to freedom of expression”. During the period under review, the visibility of women in the judiciary was also raised by publishing interviews with two female judges who had completed the English Edition of the MOOC - [Magistrate Bertha Akua Aniagyei](#), from Ghana, and [Justice Lilian Tibatemwa Ekirikubinza](#), of the Supreme Court of Uganda.



#### 1.4. Challenges and risks in implementation, remedial actions and lessons learnt

Political instability and/or the security situation in some countries affected the implementation of actions under Outcome 1 (e.g. in Pakistan, Somalia, South Sudan and Syria). Progress was nevertheless made even in complex contexts by advancing dialogue with governments and holding meetings with key stakeholders to strengthen planning. Some activities also had to be adapted. In Syria, for instance, and in line with needs expressed by local professors, the Model Course on the Safety of Journalists produced by UNESCO for the Arab region had to be further tailored. A workshop was organized so that the resulting output was shaped in an inclusive manner, securing ownership for its use.

Changes in government and leadership within institutions resulted in temporary set-backs in cooperation for already ongoing reform processes in some countries (e.g. Myanmar, Pakistan), which put at risk the consolidation of the programme’s impact in terms of enhancing norms and policies related to freedom of expression, press freedom, access to information and journalists’ safety. In response to this challenge, UNESCO diversified the reach out to a variety of government bodies, and also built upon the mobilization of actors not subject to political turn-over, such as judicial operators, law enforcement officers, and CSOs, etc. More closely linking proposed activities to the Sustainable Development Framework for Pakistan - which was adopted as the national development plan- is also serving to build momentum for legal, institutional and policy changes

Protracted debates toward the approval of specific legislation also affected the possibility to deliver certain outputs. In Somalia, planned actions to support duty-bearers in the implementation of the Federal Media Law were delayed, as its adoption is still pending. In order to push for the passing of this legislation, UNESCO continues to coordinate advocacy by facilitating concerted efforts among members of the Somalia Media Sector Group and accompanying the tracking of the review process led by the Somali Independent Media Houses Association.

The lack of a regional human rights framework in the Arab world also represented a challenge for the creation of national and regional safety mechanisms, which UNESCO called attention to during the IDEI commemoration in Beirut, Lebanon.

Lengthy procedures toward the conclusion of agreements with complex institutions implied challenges to the development of the new MOOC for francophone Africa, as well as for the work with judges in Latin America. Yet, thanks to sustained dialogue, these collaborations are contributing to notable results and multiplier effects. Faced with the difficulty of finding a suitable partner who could deliver the French MOOC for the judiciary, UNESCO engaged three organizations that could each bring in valuable expertise. Counting with partners with significant convening power also helped address the risk of insufficient participation, especially by senior level judges. The involvement of regional courts and networks grouping judicial operators, and the mobilization of UNESCO field offices and other UN entities was critical to ensuring sufficient reach among supreme courts, judicial schools, Justice Ministries, and lawyers' associations. There were also infrastructural challenges to be considered. Internet shutdowns in at least three African countries represented obstacles for some participants in the French MOOC, for instance. It is thus important for material to also be available for download and use in hard-copy. Accordingly, UNESCO developed a toolkit in English and in French based on the MOOCs delivered in Africa, having previously produced one in Spanish as well.

UNESCO also faced the challenge of reaching out to actors who are not among the traditional audiences of freedom of expression-focused trainings. An example was the workshop in Ukraine, which targeted law enforcement officers, and also brought them together with journalists; the relations between these two groups most often being characterized by ingrained mistrust. By partnering with the Ukrainian National Police, the National Union of Journalists, the National Press Agency, and the Institute of Mass Information, UNESCO ensured participation by both stakeholder groups and opened a new space for future collaboration.

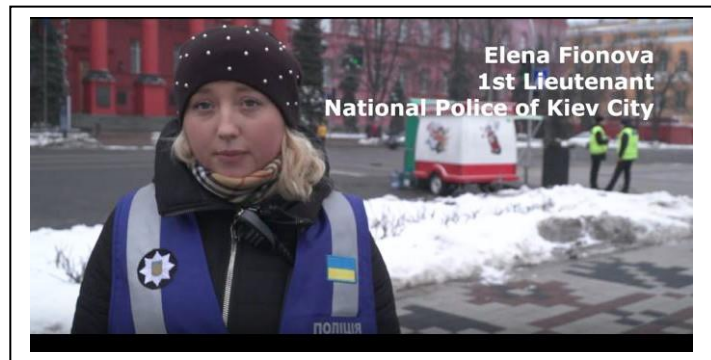
Anticipating challenges to proper monitoring and evaluation, UNESCO secured DANICOM's provision of solid technical support combined with an external eye. Also relevant in this regard was the development of an internal digital knowledge management platform/repository of resources (within UNESCO's SharePoint interface) that has also kicked-off during the period under review. It will facilitate internal communications and the sharing of resources among the HQ coordination team and the concerned field offices, for the purpose of more effectively planning, monitoring and evaluating as per RBM and RBB good practices. It will ensure continuity in M&E and access to key information by Programme Specialists and project officer concerned, particularly in the likely scenario of an expansion of activities as new donors will join. This is also very important in view of staff turnover within a multi-annual action entailing outputs that should build on previous progress, be assessed against baselines and followed over time in order to document progress.

Regular backstopping from UNESCO HQ, continuous communication with local partners and flexibility allowing for adaptation of workplans was crucial in tackling difficulties as they emerged, often unpredictably. Delays caused by factors external to UNESCO's control translated into a tight and challenging agenda of actions for early 2019. Moreover, in response to rising challenges and needs, new activities are being proposed, including at global levels and in countries not previously covered, such as Yemen and Burundi. These and other planned actions are reflected in the workplan included in Annex II.

#### **1.5. Visibility**

A Communication and Visibility Officer was recruited to support outreach under the MDPFoE as well as the advocacy work on International Days. A communication action plan was developed, and Field Offices are being assisted in its implementation. In this regard, a practical guide was prepared, which outlines minimum communication targets, tips, guidelines on visual identity and logos, and recommendations for producing effective content, for example by following a story-telling approach.

A dedicated website for the MDPFoE was created<sup>3</sup> and is being populated with content regarding activities across target countries and regions. News are also being published on field offices' websites, the CI section of UNESCO's website, and major ones have also been featured on the homepage of UNESCO's site. News were also disseminated by partners' via their online platforms and social media channels, and safety-focused pieces were published on the [Newsletter](#) of UN Plan of Action on the Safety of Journalists and the Issue of Impunity. Messages tailored for dissemination via social media – through UNESCO's social media channels at HQ and field level - also generated visibility and audience engagement. Videos were also produced, such one documenting the training bringing together law enforcement officers and media in Ukraine.



The #TruthNeverDies media and social media campaign designed by UNESCO and DDB Paris was a particularly successful global effort implemented with support from the MDPFoE, which heightened awareness about the importance of freedom of expression, and its link with safety of journalists and the issue of impunity around the world. Implemented to mark International Day to End (IDEI), it featured campaign materials developed in English, French, Spanish, Arabic and Portuguese, targeting a broad audience across regions. Media outlets made the campaign their own, translating its official material into other languages, such as Hungarian and Tamil, and disseminating other content, such as work by journalists who were killed, editorials and articles focused on the themes that IDEI calls attention to. Over 900 articles, TV and radio broadcasts and publications of the campaign visuals were produced in print and digital media. The [website developed by UNESCO for the campaign](#) showcased profiles of 15 journalists who were killed, and highlighted the main findings of the 2018 report by UNESCO's Director-General on the Safety of Journalist and the Danger of Impunity, which were also shared through

social media platforms. Audience metrics reflect impressive results:

- 92,445 views on the websites for the IDEI, UNESCO's Director General Report on Safety of Journalists and the #TruthNeverDies campaign
- 91 influential tweeters, institutions and NGOs published messages for IDEI
- 80,000 engagements on social media platforms (Facebook, Instagram, Twitter)
- Total reach on social media from UNESCO accounts (UNESCO's Facebook accounts and Instagram): 1.1 million users
- #TruthNeverDies potential reach : 66g millions
- #LaVerdadNuncaMuere (campaign's hashtag in Spanish) potential reach: 142 millions

<sup>3</sup> <https://en.unesco.org/foe/special-account>

The support of the MDPFoE (and of the specific donor contributing each activity) has been credited in communication material and events organized, which often received extensive coverage by local media, as was for example the case of the 7<sup>th</sup> Media Conference held in Myanmar in December 2018.

Significant outreach efforts were also implemented regarding 5<sup>th</sup> edition of the MOOC for judiciary operators in Latin America, including a joint press release with partners, and a strong 5-month campaign in UNESCO's Facebook and Twitter accounts in Spanish, with testimonies from alumni and key judicial operators in LAC on the importance of the MOOC. A dialogue held with the heads of public relations of the Judicial Branches, Attorneys General Offices and General Public Defender's Offices in Latin America also served to get the message massively distributed among judicial operators. Upcoming high-level events will raise the visibility of the initiative further. Similarly, important visibility efforts were undertaken regarding the work with judges in Africa, including interviews with former participants that were featured on UNESCO's website, and wide-reaching communication actions implemented in collaboration with the concerned partners.



The image is a screenshot of a Facebook post from UNESCO in Spanish. The post is for a 'Curso en Línea' (Online Course) titled 'Marco Jurídico Internacional de la libertad de expresión, acceso a la información pública y protección de periodistas' (International Legal Framework for Freedom of Expression, Access to Public Information and Protection of Journalists). The course is scheduled for April 1 to May 12, 2019. It mentions that the course will take place from November 15, 2018, to March 17, 2019, and that users can postulate at the same time. A play button icon is visible. On the right side of the post, there is a blue badge that reads 'DECLARADO DE INTERÉS POR LA CUMBRE JUDICIAL IBEROAMERICANA' (Declared of Interest for the Ibero-American Judicial Summit). Below the video player, the post includes the UNESCO logo, the text 'UNESCO en español', the date 'February 15', and a warning: '¡30 DÍAS PARA EL CIERRE DE INSCRIPCIONES!' (30 days for the closing of registrations!). It also provides the course edition details and a link to postulate: 'POSTULE AQUÍ: <https://bit.ly/1jv45JA>'. The post concludes with a message: 'Esperamos contar con su candidatura, si aún no ha participado, y si ya lo ha hecho, le agradecemos mucho sumarse a nuestro esfuerzo haciéndolo llegar a quien pudiera interesarle. Desde ya muchas gracias, y es un gusto estar en contacto.' (We hope to count on your candidacy, if you have not yet participated, and if you have, we thank you very much for joining our effort by bringing it to the attention of those who might be interested. Thank you very much in advance, and it is a pleasure to be in contact.)

In each target country, project staff kept a fluid communication with national and international partners, embassies (with priority given to donors' countries) and other UN agencies, parliamentarians, specialized committees, judicial operators, law enforcement officers and the media. Donor representatives were invited to all major events. UNESCO engaged government bodies in the organization of activities and encouraged high-level institutional representation, which was conducive to wide media coverage, as was also the involvement of news media either as participants or as press covering the activity in question.

## 1.6. Synergies

Ensuring synergies with other initiatives and stakeholders was crucial for the success of activities implemented during the reporting period. Attention was paid to fostering coordination with the CSO Coalition on safety of journalists, in the framework of One UN country programming and national development plans, to sustain the achievements of past interventions in the areas of freedom of expression and journalists' safety, and to ensure follow-up and reporting on progress. UNESCO also cooperated with other UN bodies to maximize impact - e.g. co-chairing the UN Network of Focal Points on Safety of Journalists, as well as jointly supporting with OHCHR, the Safety of Journalists Monitoring Unit in Tunisia, and coordinating with UN Women efforts to promote gender equality and combat gender-based stereotypes in media.

Synergies were also facilitated by other ongoing actions led by UNESCO, starting from those implemented by IPDC, including focusing on the monitoring SDG 16.10.1, as well as projects financed by other donors and international media development organizations. For instance, the regional conference for strengthening national mechanisms for the safety of journalists held in Addis Ababa received support from the IPDC through the Government of The Netherlands, and an upcoming training on media and gender is being co-organized in Morocco with an EU-funded project that aims to enhance a gender-responsive audio-visual sector in the region. Journalists' safety workshops are being planned in Tunisia

in coordination with an intersectoral project led by UNESCO (CI/SHS/CLT/ED) to prevent violent extremism that is financed by UNOCT (with co-financing from Canada).

In Myanmar, UNESCO co-organized activities with International Media Support (IMS), the EU's MyPol initiative, USAid and DFID. In Somalia, IMS-FOJO Media Institute, Free Press Unlimited, and the Office of the Chief Justice supported the training with judges, which also received funding from Denmark and the Open Society Foundation. Also in that country, IMS, Free Press Unlimited and Article 19 joined resources with UNESCO to support the Somaliland media law review and the country's representation at IDEI regional celebrations. The training for police officers and journalists in Ukraine also received support from the Government of Lithuania.

As was also highlighted, South-South cooperation facilitated in the area of capacity-building for judicial operators has led to outstanding results, as the experience in Latin America that was later replicated in Africa thanks to previous funding from Sweden, Denmark, Norway, and the Open Society Foundations, was boosted even further in both regions under the reporting period.

The Communication and Information Sector (CI) and the Culture Sector (CLT) followed-up on the collaboration facilitated through previous actions funded by Sweden, particularly the joint launch events of the [2018 Global Report 'Re|shaping Cultural Policies: Advancing creativity for development'](#) (GR) and [the 2017/2018 World Trends in Freedom of Expression and Media Development report](#) (WTR) and the synergies created on the occasion of World Press Freedom Day celebrations in Jakarta (2017) and Accra (2018), with an emphasis on media diversity and linkages between freedom of expression and artistic freedom. During the reporting period, inter-sectoral cooperation relevant to Outcome 1 included a launch of the [2018 Global Report 'Re|shaping Cultural Policies: Advancing creativity for development'](#) organized in Vientiane, Lao PDR on 21 November 2018, in the framework of the Symposium that opened the Elevations Laos Exhibition, co-funded by the Spellbrook Foundation and the Australian Government.<sup>4</sup> Artists, culture professionals, students, members of diplomatic delegations and other interested participants came together for a discussion on artistic creation and freedom of expression.

Also building on past synergies, an event focusing on artistic freedom and Internet Universality was held in Bangkok, Thailand, to mark the International Day for Universal Access to Information on 28 September 2018. A round table discussion among experts, artists, culture and communication professionals explored the status of artistic freedom in Thailand and possible measures to promote it, including by supporting their mobility, economic and social rights. The debate was followed by the opening of an exhibition presenting the work of artists and creators who had taken part in a UNESCO workshop on Internet Universality that was held to celebrate World Press Freedom Day in May 2018, when UNESCO's Global Reports on [World Trends in Freedom of Expression and Media Development](#) and [Re|Shaping Cultural Policies](#) were launched jointly at national level. The exhibition, entitled, "Internet Universality Beyond Words", consisted of creative works that integrated UNESCO's ROAM principles of Internet Universality, which refers to an Internet that is based on human rights (R), openness (O), accessibility (A) and multi-stakeholder participation (M). The event raised awareness about UNESCO's

"Freedom is a universal topic. It has been mobilizing artists and creative minds for a long time of our history. It is undeniable that creativity plays an important role towards achieving freedom in the world. At the same time, it is important to remember that Internet has an incredible influence on people and society. It changes the way we look at the world."

Sali Sasaki, moderator of the round table and one of the curators of the exhibition, entitled "Internet Universality Beyond Words".

<sup>4</sup> <http://www.elevationslaos.net/> This non-profit initiative aims to support and stimulate the development of contemporary art and emerging artists in Laos.

Convention for the Protection and Promotion of the Diversity of Cultural Expressions (2005) as a useful framework to build policies and actions to provide artists with an enabling environment to create and promote their work.

Moreover, planning advanced during the reporting period for the implementation of upcoming synergies among the two sectors, notably in the framework of the main World Press Freedom Day celebration to be convened by CI at the Africa Union's HQ in Addis Ababa, Ethiopia. In this context thanks to cooperation with Cartooning for Peace, attention will be brought to the linkages between freedom of expression and artistic expression, through an exhibition featuring the work of cartoonists from all over Africa, and the participation of 15 of them at the event. Moreover, the Culture Sector will be organizing a session with Cartooning for Peace, on which cartoonists from different countries will share their views and experiences on freedom of expression and artistic freedom in democratic debate, particularly in an electoral context. Debate on these matters will be furthered through additional workshops and exchanges to be organized by Cartooning for Peace at the Alliance Française on the side of the main event. In addition, the Culture Sector will also organize a second session during World Press Freedom Day, on the theme "Enlarging choices: Artistic freedom and Diversity of Contents", which will examine, among other issues, how media professionals and cultural actors can work together to raise awareness about their work to enable citizens to make informed decisions; as well as to address the challenges restricting their rights to freedom of expression and movement, artistic and creative forms of expression.

Synergies are also being planned at national level to commemorate World Press Freedom Day. For example, a roundtable discussion examining issues pertaining to press freedom and freedom of artistic expression is being organized jointly with the Culture Sector as part of the celebration of this International Day in Palestine.

### **1.7. Sustainability**

The supported actions were designed and implemented with the close involvement of local duty-bearers and right holders, in order to tailor workplans to the needs of each context and ensure commitment feeding into sustained impact. Activities were conceptualized and carried out in collaboration with government authorities, regulatory entities, media outlets, journalists and organizations grouping them, UN bodies and international and local media development stakeholders. Flexibility permitted for adjustments as developments in each country unfolded. Building on efforts implemented in the past both showed the sustainable impact of such work and further reinforced its continuity.

Advocacy, capacity-building and technical advice targeting duty-bearers fostered ownership to drive legal, and policy reforms. Where UNESCO faced a waning commitment from important institutional counterparts, local ownership and coalitions were strengthened by reaching out to other government actors and civil society partners, for instance in Myanmar and Pakistan. Sustainability was also fostered by supporting a continued dialogue between duty-bearers and right-holders regarding legal reform, and by facilitating coordinating among media development actors, as was done in Somalia. Where media and access to information legislation has been adopted, UNESCO is supporting Member States to effectively implement them, like in Morocco and Tunisia, so that these laws' contribution to SDG 16 effectively materializes and is maintained over time.

The set-up of sustainable mechanisms to enhance journalists' protection was promoted at global, regional and national level through coordination in the framework of the UN Plan of Action on the Safety of Journalists and the Issue of Impunity. Multi-stakeholder commitments to implement these mechanisms was achieved in Africa and the Arab region, and reinforcement of existing ones was

supported, for instance in Tunisia. The institutionalization of capacity-building through the integration of university curricula was also promoted in Syria.

The MoUs negotiated with the Ibero-American Association of Attorney Generals and the Inter-American Court of Human Rights are instruments that demonstrate ownership towards the initiative focused on judicial operators in Latin America. Other important achievements in this regard are the engagement of national schools of prosecutors' network, and the careful building of a joint activity with Supreme Courts, Attorney Generals, Ministries of Justice and the Inter-American Court. The high participation that the MOOC has garnered over the years is a clear sign of ownership, and its impact that is also sustained through the continued communication among participants who have completed it.

*"We are there for each other, to help and support each other, in a diverse group with a lot of experience. We are dealing with matters that are highly sensitive, in different countries with a variety of laws in these areas."* said Sandra Flores, lawyer and member of the Human Rights Commission of Honduras who, after taking a previous edition of the MOOC, joined a WhatsApp group through which participants keep in touch and share information about new cases and legal issues in their respective countries.

The MOOC developed in French also illustrates the enduring relevance of actions launched by UNESCO that can cost-effectively be replicated and adapted to reach new audiences, including in different regions. Also underpinning its sustainability is the MoU between UNESCO and the African Court on Human and People's Rights. Moreover, the strengthened dialogue facilitated through the MOOCs with judicial authorities in Africa is serving to push for the deposition by their respective governments of Article 34 (6) of the Protocol to the African Charter on Human and Peoples' Rights, which allows NGOs and individuals to directly access the African Court on Human and Peoples' Rights, for instance. Some participants were also involved in landmark rulings in favour of freedom of expression, demonstrating the long-term implications of capacity-building in contributing to a safer environment for media to perform their role.

### 1.8. Country Summaries

This section examines, in further detail, the actions implemented and the progress in different target countries, as well as through regional actions in Africa and Latin America. Since no new national activities were implemented with funding from the MDPFoE in The Gambia, Lebanon, Palestine and Senegal under Outcome 1 during the reporting period, country fiches have not been developed in these cases in what pertains to it.

It should be noted, nevertheless, that planning is advanced in **Lebanon** for the implementation of actions seeking to:

- i) Empower media students and faculty members from 5 universities by using the UNESCO Model Course on Safety of Journalists developed by UNESCO for the Arab region as well as through a student-led social media campaign;
- ii) Build capacities to enhance freedom of expression and access to information among judges, security forces, journalists and students; and
- iii) Support the effective implementation of the right to information law by joining forces with local CSOs and experts to develop an action plan, guidelines, the set-up of the related mechanisms and awareness-raising.

In **Palestine**, UNESCO sustained its continued advocacy on freedom of expression, access to information and the safety of journalists through the participation in meetings with duty-bearers and right-holders, public events and dissemination of communication material. Preparatory work advanced for:



- i) A capacity-building effort to support the creation of a "Safety Officers Network" among media outlets both in the West Bank and in Gaza;
- ii) The celebration of 2019 World Press Freedom Day at national level through an open debate among judges, lawyers and media actors, to be held at Birzeit University in partnership with OHCHR; as well as through a roundtable discussion organized jointly with the Culture Sector to look into issues related to press freedom and freedom of artistic expression;
- iii) Workshops with duty-bearers in the West Bank and in Gaza to increase their knowledge on international standards on freedom of expression.

In the case of **Ethiopia**, funds supported the coordination of the regional effort to facilitate the establishment of a multi-stakeholder mechanism for the safety of journalists at the regional, sub regional and national levels (referred to in the summary corresponding to regional actions in Africa).

## Chapter 2: Enhancing media contributions to diversity, gender equality and youth empowerment in and through media; and empowering societies through media and information literacy programmes

The Multi-Donor Programme for Freedom of Expression: Media Pluralism and Diversity contributes to funding initiatives under the framework of Output n°1 and Output n°4 from Outcome 2 of the programmatic agenda for the biennium (2018-2019), as approved by the General Conference and detailed in the 39 C/5.

### ➤ Major Programme V - Communication and information

>> Main Line of Action 1: Fostering freedom of expression online and offline, promoting all aspects of the safety of journalists, advancing diversity and participation in media, and supporting independent media

>>> R 2: Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster

>>>> **Outcome 2: Member States have benefited from enhanced media contributions to diversity, gender equality and youth empowerment in and through media; and societies are empowered through media and information literacy programmes and effective media response to emergency and disaster.**

Outcome 2 is composed of four outputs, of which two are supported by Sweden:

Output 1: Community media sustainability supported through strengthened capacities, reinforced cooperation and increased knowledge and awareness amongst policy makers of sector's needs, supporting SDG 16.10.

Output 4: Member States capacity of MIL enhanced to critically assess and use media, including social media, and supporting SDG4 and SDG17.

A major area of action within the Multi-Donor Programme is support for **sustainable community media** (output 1), in particular radio, as an alternative to commercial and public media, especially for underserved and marginalized groups. These media are critical given their independence, not-for-profit nature, and governance by and service to the communities they represent. In some of the most isolated and least developed parts of the world (including areas where UNESCO places its strongest priority), they provide the only means to access information and exercise freedom of expression where these crucial human rights may otherwise be absent.

Action in this area focuses on the encouragement of supportive regulatory policies, capacity building for duty bearers and community media to strengthen the sustainability of the sector, the promotion of national and regional cooperation and knowledge sharing between community media. The community media component follows the guidelines and checklists developed in the *UNESCO Community Media Sustainability Policy Series*, created to assist media regulators and government institutions in providing a regulatory environment that recognizes the value of community media and supports its long-term

sustainability. The series itself is built on the recommendations from the landmark UNESCO event on Community Media Sustainability: Strengthening Policies and Funding, held in September 2015 at UNESCO Headquarters in Paris, France. The forum brought together governments, broadcasting regulators, community radio networks, academia, and NGOs, as well as intergovernmental and UN organizations, to discuss concrete ways to ensure a healthy future for community media around the world. As such, the Multi-Donor Programme follows the experience of UNESCO as the only UN agency working to help Member States achieve a diverse mix of public, private and community media by promoting supportive community media policies. This strategy also draws from the lessons learnt as part of the Sida-funded *Empowering Local Radio with ICTs* project (2012-2018), which has provided UNESCO with unparalleled insights into situations and obstacles faced by community radio in some of the world's most challenging environments. Through this experience, the Organization is well placed to recommend concrete training and the required policy solutions.

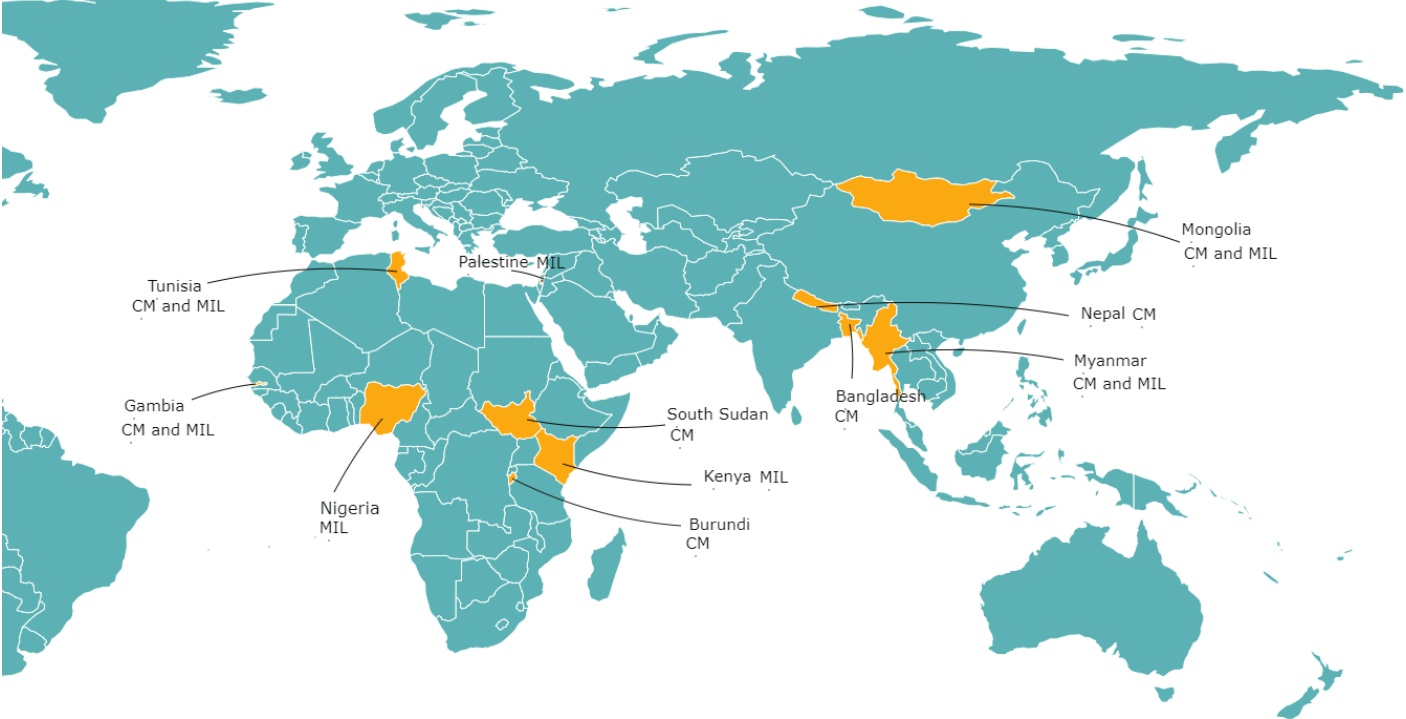
The **Media and Information Literacy (MIL)** (output 4) aspects benefit from UNESCO's experience as the lead organization contributing to global standards on MIL and developing national capacities, which additionally contributes to SDG 4 as it pertains to quality education for all. MIL is used both as an end in itself and as a means to enable duty-bearers and rights-holders to consume information, engage with media critically and to produce media to advance their own sustainable development and democracy. A major focus is on policy and strategy development and implementation. Support is crucial for duty-bearers and rights-holders to lead multi-stakeholder processes in order to encourage the adoption national MIL policy and strategies, developed through the use and adaptation of the UNESCO Media and Information Literacy Policy and Strategy Guidelines. UNESCO also works to enable policy makers in the media sector to develop or operationalize national and institutional policies and strategies on MIL, which in turn improves media self-regulation and co-regulation. Debates on MIL and eventual policies are a platform for dialogue between government and media stakeholders, with ongoing actions broadening this dialogue to include civil society as end users and beneficiaries of media self-regulatory mechanisms. These actions complement and contribute to the capacity development of duty-bearers to integrate MIL in formal and non-formal education through use and adaptation of the UNESCO MIL Curriculum and related resources. Another key aspect of the MIL strategy is to help national stakeholders to benefit from international standards and experiences, while informing regional and global approaches, for example to strengthen cross-country and cross-sector cooperation for sustainable policies and strategies by integrating national networks, established for synergy, with regional and global networks.

Outcome 2 of the Multi-Donor Programme is implemented over a wide geographical area, with significant contextual difference between targeted countries and covers an estimated total population of 342 million in eleven countries spread out in Africa (Burundi, The Gambia, Kenya, Nigeria and South Sudan), the Arab region (Tunisia and Palestine) and Asia (Bangladesh, Mongolia, Myanmar and Nepal). The geographical dispersion is also coupled with several differences among the countries in terms of size, press and socio-economic indicators that are being taken into account to tailor activities to the different contexts.

Certain changes have been made to the original workplans during the first six months of implementation. The addition of Nigeria for activities pertaining to MIL was decided in November 2018 following the withdrawal of Bangladesh from the MIL component. In Nigeria, UNESCO had previously implemented preliminary national consultations on MIL policies, as well as organized training workshops for universities on the UNESCO MIL Curriculum – all of which were initiated with minimum budget. The time was then ripe for proper follow-up to ensure the formal adaptation of the MIL Curriculum and proper MIL policy articulation in the country through the framework of the Multi-Donor Programme.

Additional funding has also been allocated to two other countries under the MIL component, namely Myanmar and Palestine given the promising outcomes of the national celebrations of the Global MIL Week 2018, where the strong engagement of governmental and civil society partners was demonstrated.

Mapping of countries and topics of intervention:

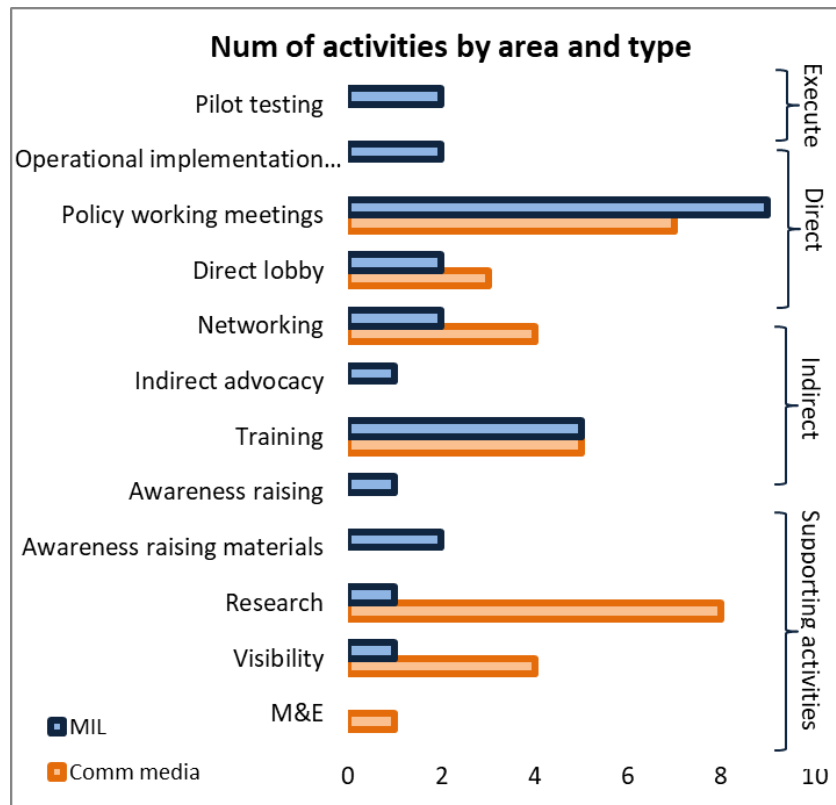


## 2.1. Progress towards achievement of results

During the period under review, equivalent to 6 months of implementation from July to December 2018, the focus was set on achieving preparatory activities and indirect support activities to relevant stakeholders. This approach was taken in order to lay the necessary foundation to convene policy consultations with identified duty-bearers in 2019.

UNESCO identified targets amongst duty-bearers and right-holders, mapped partners, launched baseline studies, produced and distributed background documents and guidelines, arranged consultation meetings to initiate discussions and piloted initiatives to draw lessons and adapt strategies to the first challenges encountered.

Activities were divided under two components pertaining to Output 1 and Output 4, funded by Sweden under this Multi-Donor Programme. They principally included research, networking, training, and policy-working meetings, as summarized in the graphics below:



**Community media sustainability supported through strengthened capacities, reinforced cooperation and increased knowledge and awareness amongst policy makers of sector's needs, supporting SDG 16.10. (Output 1)**

Implementation partners, relevant duty-bearers and right-holders identified

An in-depth understanding of the context and systems in place in each country of intervention is needed, including the institutions responsible for media policy, the resources of stakeholders and the opportunities for gradual improvement. This preliminary analysis is crucial to identify the most relevant and efficient targets in order to effectively implement activities that will achieve the best possible results.

Focusing intervention at the duty-bearer level is arduous and subtle in order to achieve progress while respecting the national sovereignty of each government. The approach is tailored to each country's agenda and aspirations and remains flexible to adapt to potential political reversals. Accomplishing results at such levels also necessitates a privileged access to the institutions and high-ranking officials who are in the positions to bring about change. These entry points call for preparatory consultations with several types of stakeholders before being able to identify and collaborate with those that are the most relevant.

Main partners and beneficiaries include:

Duty-bearers and/or implementation partners:

- Ministries
- Media Regulatory institutions
- Parliament and other policy-making institutions
- Specialized State agencies
- International organizations (e.g. Internews, Deutsche Welle Akademie)
- National Commissions to UNESCO

Right-holders:

- Community radio networks and associations
- Community radio stations
- Community members

Research conducted on the issues affecting community media at national level

Seven Member States have prepared to conduct research at national level into the key issues faced by community radio, including Bangladesh, Mongolia, Myanmar, Nepal, South Sudan, The Gambia and Tunisia. The studies are planned to be carried out between January and June 2019, depending on the country. The first draft reports are expected end of March 2019.

In order to determine the baselines and the achievable benchmarks in each country, scoping missions are being undertaken by local and international experts charged with gathering first-hand evidence of the current state of the community radio's legislative and operating environment – including the specific areas underlined in the UNESCO Policy Series on Community Media Sustainability. UNESCO has elaborated detailed steps for improvement in seven areas of community media sustainability:

- The formal legislative recognition of community media as a third sector;
- The compliance of the sector with the definition of community media;

- The licensing systems;
- The reservation of part of the spectrum for community media;
- The creation of public funding to support the sector;
- The existence of funding through the private sector;
- The digital transition and distribution of broadcasts.

Research will serve to situate countries in each of the areas of action, develop a set of objectives and performance indicators relevant to the national context, and allow for comparison and an overall measure of the progress achieved at the global level.

National guidelines will also be developed following the studies and will serve as a basis for discussions on the national situation of community media and the opportunities for improvement with duty-bearers and right-holders. Discussions around the findings and additional recommendations by UNESCO will sensitize the policy-makers and duty-bearers to the importance of the promotion by the State of a favorable environment for the development of community media and the advancement of freedom of expression and access to information in general.

Member States and their policy-making institutions have increased awareness on the steps needed to create a supportive environment for community media

Four Member States have increased awareness and initiated steps to create a supportive environment for community media in their countries during the first six months of implementation, namely Bangladesh, Mongolia, Myanmar and Nepal.

To facilitate national research and discussions, UNESCO translated the Policy Series on Community Media Sustainability publication into local languages, such as Mongolian, Bengali, Nepali, etc., and adapted them into shareable briefings and recommendations to distribute among stakeholders.

Prior to receiving the results of national research (expected in mid-2019), consultation meetings were organized in several countries to initiate the process of information sharing with policy-makers and sensitize them to the importance of a legally recognized and supported community media sector. Over the implementation timeframe, the goal is to achieve changes in the attitudes and values of the duty-bearers to foster support for legislative progress and/or favorable measures for community media, with participation from right-holders. Thus, UNESCO is laying the basis for the establishment of constructive mechanisms for knowledge sharing and debate between duty-bearers and right-holders with the overall goal to tackle the long-term challenges and limitations to a viable community media sector and support countries in their political reform.

In Nepal, two consultations with the Ministry of Information and Communication, the Association of Community Radio Broadcasters, the World Association of Community Radio Broadcasters (AMARC) and the Networking Women Journalists, were held between November and December 2018 – with over 300 representatives in total. The attendants included duty-bearers at the highest level, with four Ministers from the national Ministry of Information and provincial level Ministries.

World Radio Day celebrations have proven themselves an effective yearly platform for advocacy to bring together government officials, CSOs, radio station managers and development partners to discuss the various issues affecting community media at the local level. During the reporting period, countries were actively preparing their activities for the 2019 edition held under the theme of “Dialogue, Tolerance and Peace”. Planned activities include national conferences on community media, gathering community media stations, radio networks and duty-bearers, social media campaigns, and radio fairs, to name a few.

For example, the Nepal Office is planning a three-day event in Surkhet in partnership with the Association of Community Radio Broadcasters Nepal (ACORAB). The event aims to promote discussion on the opportunities and challenges of community media sustainability in the country. Juba Office is also planning a commemoration focusing on the annual theme to discuss the South Sudan peace process and highlight the ability of radio in promoting dialogue and tolerance.

#### Strengthened national and regional community media networks to promote cooperation and advocate for greater sustainability of the sector

Three national networks were strengthened to promote cooperation and knowledge sharing in the following Member States: Bangladesh, Mongolia and Nepal.

This objective also necessitates strengthening the capacities of civil society to participate actively in development. In the past, UNESCO has supported the creation of national networks and associations for community media, and is now seeking to reinforce their capacities to autonomously advocate and to engage in a long-term discussion with duty-bearers and policy-makers for continuous improvement in the sector.

In Mongolia, the Beijing Office chose the Community Radio Association of Mongolia (CRAMO) as the main implementation partner. To strengthen its capacities, UNESCO is supporting the network by involving its members in the national research conducted in the country. The CRAMO is conducting interviews with the duty-bearers on the current situation of community media – which serves to improve in-house knowledge and relations with stakeholders at policy level.

It is important to highlight that this work at the policy level is capitalizing on the previous projects of the Organization that focused on building the capacities of community radio stations and community media networks. These ranged from global efforts, as through the aforementioned “Empowering Local Radio with ICTs” project, which covered 59 stations in 10 African countries, to the numerous regional and national initiatives from Field Offices.

#### Community media empowered in their technical and editorial capacities to serve diverse audiences, engage in networking and coordination

Six community media stations were empowered through improved technical and editorial capacities to serve diverse audiences, engage in networking and coordination, and/or advocate for greater sustainability of sector in Burundi.

Answering Sida’s request, Burundi continues to benefit from activities addressing the capacities of local community media stations. Such activities include capacity-building training targeting technical and editorial skills – particularly in the use of ICTs for radio production and broadcasting – as well as journalism standards and the coverage of topics most relevant to their listeners. In this country, twelve local radio technicians, including five women, were trained in ICTs for broadcast automation, programme planning and reporting. From the workshop, a booklet summarizing the knowledge and best practices has been produced and shared with the beneficiaries to reinforce the viability of the competencies transmitted.

Training also focuses on specific development issues, such as the inclusion of women and youth in the media content and organizations (kindly refer to the Gender sub-chapters for more details).



The UNESCO multi-lateral approach aims at participating in the building of momentum for achieving policy-change, through raising the awareness of duty-bearers, strengthening the capacity of stakeholders, and providing opportunities for experience sharing and networking.

**Member States capacity of MIL enhanced to critically assess and use media, including social media, and supporting SDG4 and SDG17 (Output 4)**

Under this output, the same logic of intervention is followed, with the aim to raise awareness of duty-bearers in the target countries and strengthen their capacities to target issues pertaining to Media and Information Literacy (MIL). Media and information literacy includes a set of competencies to search, critically evaluate, use and contribute information and media content wisely; knowledge of one's rights online; understanding how to combat online hate speech and cyberbullying; understanding of the ethical issues surrounding the access and use of information; and engage with media and ICTs to promote equality, free expression, intercultural/interreligious dialogue, peace, etc.

During the first implementation year, the results achieved include:

**Implementation partners, relevant duty-bearers and right-holders identified**

Similar to Output 1, during this period of time, UNESCO has identified the stakeholder groups below, to play different roles in the implementation of the MIL component:

Duty-bearers and/or implementation partners:

- Ministry of Education, Ministry of Information/Communication (sometimes a media regulatory body, such as the Media Council of Kenya, and National Youth Agencies), and Ministry of Youth etc.
- Government entities in charge of curriculum development (such as the Nigerian Educational Research and Development Council)
- Universities (such as University of Nairobi) and teacher training institutions (such as Nigeria's National Commission for Colleges of Education and the Mongolian State University of Education)
- Primary and secondary schools
- National Commissions for UNESCO

Rights-holders:

- Students in general, including teachers in training
- Youth organizations
- NGOs

**Member States took steps to develop national MIL policies and strategies**

Since the beginning of the project implementation, three Member States are taking steps to develop national MIL policies and strategies. The government of Myanmar has taken substantial steps to integrate MIL in the country's strategies and policies, through initiating the creation of a MIL task force within the Ministry of Information. In Mongolia, local stakeholders such as the Press Institute have kicked off a national MIL consultation process. The national consultations in Mongolia have led to the design of a Background Document for MIL policies and strategy, as well as a draft National Position Paper. The Ministry of Education and Higher Education (MOEHE) of Palestine was involved in a MIL conference in

November 2018 that included MIL experts from the country and the region, and decided to carry out trainings on MIL for government officials on the Ministry's budget.

UNESCO endeavors to help Member States integrate MIL into their national policies and strategies. To achieve this objective within the context of this Special Account, national multi-stakeholder consultative meetings on MIL policies and strategies are foreseen in each country gathering key duty-bearers and MIL experts. As the first step, the consultations train duty-bearers on MIL, pinpoint the needs for MIL development in the country, as well as the country preparedness and readiness for MIL policy articulation. The consultations result in the formulation of a Background Document, which leads to the development of a Position Paper on National MIL Policies and Strategies, enlisting leadership of relevant government entities. The Position Paper will ultimately be circulated among the identified government entities, and presented to the country's Parliament, National Government Committees, or Regional Government Authorities for further debates. Finally, decisions will be made to design and enact concrete national MIL policies and strategies.

#### Member States took steps to develop localized MIL curriculum

Within the Special Account, three Member States are taking steps to develop localized MIL curriculum. The Ministry of Education of Myanmar has initiated the integration of MIL in the formal education of Myanmar, by including it in the four-year curriculum of pre-service teachers and strengthening the capacities of ICT teachers on MIL with a first orientation workshop attended by 75 teacher educators from all the 25 National Education Colleges in the country. In The Gambia, assessment of the presence of MIL and the educational gaps in the country's national curriculum was prepared.

The core step towards this result is to enable development of an effective MIL curriculum tailored to national, local and institutional contexts. To facilitate this process, a series of consultation and adaptation workshops were held in some of the target countries, such as Mongolia, Myanmar and Palestine. The participants review the content of existing school curricula, ascertaining whether elements of MIL are already included. Based on the outcomes, localized MIL curricula will be developed and piloted in identified universities, teacher training institutions, and/or primary and secondary schools. The piloting takes the shapes of designing and executing formal, non-formal and informal courses, programmes and activities.

Primarily, the activities aim at integration of MIL into formal national education. Given that this is a long process, the MIL Curriculum adaptation is also undertaken, secondarily, at an institutional level, while involving relevant ministries and other policymakers. In countries where schools have less independence in regards to curriculum development, the engagement of government entities in charge of curriculum development such as the Nigerian Educational Research and Development Council is solicited.

#### Awareness raised and duty-bearers' capacities strengthened

At the national level, duty-bearers' capacities to fully understand MIL and why there is such a need for MIL in the country are enhanced, through the abovementioned national consultations and MIL Curriculum adaptation processes.

In the frame of global actions foreseen within the project, the Multi-Donor Programme has supported the following activities: 1) the Global Alliance for Partnerships on Media and Information Literacy (GAPMIL) to build synergies and enable replication of MIL actions by stakeholders at national and community levels; 2) the empowerment of the GAPMIL Youth Sub-Committee to stimulate youth

engagement in MIL development; 3) the set-up of the Portuguese channel of the MIL CLICKS social media initiative, aiming to facilitate MIL learning on social media, as well as 4) the Global MIL Week 2018.

GAPMIL and MIL CLICKS are two important platforms used by the Field Offices and stakeholders at different levels to facilitate and scale up the activities throughout the project implementation. The GAPMIL network is a groundbreaking effort initiated and led by UNESCO to promote international cooperation to ensure that all citizens have access to media and information competencies. It facilitates networking among government, media, and civil society stakeholders. It currently has over 410 member organizations from 99 Member States of UNESCO, which cover five of the target countries of the Special Account Outcome 2. MIL CLICKS is social media innovation launched by UNESCO in early 2017. It is a way for people to acquire MIL competencies in their normal day-to-day use of the Internet and social media and to engage in peer education in an atmosphere of browsing, playing, connecting, sharing, and socializing. MIL CLICKS disseminates micro-learning content (easily digestible educational content) on MIL through social media in a non-structured and informal way.

Within this Multi-Donor Programme, the GAPMIL International Steering Committee has undertaken preparatory actions to assess the activities of the current GAPMIL members, and to develop instruments measuring the overall effectiveness of MIL projects for use by MIL stakeholders around the globe. The GAPMIL Youth Sub-Committee has redesigned and started to deploy their plan of action, as well as the planning for a series of awareness-raising webinars on MIL for youth. Micro-learning content (such as graphics related to disinformation and global citizenship) has been prepared by youth to strengthen MIL CLICKS global channels in English, and an international editorial committee connecting Portuguese-speaking countries and MIL experts has been established. These actions contributed to awareness raising on MIL at a global level and strengthening the capacities of duty-bearers with different profiles.

Global MIL Week is an important policy platform for duty-bearers and rights-holders to raise their awareness on MIL and enable debate around this topic at a global level. This international policy debate has been translated to regional and national levels. Global MIL Week 2018 was celebrated from 24 to 31 October, under the theme “Media and Information Literate Cities: Voices, Powers, and Change Makers”. The involvement of different stakeholder groups led to over 130 celebration events related to MIL from 52 countries, 5 of which (Bangladesh, Kenya, Myanmar, Nigeria, and Tunisia) are target countries of the Special Account Outcome 2. The celebration events included 10 national events, 2 regional events and 6 international events. The impact of Global MIL Week 2018 has hence gone way beyond the scope of the target countries. The Special Account also supported the participation of participants from 5 developing countries in the Global MIL Week 2018 Feature Conference in Kaunas, Lithuania.

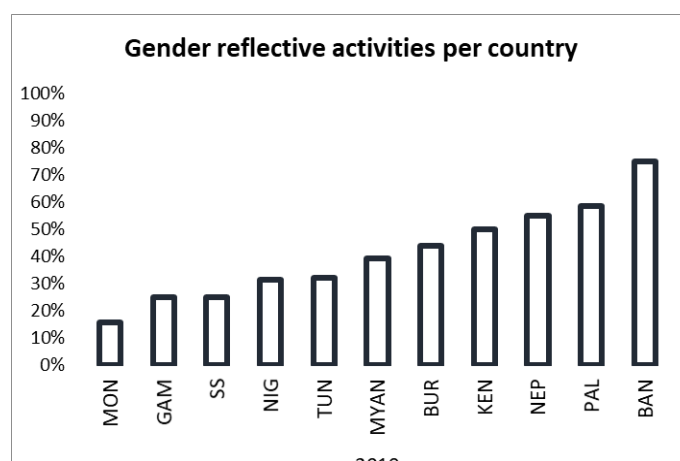
One key outcome of Global MIL Week 2018 is the *Global Framework for Media and Information Literate Cities (MIL Cities)*, adopted by all participants at the Feature Conference. Global MIL Week 2018 along with the MIL Cities Framework has broadened the involvement of city actors such as municipalities, city libraries, and public transport operators, in MIL development as local duty-bearers. This further led to the development of the MIL Cities Initiative.

Finally, within the framework of the Global MIL Week 2018 Youth Agenda Forum, UNESCO has launched the first Global MIL Youth Hackathon, designed and led by youth. The hackathon gathered 12 youth teams (around 40 individuals) from 10 countries for an intensive three-day workshop. They brainstormed, conceptualized and designed solutions to use MIL to tackle the following challenges: how to protect and empower children and youth through media, how to counter disinformation, how to contribute to the SDGs, how to assist immigrants, and how to promote dialogue.

## 2.2. Contribution to Priority Gender Equality

The advancement of women’s rights is one of UNESCO’s two Global Priorities: Africa and Gender Equality. A strong focus in ensuring greater diversity in media is the struggle for Gender Equality, both within media organizations and in the portrayals of gender within the content they produce. Very few areas of society have as much influence in shaping norms and opinions on gender-related issues (including violence against women and girls) as the media. UNESCO actively engages with duty bearers, media institutions and civil society organizations to ensure media provides equal opportunities for all, regardless of gender, and avoids the use of narrow or harmful stereotypes for gender representation. The Organization’s work in this area contributes to SDG 5, and builds upon the 2012 launch of the landmark Gender-Sensitive Indicators for Media, which provide a framework for gender equality in media operations and content. These indicators have been enriched with editorial guidelines for the coverage of specific issues related to gender inequality, such as violence against women, feticide, “honor” killings, child marriage, genital mutilation of women and other harmful practices. UNESCO is also developing editorial guidelines for the portrayal of men and masculinity, as well as for sports media – a certain area of the media where gender portrayals and stereotypes are often polarized. Work for gender equality in media includes capacity-building, advisory services to Member States, strategic partnership building and advocacy. Gender sensitivity is also mainstreamed into all interventions in each of the focus areas described elsewhere, as part of UNESCO’s Global Priority on Gender Equality.

The Multi-Donor Programme focuses on gender and youth both in community media and the MIL components. Actions and activities in this area aim at reinforcing gender equality in media operations and content and empowering citizens, particularly youth, to access and harness the vast amounts of information and knowledge available. Gender-disaggregated data are also gathered in research on issues hampering the development of community media. In Nepal, Kathmandu Office is producing such data on the status and practice of Gender and Social Inclusion (GESI) in community radio stations within the country. In Burundi, local radio stations are trained on gender-sensitive coverage and participate to raise awareness against gender-based violence in the most isolated and marginalized areas of the country. In Palestine, UNESCO Ramallah Office contributed to addressing the norms and cultural behaviors within the male-dominated field of journalism and media professionals. Kindly refer to the graphic below and the country summaries for more detail on these actions.



The data presented in the graph was collected through the alignment of activities to Performance Indicators designed to specifically address the degree of gender-reflectiveness at the activity level.

### **2.3. Challenges and risks in implementation, remedial actions, lessons learnt and modifications**

Political sensitivities, safety concerns, and the lack of capacities of local partners were identified as the main challenges to the implementation of activities during the first six months. UNESCO has taken corrective measures to circumvent and overcome these challenges whenever possible in order to guarantee the sustainable implementation of the programme with the best results and under the best conditions for beneficiaries and other stakeholders.

Political unrest, including volatility in the level of duty-bearers' engagement, were observed during periods of political campaigns and elections in several countries. Elections have delayed outputs at the policy level and have even put the programme on pause in Nigeria. The United Nations Department of Safety and Security (UNDSS) had issued a ban on all programmatic activities in the country due to high security risks from civil unrest and violent riots caused by disputed electoral results.

Changes in governments can also greatly jeopardize the project's achievements as the duty-bearers initially targeted and trained can be replaced. To reduce the risks of duty-bearer turnover, UNESCO looked for long-term partners in governmental institutions to continue with the implementation of activities and meeting the objectives. Nevertheless, in cases where governments have changed, UNESCO has relaunched activities with the newly elected officials and continued its advocacy with the new authorities. Elections have occurred in several countries during the six months under review – in Bangladesh, Myanmar and South Sudan – and more are planned for Nigeria and Tunisia in 2019.

Moreover, in some cases, the adoption of national political agendas to enact crucial legislation for the implementation of activities was significantly delayed. For example, in Myanmar, a delay from the current government in enacting the bylaws of the Broadcasting Law (passed in 2015) means that no Broadcasting council (organization that will be responsible for regulating community media) has been officially created to date. Until the Council is established, no duty-bearers in Myanmar are responsible and held accountable for promoting community media legislation (which is new territory for the country). As a result, UNESCO has decided to postpone the capacity building of the Broadcasting Council until the bylaws are passed and to instead focus on building the capacities of CSOs and community media managers from the community radio stations pilot projects in the country.

To overcome such obstacles, UNESCO remains flexible and to implement the maximum number of activities with duty-bearers while political momentum is high, as well as encouraging the development of momentum. In this context, it was also decided to focus on the creation and capacity building of the national community media network until the bylaws are enacted and the Broadcasting Council is created. As such, the network will help to promote community media and the development of the sector in Myanmar.

The competitive environment amongst stakeholders is another challenge that has been raised by UNESCO field officers. As there are many different actors at the local, regional and international levels working in the same fields, UNESCO has chosen to form strategic partnerships with all stakeholders to scale up the intervention. Furthermore, to avoid unnecessary competition and to maximize resources for the establishment of a community media network in Myanmar, Yangon Office is working collaboratively with the International Media Support/Fojo Media Institute and the DW Akademie – both of whom are currently piloting community radio stations in the country.

Lastly, changes in UNESCO staff since the start of implementation has resulted in the delayed launch of activities in certain countries, specifically in Burundi, The Gambia and Tunisia. To overcome this obstacle,

secondary focal points were identified in all countries to prevent future disruptions caused by staff movements.

#### 2.4. **Visibility**

Visibility is ensured by UNESCO, from Headquarters and the Field Offices, as well as by the media outlets of each country, who highlight the activities and their impacts. All planned activities and engagement with partners are integrated in the UNESCO events database (NICE) and announced through press releases published on the UNESCO website, as well as in weekly newsletters from UNESCO and the UN. This information is then often picked up by local media outlets as a basis for their own stories. A representative from the Swedish government is also invited to attend events and activities organized under the Multi-Donor Programme, both in the field and at Headquarters.

Visibility is also achieved through strategic partnerships with key institutions involved in the implementation of activities – such as ministries, media councils, media and information centers, universities, journalism schools, etc. – which in turn advertise their own participation. Project interventions conducted in collaboration with government institutions ensures a wide national coverage. For example, in Mongolia, a Facebook group of stakeholders and a Facebook page on Media and Information Literacy in Mongolia were created to raise visibility and to promote exchanges between stakeholders. The group currently consists of 108 members, composed mainly of representatives from different stakeholder groups (i.e. duty-bearers, CSOs, the community media network and stations). The Facebook page is designed for the general public of Mongolia and will be used to share information with them. The national stakeholder meeting on MIL was also covered by national media and live-streamed on the Facebook page – with a total of 2600 views.

Global, regional, and national celebrations of International Days and UNESCO events also serve as a great visibility opportunity. During the period under review, this was mainly the case through the Global MIL Week (detailed previously in the Output 4 chapter). Sweden has been a long-time partner of the celebrations, and the 2019 Feature Conference will be held from 24 to 25 September in Gothenburg (Sweden) – to benefit from synergies with the 2019 Gothenburg Book Fair, where an estimated 90 000 librarians, teachers and citizens will gather. MIL is one of the three featured themes of the fair – and sessions on MIL will be organized to bridge the dialogue started during the Global MIL Week Feature Conference and the Youth Agenda Forum.

Locally, an event was organized in Myanmar on the occasion of MIL Week 2018 to raise visibility of MIL issues amongst youth. An exhibition gallery, titled “Wall of Media Literacy Gallery”, was displayed at the Youth/29 Space in Yangon. During 5 days, young boys and girls visited the gallery and participated in discussions and workshops around topics, such as the verification of “fake news”, user generated content and blogging. They also had the opportunity to learn from different initiatives that are being conducted across the country, and how can they further promote MIL in their own communities and at their own level. UNESCO moreover supported the production of posters and stickers with tips to counter misinformation online and promoting positive behavior in social media. The stickers and posters were distributed at the gallery, as well as during a public awareness raising event held in the Inya Lake Park, a popular hangout area for youngsters in the heart of Yangon.

A new set of [webpages](#) was created on the UNESCO website to report exclusively on the progress of this Multi-Donor Programme under Outcome 2 and gives visibility to the support of Sweden. Visual materials, including an animated video, are under production to harmonize the platform and the social media channels of the Organization under a recognizable common visual identity.

Lastly, as a general rule, the logos of UNESCO and Sweden are used on all publications, banners, programmes, press meet ups, and any other materials produced through the Multi-Donor Programme.

## 2.5. Sustainability

Sustainability of the results brought about by the Multi-Donor Programme is guaranteed through a number of approaches, namely the reinforcement of institutional capacities, local ownership, and advocacy. All activities undertaken by UNESCO are carried out in close consultation and partnership with national UN groups (mainly the UNDAF and UN Country Teams). This collaboration has resulted in a coordinated mechanism to create synergies with other international partners, to ensure maximum reach and cost-effectiveness of available resources, and to strengthen ongoing initiatives for greater impact and sustainability.

The sustainability strategy was developed at the earliest stages of the programme conception by anchoring it to the logic of intervention at various levels. First, at the Organizational level, the actions and expected results were conceived under the framework of the thematic targets set up in the Programme and Budget document of the 39 C/5 – itself embedded in the objectives of the 2030 Agenda and the SDGs (particularly SDG 16.10). UNESCO also ensured that the intervention was aligned with the national priority plan of the beneficiary countries, as well as Agenda 2063 at the African level.

Moreover, UNESCO strives to achieve intimate multi-stakeholder partnerships, using a subsidiary approach to implement the programme. Throughout the programme, UNESCO, whether at HQ or in the field, collaborates with various stakeholders to guarantee a more sustainable impact by increasing their engagement, coordinating advocacy, and empowering local and regional organizations. To ensure long-term implementation and ongoing positive effects, UNESCO's primary goal is to implicate local government and public authorities as primary beneficiaries. The integration of MIL into schools, youth development agencies, and media regulatory bodies requires engagement with ministries, teachers, academia, media, Internet companies and civil society. Fostering community radio policies entails the institutionalization of policy and systematic linkages between the State and the media sector, including the establishment and support for community media associations who will continue long after UNESCO's actions conclude. There is also a strong focus on specific policies that promote the long-term viability of community radio, including sustainable funding models, which continue to present the greatest challenge to many stations.

The strong involvement of stakeholders in the strategies, planning and scheduling of implementation was pursued to guarantee input from local expertise, to reduce of risks linked to national contexts, to increase the chances at achieving behavioral change and for overall success, while strengthening the ownership of the outputs and of the results. Thus, direct capacity building of and collaboration with governments aims to guarantee the ownership and sustainability of legislative progresses when achieved. Whenever possible, key duty-bearers, such as ministries for media and education, were chosen as the official partners of the project and were responsible for selecting the institutions to receive trainings and pilot the new initiatives. In other cases, in particular for the community media component, national networks are empowered through direct involvement in activities. In Mongolia, the Community Radio Association of Mongolia (CRAMO) is facilitating research interviews with the duty-bearers. This involvement ensures an increase of in-house knowledge and networking opportunities, and participates in building the overall credibility of the network as a partner for policy improvement. In Burundi, the *Association des Radiodiffuseurs* has organized the first training workshop and consolidated training materials that were disseminated to all stations in their network.

Lastly, in December 2018 an ex-ante evaluation of Outcome 2 was launched. The Terms of References developed included:

*"a. Review the project's relevance, added value, effectiveness, potential for synergies and impact; b. Review the current RBM processes, indicators and tools; c. Provide suggestions on the aforementioned elements. It is expected that the ex-ante evaluation report will identify good practices and provide suggestions on how to improve management of the project at all levels. It must refer and comply with OECD's Development Assistance Committee (DAC) Criteria for Evaluating Development Assistance."*

Rather than evaluating the recent start of implementation, the ex-ante evaluation aimed to assess the inception phase of the project, mainly its Theory of Change, Performance Indicators, Baselines, Targets, and M&E processes put in place. The evaluation's goal was to assist UNESCO in strengthening the coherence of the programme, verify the intervention logic and provide suggestions on the strategy and activities. More practical deliverables also included the creation of template documents for monitoring and reporting, and the development of relevant indicators for each country involved.

As a result, a Monitoring Learning and Evaluation (MEL) management tool will be developed to facilitate the monitoring of progress, the identification of lessons learnt, the collection of good practices and meaningful stories, and the measurement of gender progress and sustainability. Key Informant Interviews were planned with Field Officers (via Skype) and HQ personal in March 2019 (face-to-face), along with a three-day training workshop to be held during a visit to Paris.

## **2.6. Synergies**

Synergies are a cross-cutting priority of the Organization and they are pursued at several levels. At the overall level, common UNESCO coordinators between the two Outputs of Outcome 2 – and in some cases, in shared countries with Outcome 1 – guaranteed shared expertise and joint vision of the overall expected progress regarding Freedom of Expression and Access to Information.

Synergies across Outcomes are also highlighted through soft entry point strategies. For example, Media Information Literacy and Community Media are allowing UNESCO to indirectly address Freedom of Expression issues by strengthening media pluralism and literacy, which can represent an effective strategy in countries where discussions on freedom of expression are particularly sensitive and commitment to promote is not sufficiently strong among certain institutional stakeholders. Additional synergies with FOE are especially apparent during international celebrations such as World Press Freedom Day, the International Day for the Universal Access to Information and preparations for World Radio Day 2019. Ramallah Office has, for example, held debates with university students in law and media in 2018, aiming to tackle various themes under both Outcomes, such as impunity, freedom of expression, access to information and media pluralism.

UNESCO Field Offices networks also allowed for geographical synergies, where cluster offices facilitated common activities and even replications of initiatives in several countries of a specific region. In certain clusters, this effect can be limited due to the extreme diversity of situations between the countries covered. Synergies also include collaboration with other projects in the implementation area through a common umbrella. UNESCO is additionally heading thematic multi-stakeholder coordination groups. In Tunisia, for example, synergies with the EU and the African Development Center for Journalists and Communicators (CAPJC) has enabled the creation of a MIL national coordination group.

At global level, synergies are strong with other programmes addressing the community media and MIL issues. As mentioned in the Output 4 chapter, the Multi-Donor Programme participates to strengthen global initiatives, such as the GAPMIL, MIL Clicks, and other youth-led initiatives on MIL.



As mentioned in the Sustainability chapter, UNESCO forms synergies with other UN agencies, in particular through the UNDAF and the UN country teams coordination mechanisms. UNESCO is not always reflected in the UNDAF, as it depends on the most pressing countries' priorities – for example, in Mongolia, UNESCO is not yet included in the coordination group, and discussions have been initiated to better position UNESCO in the UN efforts at the country level.

Additionally, at the field level, UNESCO formed specific partnerships when relevant on particular activities. For example, in Burundi, the Office sought collaboration with UN Women in order to identify a qualified expert to conduct the gender-sensitive training of the radio stations.

Outside of the UN system, UNESCO also cooperated with other organizations to achieve greater impact. The non-exhaustive list of collaborative partners includes the Deutsche Welle Akademie, Internews, and World Vision.

Thematic synergies with the Culture Sector are fostered through the community media and MIL components. An increasingly pluralistic media sector is assumed to become more representative of society by including all groups, which in turn leaves greater space for the promotion of cultural diversity. Equally, MIL is encouraging citizens to interact with and produce their own news content, empowering them to express their own opinions, cultural beliefs and identities.

Moreover, concrete synergies with the Culture Sector have been conceived through the MIL cities network initiative, which is closely linked to the Creative Cities Network. Cities around the world have benefitted largely from the digital revolution. Information on transportation, health care, entertainment, news, the private sector, civil society, and government has increased efficiency and opened up new economic, social and cultural possibilities.

## **2.7. Country Summaries**

### **BANGLADESH**

In Bangladesh, community media – especially radio – remains one of the best means of diffusing and receiving information, increasing knowledge, providing new dimensions and building skills in critical thinking among rural populations. The national movement for establishing community radio started in the late 1990s. Since then, numerous non-governmental organizations, development practitioners, media-enthusiasts, and representatives of civil society started a nation-wide movement for community radio operations. UNESCO has been part of this process, initially providing radio equipment and more recently through capacity strengthening and networking among key entities. In 2017, the Community Radio Association was established. During the recent national elections in December 2018, community radio served as a powerful tool to keep people – particularly rural people – informed thanks to the more than 100 community radio reporters covering the developments.

Since 2016, the UNESCO Office in Dhaka has begun interventions by implementing training workshops for all community radio stations to standardize the community media programme, revising strategic directions, strengthening fundraising mechanisms for sustainable development, and determining the capacity development needs of each station (in collaboration with BBC Media Action and DW Akademie).

Under the current initiative supported by Sweden, the first phase of intervention focused on fact-finding (baseline survey and consultations), as well as the development of strategies and plans, which will be supported by a practical and concrete application through workshops with duty-bearers during 2019.

Due to the national elections held towards the end of December 2018, project progress was delayed as the new government was still being formed. In the meantime, the UNESCO Policy series was translated into Bengali and the baseline survey methodology was finalized, with the survey being prepared during these six months to be conducted in early 2019.

## **BURUNDI**

In Burundi, a weak economy and severe socio-political unrest have presented significant challenges to the programme in terms of the capacities and sustainability of local and community media. Despite these obstacles, radio remains the primary medium to access information, with up to 85% declaring it as their main source of information in rural areas.

Through this project, in line with Effect 6 of the UNDAF in Burundi<sup>5</sup>, UNESCO is building on results and lessons learnt from the “Empowering Local Radio with ICTs” project, supported by Sweden from 2012 to 2018. This previous project built the capacities of local Burundian radio personnel on journalism standards, ICT skills for programming, broadcasting and interacting with listeners, financial management, and the ability to report on issues most relevant to their communities. The Special Account initiative in Burundi is continuing the reinforcement of capacities at the grassroots level, particularly by encouraging gender-sensitive reporting and enhancing the technical skills of local radio stations. In addition, UNESCO is also contributing to the adoption of legislation sensitive to media sustainability and pluralism through the new policy-level approach.

Activities in Burundi are following a double approach with the capacity building of local radio stations and political consultations with relevant duty-bearers. Capacity building is focusing on the gender-sensitivity of the stations, particularly in rural areas where traditional gender roles are strongly anchored and gender-based violence is prevalent. A series of workshops covering gender-related issues in the media were prepared in the period under review to be held in early 2019. On this occasion, the Organization is collaborating with UN Women to provide qualified training on issues surrounding gender-responsive reporting.

While working at the duty-bearer level, UNESCO is capitalizing on its close relationship with the Ministry of Media to promote an agenda for increased public policy sensitive to media pluralism and the overall sustainability of community and local media. National consultations gathering policy-makers and community radio representatives were planned for early 2019 to address key issues affecting the sector in Burundi identified during two fora organized in 2017 and 2018 under the “Empowering Local Radio with ICTs” project. The license fee, the procedures for creating a community media outlet and the restrictions imposed on the latter were identified as critical obstacles to the sustainability of sector. However, no clear solutions were proposed or discussed with relevant policy-makers at the time. During these six months, the national consultations were planned as a seminar for duty-bearers, including policy-makers, broadcasting regulators, community radio networks, academia, and NGOs. Best practice

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<sup>5</sup> « Effet 6: D’ici 2023, les femmes et les hommes, de tout âge et particulièrement les groupes vulnérables utilisent équitablement les services d’institutions qui garantissent la redevabilité, la paix, l’égalité de genre, la justice, et le respect des droits de l’homme de manière efficace, indépendante et transparente » - from [https://www.unicef.org/spanish/about/execboard/files/Burundi-UNDAF\\_2019-2023.pdf](https://www.unicef.org/spanish/about/execboard/files/Burundi-UNDAF_2019-2023.pdf)

case studies and concept papers were selected to be showcased and debated during moderated panels to promote the adoption of principles outlined in UNESCO's Community Media Sustainability Policy Series.

Other planned activities aimed at reinforcing the network of radiobroadcasters to foster knowledge sharing and promote the organization of a national forum on public policy for media sustainability. This activity aims at ensuring a consultation among all radio-broadcasters, including the National Association of Radiobroadcasters (*Association Burundaise de Radiodiffuseurs*) to raise awareness on the existence and use of a platform for knowledge sharing introduced during the previous project.

## **KENYA**

Kenya has a vibrant and diverse media scene. Whereas traditional media – newspapers, television and radio – still dominate, alternative channels, particularly social media, have become credible alternatives for certain audiences like youth.

While new technologies offer unique opportunities for participation in governance as enshrined in the Constitution, they are present threats in the form of misinformation, the abuse of vulnerable populations and the dilution of the quality of public discourse on governance and other issues of public interest. In Kenya, widespread poverty, relative deprivation, high unemployment, lack of education, and political marginalization have become key drivers of radicalization and violent extremism.

Kenya's national long-term development blueprint, Vision 2030, which aims to transform it into an industrialized, middle-income country, recognizes ICTs as having a critical role in driving economic, social and political development. It is therefore envisaged that this project will trigger elaborate media and information literacy (MIL) initiatives that will help to enhance the promotion of knowledge societies and foster the development of free, independent and pluralistic media with universal access to information and knowledge for good governance.

The Kenyan government invited UNESCO to develop a MIL programme to build the capacities of teachers in the country. This creates an opportunity for the integration of MIL curricula into formal and non-formal education in Kenya. Previously, UNESCO had been instrumental in the set-up of the Centre for MIL, which is strengthening capacities of youth organizations on MIL and led to the development of a draft Background Document on National MIL Policy and Strategy in 2015. This initiative has laid the foundation for MIL policy development in the country.

During the period under consideration, UNESCO planned two major activities for 2019. Firstly, relevant stakeholders were identified to participate in a series of meetings and online discussions and preparatory consultations were held with the partners at duty-bearer and right-holder levels to identify the opportunities of a National Position Paper on MIL policies and strategies in Kenya. These exploratory exchanges will be formally advanced during the national consultations and MIL Curriculum adaption workshops planned between March and April 2019. Following the workshops, the final position paper will be adopted by the parties involved, with potential impact through further debates to be held in Parliament and other related governmental entities.

Secondly, the workshops on the MIL curriculum will be dovetailed with the ongoing pilot project on capacity building on ICT skills in secondary and primary schools through two adaption workshops to train teachers. These events will include fifty teachers from fifty counties in Kenya, as well as three disabled teachers from underrepresented communities.

Ultimately, national-level consultations will be pursued, and MIL curriculum will be piloted within one institution in cooperation with the national teacher-training entity.

## **MONGOLIA**

### **Community Radio**

A research team has been formed, consisting of an international expert, local researchers, and community radio board members. The team is preparing for field visits to the existing community radio stations in Mongolia in March 2019 to verify the initial hypothesis gathered through the desk assessment of the country's legislation. A research was carried out in 2018 and the draft report will be produced by 31 March 2019. The UNESCO Policy Series on Community Media Sustainability has been translated into Mongolian in order to conduct the survey.

### **MIL**

In Mongolia, competencies content of MIL are included in the educational program from grades 1 to 11. In previous projects, the Mongolia National Commission for UNESCO has also trained 300 children in the 8th grade from twelve middle schools in basic MIL knowledge and skills. However, there is no systematic approach to media and information literacy education. In order to integrate MIL into formal and non-formal education, UNESCO decided the first step UNESCO in this period was to facilitate the MIL Curriculum adaptation process to develop an effective curriculum for the country.

In order to objectively assess the situation of MIL in Mongolia with regard to current regulations, policies and practices, the Press Institute, in partnership with UNESCO, reviewed the regulatory documents (laws, ministerial orders, decrees, strategic documents, action plans) pertinent to MIL. In addition, they reviewed the content of current general and higher education curricula approved by the Ministry of Education, Science and Culture. The conclusion was that media and information literacy as a concept has been emerging over the last few years, but it is not yet recognized by any legal or policy documents of the Mongolian government. Current legislation and policy documents recognize the importance of digital literacy and emphasize the acquisition of digital competencies. Important competencies such as the ability to recognize and articulate a need for information, locate and access information efficiently and effectively, critically evaluate, extract and synthesize information or understand the role, functions and effects of the media, recognize contexts, conditions and routines of media operations etc. are being disregarded in the educational policies and practices.

The Press Institute additionally conducted an online survey among primary and secondary school teachers (of various subjects) from Ulaanbaatar and rural provinces. A total of 209 teachers completed the survey questionnaire, which aimed at collecting basic information about technical facilities used, main sources of knowledge and information (in general and for preparing teaching content), access and use of computers and the Internet for teaching purposes and the degree of MIL relevant content being taught by teachers. The survey results lead to the overall conclusion that MIL relevant components in the content of primary and secondary education curricula focuses heavily on digital literacy and that teachers lack training opportunities, teaching materials and the capabilities to use ICTs for teaching purposes. These results have been presented during the National Stakeholder Forum for comments. Participants from relevant institutions (Institute for Teachers Education) stated that schoolteachers "are in general provided with some training opportunities" but did not deny the survey conclusions.

Parallel to the survey among teachers, the Press Institute conducted an online survey amongst school children aged 13 – 17 years from Ulaanbaatar and rural areas. A total of 298 children were involved, and the survey indicated that despite the emphasis on digital literacy in the school curricula, the learning opportunities offered at school lag behind the needs and abilities of the students.

Following the online consultations and surveys, a kick-off meeting was conducted by the UNESCO Office in Beijing gathering 40+ key stakeholders from the Mongolian State Secretary for Education, Science, Culture and Sports, and the Secretary General of the Mongolian National Commission for UNESCO, as well as media professionals, education experts, civil society representatives and ICT specialists. The participants collected knowledge and information through the above activities and summarized them in a draft Background document on MIL policy and strategy in Mongolia – based on the UNESCO Media and Information Literacy Policy Guidelines and the model MIL Curriculum with consideration for the local context. The Background document will serve as a basis for discussions during the National Stakeholder Forum planned for February 2019.

## **MYANMAR**

The rapid growth of the Internet, the growing number of social media users and the dramatic expansion of private media in Myanmar in the first years after the political opening of the country in 2011 completely changed the way citizens access information, communicate and engage with the media. These important developments, when met with a public ill-equipped to harness the opportunities of media and to overcome the induced challenges, led to the rapid spread of misinformation, rumors and hate speech that have contributed to the inter-ethnic and inter-religious tensions in the country.

### **Community Media**

Concerning an enabling environment for community media, UNESCO had sought to provide support in the regulation of the broadcasting sector. Myanmar has recently approved the amendments to the Broadcasting Law (July 2018) that will open the door for the creation of community radio stations in the country. Although UNESCO has been actively involved in raising awareness on the concept of community media, its roles and its functions, there continues to be a general lack of understanding for the concept among policy- and decision-makers.

However, the approval of the bylaws for the Broadcasting Law, which will allow the establishment of the Broadcast Council, have been delayed, and the Government has not announced a timeline for enacting them. Therefore, UNESCO has engaged with CSOs and planned to initiate its work by raising awareness for community media and strengthening their capacities to advocate for an enabling environment for the sector in Myanmar. Yangon Office established a partnership with the NGO network Capacity Building Initiative (CBI), which provides support and capacity building to community-based organizations across the country. A workshop on community media has been prepared with them to be held in February 2019.

This endeavor will be complemented with the launch of a community radio network that includes the existing four pilot projects currently operating in the country. This activity will focus on building the capacities of the members of the piloted community radio stations and the CSOs that are already planning to set up their own community media as a means of establishing the network in Myanmar. For this purpose, UNESCO not only works with the communities and duty-bearers, but also with International Media Support/Fojo Media Institute and DW Akademie – both of which are currently piloting their own community radio stations – to avoid duplication and maximize resources for the establishment of an efficient community media network.

Once the Broadcasting council is officially set up and running, UNESCO will collaborate closely with its members to build understanding around the concept of community media and identify the best model for Myanmar based on UNESCO's Community Media Policy Series. UNESCO will as well endeavor to build the capacities of the Broadcasting Council members and assist in the drafting of the regulation and licensing process related to community broadcasting.

## **MIL**

After extensive advocacy work with the Government and youth-led CSOs to integrate MIL in Myanmar's development plans, UNESCO has supported the government in taking substantial steps to integrate MIL in their strategies and policies. In August 2018, UNESCO Yangon organized a meeting with the Core Curriculum Developers from the Ministry of Education for the integration of MIL into ICT subjects.

Following this meeting, and in collaboration with the Ministry of Education, UNESCO has initiated the integration of MIL into formal education, by including it in the 4-year curriculum of teachers-in-training. The draft textbooks for year-1 already includes specific lessons on MIL and teacher educators are being trained on the topic. The project has already strengthened the capacities of ICT teachers on MIL with a first orientation workshop, organized in December 2018, which was attended by 75 teacher educators from all of the 25 National Education Colleges in the country.

In parallel, UNESCO has also initiated the creation of a MIL task force within the Ministry of Information, aimed at building the necessary expertise within the government to guide and advise future MIL national policies and strategies.

Furthermore, Yangon office has continued to raise awareness on the importance of MIL through the celebration of MIL Week in collaboration with the government, youth-led organizations and the Journalism Department of the National Management Degree College in October 2018.

The response of the Ministry of Information was especially remarkable; with the technical assistance of UNESCO, they organized several activities during Global MIL Week, including a dedicated TV programme broadcast by public media, a feature article published by government newspapers, visits to newsrooms by schools, and a one-day conference for journalism students with the participation of the Minister of Information and the Myanmar Press Council. These activities demonstrate the commitment of the Ministry to make MIL a priority in their immediate plans.

Furthermore, UNESCO also supported the local CSO, *Myanmar ICT for Development (MIDO)*, to carry out different awareness raising activities in Yangon, as well as in the other states and regions of the country to promote the importance of MIL as a critical tool to counter hate speech and misinformation. In addition to the youth gallery mentioned in the Visibility chapter, the MIDO team travelled to 14 states and regions and held talks with local CSOs on how to integrate MIL into their ongoing programmes and activities.

## **NEPAL**

Community media emerged in Nepal at a period of armed conflict when the sector was one of the most important vehicles for revolutionary groups to mobilize citizens around their agenda. However, when one of the groups emerged as the powerful political party following the Comprehensive Peace Accord with the government, the role of community media for peace building remained unrecognized. This demonstrates the need to train community radio practitioners in political advocacy to reclaim space for the sector.

Since Nepal adopted the federal structure after the three levels of local, provincial and parliamentary elections in 2017, there is a lack of clarity regarding the responsibility of various governmental authorities on regulating and licensing radio concessions – creating chaos amongst the regulatory bodies.

Between July and December 2018, UNESCO Kathmandu conducted consultations with the Ministry of Information and Communication, the Association of Community Radio Broadcasters, the World Association of Community Radio Broadcasters, and the Working Women Journalists, among others, regarding the current policies on radio broadcasters. Likewise, policy makers at the ministries of federal and provincial governments and the representatives of locally elected bodies were engaged in discussions.

Additionally, Kathmandu Office has made preparations to conduct a study focusing on gender-disaggregated data on the status and practice of Gender and Social Inclusion (GESI) in community radio stations of Nepal. In this regard, the gender media policies and practices of the community radios with respect to their roles, participation and opportunities are being analyzed. The findings will be shared in April 2019 with the UN Office in Nepal under the United Nations Development Assistance Framework (UNDAF) and with development partners to explore the opportunities of additional collaboration to scale up the gender-transformative and gender responsive activities within the community media component.

## **NIGERIA**

In Nigeria, the pluralistic nature of social media has had both positive and negative influences. However, deeper insight into these effects shows that weak practices are being perpetuated by society due to a poor understanding of media platforms. Therefore, there is a great need to strengthen the capacities of citizens to engage with the media through UNESCO's Media and Information Literacy curriculum.

In order to integrate the MIL curriculum into the country's educational system, it is necessary to first involve the relevant authorities, which requires advocacy, consultations and adaptation workshops to review existing elements of media and information literacy in the current school curricula and identify any existing gaps.

In the period under review, to determine the desirability of a distinct MIL policy for Nigeria, six core national policies of the country were reviewed in the framework of the UNESCO Policy and Strategic Guidelines on MIL. The six national policies include Youth (2009), Gender (2006), Education (2008), Information (2013 Draft), Information and Communication Technology (ICT) (Final Draft, August 2012) and Science, Technology and Innovation (STI) (2011).

A careful analysis of the above policies revealed that most of them do not align with the MIL recommendations put forward by UNESCO. Out of the six policies, only the National Youth Policy (2009) and the National Gender Policy (2006) reflect MIL elements, such as convergence, protection of human rights and gender equity. However, even this legislation fails to reflect other areas central to MIL, including the aim to consciously empower citizens in their ability to access and use the media and other information sources.

Preparatory activities to promote MIL were conducted, through the identification and mobilization of partners in governments at national, state and local levels, including principally the National University Commission (NUC) and the Media and Information Literacy Coalition of Nigeria (MILCON) – responsible for coordinating all the national stakeholders' efforts on MIL. The NUC has been consulted concerning the adaptation and inclusion of the MIL curriculum in the School of Communication in Nigeria, but their approval is pending.

Moreover, Abuja Office supported the possible inclusion of the MIL curriculum in the four universities of Nigeria part of the UNITWIN network as a potential pilot project.

Lastly, preliminary discussions were held with the National Education Research and Development Council (NERDC), the council responsible for school curriculum in Nigeria, in view of consultations planned in March 2019 that will serve as basis for the development of modules and MIL clubs in Nigeria – both planned for May.

## **PALESTINE**

In Palestine, several initiatives and meetings were conducted, including missions to the Gaza strip and regional events, to highlight MIL given the high need in the country. As a result, UNESCO HQ has increased the initial allocations dedicated to Palestine, as previously highlighted.

In November 2018, the Ministry of Education and Higher Education (MOEHE) and the Palestinian Youth Association for Leadership and Rights Activation (PYALARA) held a conference that included MIL experts from the country and region. UNESCO contributed to this conference by presenting its experience working on MIL and the various activities supported by the Organization, including but not limited to Global MIL Week. Recognition of the need to expand work on the issue was made clear by the Minister of Education and Higher Education, especially now that MIL is included within the Palestinian official extra-curriculum and trainings of officials are being financed through the Ministry's budget.

Through collaboration with MOEHE, UNESCO and its national partners aim to capitalize on previous actions taken in the country to deepen the meaning and understanding of MIL, while touching on the real need to include it officially within school curriculum – and not limiting it to extra-curriculum activities.

Additional preparatory activities were conducted during the period under review, including the selection, in collaboration with the Ministry, of schools to pilot MIL trainings, both in the West Bank and in Gaza. The trainers were also jointly identified with PYALARA. The Ministry further selected the topics to be discussed during the pilot classes, which will focus on digital security and disinformation (“fake news”). Ramallah Office was able to include Gaza in this activity. The region was not initially included given the political divisions with the West Bank, but partnership with PYALARA made it possible given the overall recognition of the Youth Associations in both territories, which is considered the leading NGO on MIL issues in Palestine.

## **SOUTH SUDAN**

The start of the implementation of activities in South Sudan under the Special Account is planned for January 2019. Juba Office has further refined their national workplan with the relevant stakeholders and identified implementation partners. They conceptualized the terms of the research aimed at identifying the key issues faced by the community media sector and discussed its scope with the South Sudan Media authority and the national community media network.

The search for an expert to carry out the assessment was conducted, with a start planned for March 2019. The survey is to be the first of its kind in the country. It constitutes an opportunity to provide solid recommendations that will serve as basis for the identification and recording of gaps in the community media ecosystem of South Sudan, as well as the first step for the development of community media policies relevant to supporting the sustainability and recognition of community media as a third sector of the media.

In South Sudan, community media development is quickly catching up, with over twenty-five community radio stations established and registered around the country so far. The support to the establishment of community radio stations has gained popularity in the past few years, as these have been set up to



empower rural communities with information, provide platforms for discussion, demand accountability, and encourage equal representation and participation in the media, particularly for women and youth. Community media outlets in South Sudan have proved to be effective in fostering community engagement and participation, access to information, freedom of expression, and promoting peacebuilding, which are critical in a country that still experiences political and tribal conflicts.

Although the government supports the establishment of community media, there are challenges concerning registration and radio frequency acquisition as annual fees are too high. Continued advocacy and negotiation to reduce these costs is needed. This necessitates further engagement and empowerment of community media associations to take the lead in advocating for affordable registration and frequency acquisition fees for community media channels. Some parts of the country are also hardly accessible because of political instability and difficulty in road networks makes it difficult to conduct assessments in communities that need community media the most.

In 2016, UNESCO supported the establishment of the Community Media Network of South Sudan (CoMTESS) – an association that brings together several community radio stations’ managers in the country. Support to the creation of the Community Media Association has proved to be relevant and key in representing the current needs and challenges of these mediums to the concerned duty bearers and stakeholders. Additionally, the UNESCO support of World Radio Day events each year has proved to be an effective platform for advocacy and for bringing government officials, CSOs, editors, radio station managers, and media development partners to the same table to discuss issues that affect community media broadcasting in the country. WRD celebrations also present an opportunity for broadcasters to present their needs and demand change in the media environment under which they operate.

In addition, capacity building for community radio station managers, youth and women groups has been carried out over the years with support from UNESCO. This has involved equipping these groups with managerial, group management and basic journalism skills. Engagement with youth and women listener clubs has helped to directly engage community members’ projects and has been an effective step to ensuring ownership and sustainability.

## **THE GAMBIA**

In The Gambia, there are twelve radio stations that define themselves as community media, almost all of which are members of the Network of Community Radio Broadcasters. This organization was primarily established to foster the sharing of good practices at the national level. However, the prevailing legal framework, which the government has vowed to reform, is far from being favorable to community media sustainability. Dating from the dictatorial period of the country, it was designed to curb freedom of expression and media freedom, resulting in the active aversion of all community media to news coverage in order to forgo risks of harassment, banning, etc.

Despite these obstacles, community media are legally recognized and given priority for broadcasting licenses. In 2017, the Government also published draft guidelines on ownership and cross-ownership in the broadcasting sector, but they have yet to be validated. Moreover, this draft has no specific provision for community media and treats all broadcasters equally regardless of their size. If enacted, this could result in expensive licensing fees and limitations to advertising, which could strongly impede the sustainability of community media. Due to the possible consequences of such legislation, support for the reform of national media policy is growing to promote the adoption of fair and sustainable regulation.

More generally, innovation of communication and information technologies have largely contributed to the political and social changes in The Gambia. It is therefore important to reinforce the various advances that have been made and support the effective implementation of MIL policy. There are various

initiatives supported by youth organizations, such as Give1 Project Gambia, EduKid-Gambia or MCJSupport, but these deal exclusively with digital literacy. Other programmes, such as those initiated by the YMCA Gambia are concerned with empowering youth to produce their own media content. In spite of these efforts, the country still lacks a clear policy on media and information literacy.

In the West Africa region, and especially in The Gambia, many educators individually promote access to media literacy, both formally and informally. This means that teachers need to have the knowledge and ability to help students move towards new understandings of the media and the impact it has in their lives, as a means to empower and develop their communities. To ensure that this aspect is effectively implemented, an identification of key stakeholder groups and the designation of a steering committee is under way since the project began. Additionally, an assessment of current MIL curricula by Gambian teachers was being prepared in late 2018, ascertaining as to whether the principal elements of MIL were included in their teaching methods to identify any gaps.

## **TUNISIA**

### **Community media**

Since 2013, twelve community radio stations have obtained their licenses from the High Independent Authority for audiovisual communication (Haute autorité indépendante de la communication audiovisuelle – HAICA) and broadcast with an increasing quality of content. These stations, grouped under the Tunisian Union of Community Media (Union Tunisienne des Médias Associatifs - UTMA), launched an initiative to develop a specific code of ethics during the WRD celebrations organized in Douz in March 2018 (under the international conference supported by the UNESCO, HCDH and HAICA).

This initiative was followed by workshops bringing together the representatives of various community radio stations and resulted in an ethical charter launched and signed by community media stations on World Press Freedom Day (May 2018).

Despite the performance of many associative stations both in terms of media content and professional ethics, the situation of these radios remains very fragile because of several problems limiting their development. They are hampered by important fiscal charges, financial difficulties and the absence of public funding, limited access to frequencies and the spectrum, and a legal status that remains precarious and unclear with an unrecognized status by some government authorities.

In order to identify the main recommendations and the next urgent and practical steps to take, a situational analysis has been commissioned and will occur in 2019. Once the research is complete, a major presentation event will be organized with duty-bearers to allow the dissemination of this research and its national appropriation.

### **MIL**

In October 2017, UNESCO organized in Tunis the first national MIL Week including a round table in partnership with the EU-funded Project Assisting Tunisian Media (PAMPT) and the African Development Centre for Journalists and Communicators (CAPJC). The round table gathered CSOs and governmental representatives from the respective ministries for youth and education. This meeting allowed the creation of a MIL national coordination group in Tunisia facilitated by UNESCO, as well as the production of a mapping of MIL activities in Tunisia. UNESCO also developed a MIL toolkit, under the NETMED project, for educators that is piloted in youth houses across the country – and has been endorsed by the Ministry of Youth and Sports.

Building on these previous initiatives, the preparatory activities aimed to integrate MIL into national discussions at the institutional level. More specifically, consultations with the Ministry of Education, the

Ministry of Higher Education and the Ministry of Youth were being prepared during this period, with the goal of hosting them in 2019. This aims to provide them with an advanced knowledge and understanding of the MIL integration process as well as the curriculum adaptation. It will allow UNESCO access to the targeted teacher training institutions, schools and universities under supervision for the activities. Furthermore, UNESCO planned two brainstorming meetings for the set up and accompaniment of a national steering committee on MIL Curriculum adaptation. The committee will include representatives from the International Centre for Training of Trainers and Pedagogical Innovation (CIFFIP), and the Institute of Press and Information Science (IPSI). Finally, four pilot workshops addressed to executives and teachers in schools were prepared to work on the adaptation of the MIL curriculum. The testing stage assessment results will define the next strategy, which was elaborated thanks to Sweden's support. They were conceived and aimed at integrating the MIL Curriculum into all educational institutions in Tunisia.