

**Agenda item for discussion**

**New Special Allocations from IPDC Special Account:  
Applying UNESCO's Media Development Indicators (MDIs)**

**INFORMATION NOTE**

**SUMMARY CONTENT OF DOCUMENT**

This document presents a request for the IPDC Bureau to approve a special allocation for the application of UNESCO's Media Development Indicators, the implementation of follow-up activities to MDI assessments, and the piloting of the new Media Sustainability Indicators.

**New Special Allocations from IPDC Special Account:  
Applying the UNESCO/IPDC Media Development Indicators (MDIs)**

(23 March, 2015)

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**1. BACKGROUND**

The IPDC Council endorsed in 2008 the UNESCO/IPDC Media Development Indicators (MDIs) as an "important diagnostic tool for all stakeholders to assess the level media development in a given country and to thereby determine the areas in which assistance is most needed". The application of the MDIs became the first Special Initiative of the IPDC.

Since the endorsement of the MDIs, the number of MDI-based assessments of national media landscapes has been steadily increasing. These assessments are nationally-driven, inclusive, participatory, and based on a gender-sensitive approach. The MDI projects are also designed as capacity building exercises aimed both at building national research skills in the field of media and at providing media stakeholders with a better understanding of international standards related to media and freedom of expression. Training workshops for the national research teams and advisory committees are thus now systematically organized at the outset of MDI projects. Increased attention is also given to the follow-up of MDI studies to work towards the effective implementation of the recommendations from these studies. While some MDI studies take place independently of UNESCO, it remains important for the Organization to co-ordinate a number of flagship applications with the highest quality and impact possible.

A recent development within the MDI Special Initiative concerns work on the development of new indicators on media sustainability, in partnership with the Deutsche Welle Akademie. A draft set of indicators was discussed at a regional conference in Montevideo in December 2014, before being submitted, in January 2015, to an online consultation process involving 55 media and media monitoring experts from all regions. Once finalized, the IPDC Secretariat is considering integrating a “lite” version of these indicators into the existing MDI framework as a new, sixth category of indicators.

At its 53<sup>rd</sup> and 54<sup>th</sup> meetings in 2009 and 2011 respectively, the IPDC Bureau approved a special allocation of US\$ 100,000 (x2) for projects involving the application of the Media Development Indicators, with a maximum threshold of US\$ 15,000 per country. The table below shows the projects which have benefitted from this funding modality to date:

Date	UNESCO Office	Country concerned by the MDI assessment	Allocation (in US\$)
09/09/2009	Quito	Ecuador	15,000
25/05/2010	New Delhi	Bhutan	15,000
19/05/2011	Kathmandu	Nepal	15,000
12/07/2011	Bamako*	Mali	15,000
08/11/2011	Quito	Bolivia	15,000
21/09/2012	Ramallah	Palestine	15,000
22/01/2013	Juba	South Sudan	15,000
13/08/2013	Bangkok	Myanmar	15,000
26/09/2013	Kingston	Curaçao	2,500
25/11/2013	Tripoli	Libya	15,000
03/06/2014	Nairobi	Madagascar	15,000
02/2015	Kingston	Curaçao	6,000 ( <i>planned</i> )
02/2015	Beijing	Mongolia	15,000 ( <i>planned</i> )
03/2015	Baghdad	Iraq	15,000 ( <i>planned</i> )
<b>TOTAL</b>			<b>US\$ 188,500</b>

*\* It has not been possible to complete this project.*

The new allocation that is being requested from the Bureau will be used to enable the IPDC Secretariat to further increase the scope of the MDI Special Initiative and strengthen the MDIs’ position as a key reference for media development stakeholders.

## 2. PURPOSE

The special allocation will enable the IPDC Secretariat to support the following specific activities:

- Address new requests for MDI assessments, including those that need to be implemented urgently, for eg. in cases of planned reforms of the media legal framework or of major political changes affecting the media environment.
- Carry out well-designed follow-up activities aimed at raising awareness about the findings of the MDI assessments among national stakeholders and ensuring the implementation of the reports’ recommendations.

### 3. CONCLUSION

The MDI assessment reports exist as a uniquely-credible source for many stakeholders as regards media development. The MDI process is in itself an important capacity-building exercise and a means to enhance dialogue among the variety of stakeholders involved in the media sector around media development priorities. However, MDI assessments are costly to organize. Adequate financial resources are therefore required to ensure that this Special Initiative can continue to develop and contribute to creating an enabling environment for free, independent and pluralistic media in a growing number of countries.

### 4. BUREAU ACTION

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

- Approve a special allocation of US\$40,000 to the MDI Special Initiative to facilitate the implementation of the activities outlined above.
- Endorse the initiative to develop indicators of media sustainability and encourage their application.

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#### ANNEX: STATUS OF MDI APPLICATIONS

MDI-based assessments completed	On-going MDI-based assessments
Bening*	Bolivia
Bhutan	Brazil
Croatia	Colombia
Curaçao	Côte d'Ivoire
East Timor	Dominican Republic
Ecuador	Iraq
Egypt	Jordan
Gabon	Liberia
Jordan ( <i>partial assessment</i> )	Madagascar
Libya ( <i>partial assessment</i> )	Mongolia
Maldives	Morocco
Mozambique	Myanmar
Nepal	Regional project: Croatia, Serbia, FYR Macedonia*
Palestine	Swaziland
Somalia ( <i>partial assessment</i> )	Togo
South Sudan	Uganda
Tunisia	Uruguay
	Yemen

\* These applications were not carried out by UNESCO.