



United Nations
Educational, Scientific and
Cultural Organization

**IPDC THE INTERNATIONAL PROGRAMME
FOR THE DEVELOPMENT OF COMMUNICATION**

CI-17/BUR.61/9
Annex

Informal meeting convened by IPDC Chairperson

UNESCO HQ, 25 January 2017

MINUTES

Present: IPDC Chairperson: Ms. Albana Shala
ADG/CI: Mr. Frank La Rue
IPDC Council Members
IPDC Secretariat: Mr. Guy Berger, Ms. Rosa Gonzalez, Mr. Fackson Banda,
Ms. Christine Hugoninc-Sayag, Mr. Daniel Mebarek
IOS Representative: Mr. Geoffrey Geurts

Item 1: Remarks by IPDC Chairperson, Ms. Albana Shala

The IPDC Chairperson, Ms. Albana Shala thanked the Council Members for their presence and clarified that the present consultation is an informal meeting with no statutory decision-making power.

The Chair also reminded the Council Members of the three key issues of the consultation: (i) the upcoming IPDC evaluation, (ii) the UNESCO wide consultation on intergovernmental entities and the (iii) IPDC communication and fundraising strategy.

She also drew attention to the IPDC Talks, a day-long event which consisted of a series of innovative and dynamic talks to reflect on the key role of access to communication to achieving the SDGs. Accordingly, a video of the event was displayed for the Council Members.

Item 2: Latest IPDC initiatives and donor contributions

The Chair announced new initiatives launched through the IPDC, namely the following projects:

- **Defining Internet Universality Indicators** – Thanks to a generous contribution of US\$ 212,000 from Sweden through the Funds-in-Trust modality, this project has been channeled through IPDC. “Defining Internet Universality Indicators” is part of UNESCO’s ongoing response in support of decisions both by the IPDC and the Organization’s 38th General Conference Resolution in 2015 on the Outcome Document of the “Connecting the Dots: Options for Future Action” conference. The project strategically contributes to reinforcing priority program areas of UNESCO related to promote freedom of expression

on all platforms and universal access to information and knowledge, enriching UNESCO's leadership contribution to global Internet governance as well as allowing the Organization to deliver effectively in the Africa region and on gender equality. The Council Members would be amongst those consulted in the elaboration of the indicators which would ultimately be presented for possible endorsement.

- **Training judicial authorities in Africa on freedom of expression and the safety of journalists through massive Open Online Course (MOOC)** – The project was financed with a Danish allocation of around 90,000 US\$ provided through the Special Account, in the framework of a new earmarking clause approved by the last IPDC Council session. The project aims at training African judges and other actors of the judiciary, including lawyers and prosecutors, on freedom of expression and safety of journalists issues, and at facilitating the dialogue between justice operators and journalists.
- UNESCO and the UN Center for Counter-Terrorism (UNCCT) will work together on a project focused on the **prevention of violent extremism through youth empowerment** in Jordan, Libya, Morocco and Tunisia thanks to the support of the UNCCT and the Canadian Counter-Terrorism Capacity Building Program. This project will create an environment where young women and men are empowered, heard and engaged as change-makers in their communities. In this regard and through the IPDC, the following activities will be implemented:
 - Strengthening media capacity: training of young journalists and media trainers on conflict-sensitive reporting and cross-cultural/cross-religious dialogue, and production of online and offline training materials for media professionals to counter hate speech".
 - Amplifying new narratives through youth: creation of improved curricula in journalism schools, focused on the development of new narratives by youth, and new media spaces for youth building upon the alternative narratives
- **Colloquium on journalism** - Following the debate at the IPDC Council, the UNESCO secretariat is arranging a colloquium titled "Journalism being challenged: crisis or opportunity?" on 23 March 2017 (tentative programme has been sent to Bureau members). Two years ago, the Bureau allocated \$10,000 to support the IFAP International Conference on Youth and the Internet: Fighting radicalization and extremism, a topic that the IPDC Bureau considered of high importance. This time the Bureau has agreed to support this Colloquium with a similar allocation the Special Account in order to help make it happen. The event will thus be held with support of IPDC and include concerns linked to IPDC mandate. Bureau and Council members as well as IPDC donors were encouraged to attend the event.

The IPDC Chair thanked donor countries for their contributions to these initiatives. However, despite these important and encouraging projects, the Chairperson also expressed concern over the overall available funding on IPDC's Special Account to support new grassroots projects this year and appealed to Member States to come up with solutions. She reported that over 100 project submissions have been received for the upcoming Bureau meeting. To fund all of these projects would require a budget of US\$ 3,000,000 while the current funding level is of US\$ 700,000.

The Chair also reminded participants that the new Earmarking Modality allows for greater recognition to contributions through the Special Account. She also thanked the recent contribution of Denmark through this modality.

With regard, to the donor base, Finland expressed concern about the limited number of donors as well as the need for more diversification. Finland also mentioned the need to increase the communication of the IPDC with donors in order to enhance the visibility of the program.

The Netherlands remarked on the importance of events such as the IPDC Talks, which have the potential to strengthen the relevance of the IPDC in areas such as poverty reduction, especially in the field.

Spain announced a contribution of US\$ 200,000 through the Special Account, which will be donated to the IPDC as part of the new agreement between UNESCO and Spain. The Chair thanked Spain for this generous and encouraging support.

Item 3: TORs for an IPDC evaluation: presentation and comments by Council Members

Mr. Guy Berger gave a brief presentation of the draft document of the Terms of Reference of the upcoming IPDC evaluation noting that the evaluation could help to strengthen the Programme with donors.

The representative of International Oversight Service (IOS), Mr. Geoffrey Geurts also noted that the IOS Evaluation Office would finalize the TORs and look at inconsistencies in order to avoid overlap with the ongoing work on governance. He agreed with the idea that IOS include the Chairperson in the reference group to oversee the Evaluation.

Pakistan suggested that, for the sake of clarity, “efficiency” and “effectiveness” should be separated in the TORs. Accordingly, Pakistan also emphasized that both freedom of expression and capacity of the media, and qualitative and quantitative dimensions should be considered separately, noting that, for instance, the quantity of people trained in a media development project is different from the quality of the training.

Pakistan also proposed that Council members be engaged over the inception report of the Evaluation and that there should not be page limit to the size of the Evaluation report.

Grenada expressed concern over a possible overlap between the evaluation of IPDC and the work of the Working Group on Governance. Granada asked if it would be possible to change the TORs after the Meeting of the Sub-Group 2 of the Working group on Governance on March 31 2017.

In the same vein, Ecuador raised whether there should be a change to the schedule of the IPDC evaluation in order to have a final version of the TORs after the result of the Meeting of the Sub-Group 2.

Cuba shared a similar view with Ecuador and Granada, stating that the two processes, the IPDC evaluation and the ongoing work on governance, should be considered as a whole exercise.

Canada stated that only one question in the IPDC evaluation related to governance, noting further that the Working group on Governance focuses on working methods but not on the impact of a programme. Canada said the consultant and the evaluation could help clarify why the IPDC is an intergovernmental programme and not directly within the UNESCO regular programme,

Finland expressed confidence that governance consultation process discussions would be factored into the Evaluation, and registered concern over the possibility of putting the Evaluation on hold in order to wait for the results of the ongoing work on governance.

Denmark said the Evaluation covered much more than the governance consultation, but could feed into these discussions without overlap. Granada said that it was not a problem to do both the Evaluation and the governance consultation.

Mr. Geoffrey Geurts of IOS clarified that the inception report, which is scheduled to be completed in April, would be a refinement of the TORs and would take into consideration the result of the Meeting of the Sub-Group 2 on governance at the end of March. He believed that there was no reason to change the schedule for this reason. IOS did not see any problem with the inception report being shared with Council members for their feedback.

Item 5: Consultation on governance issues: presentation and comments by Council members

Mr. Guy Berger gave a brief presentation of the document on the Consultation of governance issues.

Ecuador requested that Member States be given additional time to make comments on the governance consultation document, as well as the draft evaluation ToR.
Cuba shared the view expressed by Ecuador.

Norway said that the responses to the finalized document were needed in time for the Bureau meeting.

Item 6: Next Steps

Mr. Jackson Banda gave a brief presentation of the ongoing initiatives by the IPDC noting that the growing number of project submissions is indicative of the need for media development across the world and the hopes of many around IPDC's potential and leading role in this regard.

Ms. Rosa Gonzalez highlighted some of the Special Initiatives of the IPDC, including the Media Development Indicators, the Journalist Safety Indicators, the Global Initiative for Excellence in Journalism Education and the Internet Universality Indicators.

The ADG/CI, Mr. Frank La Rue made some final remarks on the current state of journalism in the world with the advent of "fake news" and crisis of business models in journalism, highlighting the upcoming colloquium to be held at UNESCO HQ on March 23 on these topics.

The Chairperson thanked the Council member for their valuable contributions, appealed for contributions to make up the shortfall of \$22,000 for the Evaluation, and declared the occasion closed.