

PART IV

LATIN AMERICA AND THE CARIBBEAN

PART V

EUROPE

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BRAZIL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	YOUTH, INTERNET AND COMMUNITY COMMUNICATION
2.	NUMBER	IPDC/58 BRA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 5: Infrastructural capacity is sufficient to support independent and pluralistic media
4.	IPDC PRIORITY AREA	A. Promotion of freedom of expression, and press freedom (including the safety of journalists), pluralism (particularly community media or gender/youth dimensions) and independence
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment/Institutional Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 58,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 39,000
9.	BENEFICIARY BODY	Youth, university students and members of non-governmental organizations inside and outside the Federal District. The projects aims to target 50% of the beneficiaries to be girls and young community leaders.
10.	IMPLEMENTING OFFICE	Communication and Information Sector of UNESCO Office in Brasilia – Aduino Soares SAUS Quadra 05, Bloco H, Lote 06, Edifício CNPq/IBICT/UNESCO, 9º andar CEP 70070-912 – Brasília, DF, Brasil
11.	PROJECT LOCATION	- University of Brasilia – University Campus Darcy Ribeiro – Brasilia, DF – CEP 70910-900 - Utopia Association of Community Dissemination – Quadra 4, Conjunto F, Lote 21, SRL, Planaltina, DF – CEP 73360-406
12.	PROJECT PREPARED BY	Fernando Oliveira Paulino, Professor Dr. Coordinator of the Community Communication Programme University of Brasilia Tel: (+ 55 61) 8114-1175 E-mail: fopaulino@gmail.com
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

Since 2002, the Community Communication Programme has been developed in partnership with community organizations and governmental bodies such as groups of women, community and activist associations linked to cultural heritage. It shares teaching, research and extension courses with activities inside and outside the classroom. The social mobilization activities support the promotion of human rights and culture with young people, teachers of basic education and other community leaders.

The programme promotes close ties and approximations of university students with different communities generating knowledge that values new visions within the university. The work carried out is registered at the *Dissonante* Project website (— open social technology that gathers almost 600 collectives in Brazil and other countries — and the photography project Planaltina in the Aluminium Hole Besides, CDs with spots and DVD with videos have been produced for thematic debates related to human rights, for example “Social Trails: Culture, Health, Environmental Education and Communication”, and the records “Protect Yourself, Use Condoms” and “Tuberculosis/Leprosy Are Curable, Search for Information”. There have also been permanent video recordings of local festivals and of stories told by community members of Planaltina. In addition, since 2007, the show “Espaço Universitário” is broadcasted every Saturday through Utopia FM Community Radio.

Ralacoco Studio hosts the University of Brasilia’s workshops on community communication promoted by the Programme, which are dedicated to youth, teachers of basic education and community leaderships. *Dissonante* receives requests for creating a web radios on a daily basis. There have been established more than 500 radio accounts in Brazil and abroad. Attached to the Community Communication Programme, the Coletiva Radio Station opens space for collective portals to be able to broadcast audio contents through internet working with people of various places in a common schedule of shows.

2. DESCRIPTION OF THE TARGET GROUP:

The people that will be most benefited from this Project Youth, Internet and Community Communication are young people, teachers of basic education and other community leaderships of the Federal District that will participate in the workshops promoted by the Community Communication Programme, besides the communicators nationally and internationally spread that share the audio contents through *Dissonante*. Utopia FM Community Radio and its audience will also be benefited since the radio station will act in partnership with the Community Communication Programme in the production of workshops, and they will be able to transmit their radiophonic products in their show agenda. Finally, university students will be able to participate in the Project in a continuous way, promoting the dialogue between the academic knowledge and the popular knowledge.

Special attention will be given to the promotion of women’s participation in the activities, 50% of the participants, the project aims to motivate participants of feminine collective portals, feminine handcrafters, members of juvenile associations, and basic and secondary education students to join the activities. In addition, issues related to gender and to sexual diversity will be present in the contents of the workshops and the products that will be developed and distributed.

3. DEVELOPMENT OBJECTIVE:

The Project Youth, Internet and Community Communication aims at contributing to the increase of independence and pluralism of the means of communication, by providing greater infrastructure of web programming and of new tools to allow any web user to learn how to produce and disseminate audio contents

though internet in the portals *Dissonante* and *Coletiva* Radio Station. This way, one of the objectives of the Media Development Indicators proposed by UNESCO can be achieved since it will allow the use of ICTs and also will allow a great number of citizens to exercise their right to communicate inside Brazil and abroad.

The initiative also has the objective of responding to the information needs of the community through the democratization of access to knowledge and learning. This way, communication will not only be learned but also produced by youth and community leaderships. Thus, it will be able to respond to comply with the young people of Planaltina through workshops. It will also have a direct impact in the relationship between community and education.

4. IMMEDIATE OBJECTIVE:

The main objective of the Project Youth, Internet and Community Communication is to expand the freedom of expression possibilities (Article 19 of the Universal Declaration of Human Rights) through online and present-participation workshops and community activities, using and improving the University of Brasilia's existing platforms in partnership with youth, community leaders and community means in the Federal District and other localities.

5. PROJECT OUTPUTS:

- Workshops organized in the University of Brasilia with young people, teachers of basic education of public schools of the Federal District. Implementation planning of a communication plan;
- Communication routine strengthened with broadcasting stations and community collective broadcasting portals through the creation of discussion forums, construction of web pages with "Frequent Asked Questions" and social media mediations facilitating users' interaction;
- Foreseen the phases established in the communication plan, with evaluation made by users of *Dissonante* and *Coletiva* Radio Station to test its practical applicability;
- Young people and teachers of basic education trained for integrating themselves into the dynamics of *Dissonante*, interacting with the radio stations' users, monitoring the initiative's demands;
- *Dissonante* Project disseminated to youth, teachers of basic education and community leaderships that wish to use the portal, and to students of various courses that wish to join this collective broadcasting portal, stimulating the use of social tools in training activities for basic and secondary education;
- Guiding brochure published with the step-by-step on how to register to *Dissonante*.

6. ACTIVITIES:

The Community Communication Programme promotes the right to communicate through the creation of mechanisms that prioritize knowledge exchange among its members and the community. This way, the project aims to encourage the production of content that expands the possibility of people to freely communicate by providing accessible internet channels to all those who wish to produce information and to share knowledge.

In order for this collective broadcasting portal to keep assisting more than 500 radio stations that use its server to broadcast contents through the internet, it is necessary a permanent communication system with its users. Today, among the registered radio stations in the portal that need this monitoring are independent collective stations, school practices, university practices, immigrants, groups of women, movements promoting gender diversity, organizations that discuss sports themes, that take care of traffic security, primary and secondary education schools, besides community radios.

With the approval of this proposal it will be possible to systematize documents referring to the collective portal, organization of clippings, production of scientific articles and training materials. In addition, it is necessary to carry out surveys with users of the new portal, bringing up problems and receiving suggestions to improve the

work offered. The use of *Ralacoco* Studio on the organization of workshops and courses is another important activity for the Community Communication Programme. It directly relates to the recent training processes of students, teachers of basic education and community leaderships to become familiar with the concepts of radio broadcasting and the use of the available website platform. The internet server of *Dissonante* Collective broadcasting portal works uninterruptedly through the website www.dissonante.org, allowing registered online radio experiences to be broadcast without interruptions.

Dissonante can be one of the teaching spaces allied to extension so students and community members can learn about radiophonic language and the use of broadcasting tools. It can also serve as a place for students and community members to discuss about free, alternative and public communications. For this reason, the dissemination of actions provided by the Collective portal is an invitation for more students and community members to join *Dissonante* and to become extension collaborators as foreseen in this proposal. In accordance to what is described above, the aim is to strengthen the capacity of the *Dissonante* Project and consequently for the Community Communication Programme in order to respond to community needs.

The community training to use the available resources at *Dissonante* is carried out primarily through videos that teach how to register a new set-up point and through reading the guiding brochure produced by the Project. Although initially the production of these guiding brochures may be available only online, it will be necessary to distribute printed copies to various projects and collective radio stations in all parts of Brazil, besides its distribution in workshops, congresses and to members of *Dissonante*. Even dissemination and distribution in other Portuguese speaking countries in Africa.

In summary the main activities foreseen are:

- Workshops in the University of Brasilia to young people, teachers of basic education and community leaderships of the Federal District;
- Selection students in order to provide technical and consultancy inputs to execute the proposed activities. A web programmer for the *Dissonante* portal, *Coletiva* Radio Station;
- Consolidation of structuring *Ralacoco* Studio;
- Implementation of the new portal of the *Dissonante* Project (www.dissonante.org);
- Development of a new guiding brochure for the *Dissonante* Project, with tutorials on how to make web radio for a wider public.

7. PROJECT INPUTS:

- Technical input to systematize documents, scientific articles and training materials of *Dissonante project*; produce a survey with users of the website about its functioning; prepare web contents; assist on the organization of workshops with young people, teachers of basic education and community leaderships in *Ralacoco* Studio and also monitor the installation of new radio set-up points;
- Training for programming the website softwares of *Dissonante* portal and *Coletiva* Radio Station, and streaming softwares used by the Collective portal; installing the server for *Dissonante* in the UnB Data Processing Centre;
- Improve the capacity and extension programme for the *Ralacoco* Studio;
- Improve the quality of recording and editing audio and video materials registered in the activities;
- Organization of workshops and distance learning and training.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
documents, scientific articles and training materials of <i>Dissonante project produced</i> ; a survey with users of the website												
Reestruturing <i>Ralacoco Studio</i>												
Implementing the new website of <i>Dissonante</i>												
Publishing new guiding/tutorial brochures for the use of the <i>Dissonante</i> project												
Event Open Microphone to the Community at <i>Ralacoco Studio</i>												
Radio broadcasting workshops for the community of Planaltina												

9. INSTITUTIONAL FRAMEWORK:

The Community Communication Programme (www.comcom.fac.unb.br) of the University of Brasilia (UnB) have organized activities on teaching, research and extension courses since 2002 ruled by social mobilization activities and the promotion of freedom of expression, cultural diversity and sustainable development. The *Dissonante* Project (www.dissonante.org) and the *Ralacoco Studio* integrate the Community Communication Programme, which is coordinated by a team of university students and professors of the University of Brasilia.

10. SUSTAINABILITY:

After the execution of the Project Youth, Internet and Community Communication, the new website of the *Dissonante* Project and the *Ralacoco Studio* will continue to be managed by the Community Communication Programme team. The project is based at the University of Brasilia. From the workshops on radio broadcasting, young people, teachers of basic education and community leaderships will be able to propose new programmes and the production of radiophonic contents that may be created and disseminated from *Ralacoco Studio* and the Utopia FM Community Radio.

11. FRAMEWORK OF MONITORING:

UNESCO (Brasilia Office)

12. EVALUATIONS CARRIED OUT:

For evaluating the impact of the activities developed, monthly meetings will be held with the presence of university students, young people, teachers of basic education and community leaderships that will have the opportunity to participate in surveys, as well as in quantitative and qualitative analyses. By the end of each semester, the university team will evaluate and improve the used indicators, also improving the methodology that will be included in the final report.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION

(in US dollars)

	Quantity	Unit Amount	Total Amount
Scholarships – technical input from students and specialists	2 students (x 12 months)	250 (month)	6,000
Sound table (8 channels, Behringer) for <i>Ralacoco</i> Studio	1	400	400
Equipment to improve on line radio broadcasting	1	1.500	1,500
Web programmers for <i>Dissonante</i> and <i>Coletiva</i> Radio websites	2 professionals (x 12 months)	1,250 (month)	30,000
Training workshops for young people from Planaltina at the University of Brasilia UnB	4 workshop	175	700
Training materials and brochures for the workshops for training of trainers	10	40	400
TOTAL			US\$ 39,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION

(in US dollars)

Teachers of the University of Brasilia and community communication professionals engaged in the project	10,000
Space and running costs of the project as counterpart contribution	9,500
TOTAL	US\$ 19,000

CUBA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING CUMANAYAGUA RADIO TO FOSTER SUSTAINABLE DEVELOPMENT
2.	NUMBER	IPDC/58 CUB/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 31,900
8.	AMOUNT REQUESTED FROM IPDC	US\$ 17,400
9.	BENEFICIARY BODY	CMFK Cumanayagua Radio and TV Correspondent
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Cumanayagua, Cienfuegos, Cuba
12.	PROJECT PREPARED BY	Lic. Dariel Mena Méndez, Instructor Prof., University Cienfuegos Isabel Viera, NPO, CI UNESCO Cluster Office in Havana
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In order for journalism to serve as a tool that fosters sustainable development, media professionals need to possess the right skills and equipment that allows them to develop communication strategies that serve their community. The capacity building of media professionals must be geared towards developing approaches that promote dialogue for the solution of social problems.

Capacity building for media professionals is often not readily available making the lack of communication yet another obstacle for development. It is imperative that media professionals around the globe learn how to use communication to promote sustainable development in their communities.

This project will consist of a two-part training for community radio workers. The course will allow them to acquire the necessary skills and tools to effectively implement communication strategies that will serve the sustainable development and participation of the community. The first part of the course will train professionals on communication for development (gender, environment, etc.), and the second part of the course will train professionals on designing communication strategies that address local problems.

The training will draw from UNESCO's Media Development Indicators section on Professional Capacity Building to implement: a) the availability of professional media training; and b) the availability of academic courses in media practice. The Model Curricula for Journalism Education: A Compendium of New Syllabi will be used for preparing the workshop content which will be documented and reproduced in order to allow replication of the training in the future and thus sustainability of the skills learned.

2. DESCRIPTION OF THE TARGET GROUP:

15 journalists and/or media professionals, including media trainers, editors, reporters and special correspondents from CMFK. The selection of participants will include gender criteria to foster equal opportunities for both men and women.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the availability of professional media training and of academic courses in media practice by training media professionals on developing communication strategies for sustainable development.

4. IMMEDIATE OBJECTIVE:

To train 15 media professionals on how to develop communication strategies that foster sustainable development in their communities.

5. PROJECT OUTPUTS:

- 15 trained media professionals and practitioners capable of designing communication strategies for the development of their communities.
- As direct product of workshop content, and to be used as a workshop replication tool, a comprehensive manual, outlining guidelines for communication strategies emphasized throughout the course.

6. ACTIVITIES:

- Establishing the project management team;
- Identifying the work processes and objectives;
- Selection and contracting of instructors;
- Establishing a workshop plan and agenda;
- Call to participate in workshop to CMFK media professionals;
- Preparation of the training materials for the workshop;
- Logistical organization of the workshop;
- Arrangements for local transportation;
- On-going four-day workshop on communication for development with 15 participants;
- On-going four-day workshop on developing effective communication strategies with 15 participants;
- Producing and delivering a comprehensive manual with guidelines highlighted in training course;
- Promoting and distributing manual report to media professionals and students (municipal scope);
- Preparation of monitoring and evaluation reports;

7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop;
- Conference rooms and equipment for the workshop;
- Training material and supplies;
- Reproduction costs (printing, photocopying);
- Participants’ transportation and meals expenses;
- Suitable hardware and software;
- Meeting venue and equipment expenses (meeting room, podium, multimedia hardware and software)
- Manual production, design, editing, and reproduction.

8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17	18
Establishing the project management team																		
Identifying the work processes and objectives																		
Establishing a workshop plan and agenda																		
Selection and contracting of instructors and consultants																		
Preparation of the training materials for the workshop 1																		
Call to participate in workshop to CMFK media professionals																		
Logistical organization of the workshop 1																		
Arrangements for local transportation and meals																		
On-going four-day workshop 1 for 15 journalists																		
Preparation of the training materials for the workshop 2																		
Call to participate in workshop 2 to CMFK media professionals																		

Logistical organization of the workshop2																			
Arrangements for local transportation and meals																			
On-going four-day workshop 2 for 15 journalists																			
Producing and distribution of a comprehensive report from workshops 1&2																			
Monitoring and evaluation																			
Progress report																			
Final report																			

9. INSTITUTIONAL FRAMEWORK:

The CMFK Cumanayagua Radio and TV Correspondant is a local radio station for public broadcasting devoted to local news, educational programs, health issues, women empowerment, as well as other social issues The community of media professionals working there are dedicated to providing a space for the diffusion of information and dialogue for the advancement of the Cumanayagua community. It collects, produces and broadcasts information of interest to the Cumanayagua community.

10. SUSTAINABILITY:

Based on the resulting guidelines report, the training may be replicated on a regular basis by CMFK media professionals. The guidelines report may also serve as a reference tool for those who don't have the opportunity to attend the workshops.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Project implementation will be monitored by UNESCO Cluster Office in Havana.

12. EVALUATIONS CARRIED OUT:

The relevance of the workshop subject has been proved through informal discussions with media professionals.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

CMFK undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Dariel Mena Mendez, Instructor.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Accommodation	1,200
Domestic transportation	800
Office Supplies	500
Meeting room and equipment rental Workshop 1	800
Meeting room and equipment rental Workshop 1	800
Local Transportation and Meals Workshop 1 (lunch + coffee break)	4,600
Local Transportation and Meals Workshop 2 (lunch + coffee break)	4,600

Trainer Fees Workshop 1 (1 professor x 4 days x \$100UD)	400
Trainer Fees Workshop 2 (1 professor x 4 days x \$100UD)	400
Communications cost	500
Promoting Material	300
Production and distribution of Workshops Outcome Manual	2,500
TOTAL	US\$ 17,400

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Establishing the project implementation team and designating the project coordinator (18 months)	5,000
Internet costs (\$1,000), communication expenses (\$500)	1,500
College facilities use	2,000
Office and working space	2,000
Contingencies	2,000
Project reporting	2,000
TOTAL	US\$ 14,500

DOMINICAN REPUBLIC

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SAFETY TRAINING FOR DOMINICAN JOURNALISTS
2.	NUMBER	IPDC/58 DOM/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity – Safety of Journalists
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 37,100
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18,500
9.	BENEFICIARY BODY	CDP- Colegio Dominicano de Periodistas (Dominican College of Journalism) Contact person: Lic. Olivo de León, President of CDP
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Havana Contact: Isabel Viera, Program Officer, Communication and Information i.viera@unesco.org
11.	PROJECT LOCATION	Santo Domingo, Dominican Republic
12.	PROJECT PREPARED BY	Lic. Olivo de León, President of CDP Isabel Viera, NPO, CI UNESCO Cluster Office in Havana
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Journalism and media play a crucial role in the support of democracy, human rights and good governance through the promotion of transparency and freedom of expression. However, the ability to exercise freedom of expression is of little value if journalists cannot carry it out safely. Media cannot exercise its role as a platform for democratic discourse if journalists or media organizations are regularly subject to surveillance threats, harassment or physical attack.

When crimes against journalists are committed by a state or extra-legal forces, legal action must be taken against such crimes in order to prevent a climate of impunity and to discourage further obstruction to freedom of expression.

Accordingly, it is necessary to provide media professionals with skills to protect themselves while performing their duties, on documenting instances of threats or harm, to conduct debates among the journalistic community on safety issues and to sensitize the wider public sphere about the relationship between having a safe working environment for journalists and freedom of expression and citizen's rights to information.

The safety of journalists is currently a problem of high concern in the Dominican Republic. Therefore, this project aims to train Dominican journalists on understanding the national media legal framework in which they perform their duties, identifying possible threats they may confront, learning on risks reduction and developing safety initiatives in accordance with the UN Plan of Action on the Safety of Journalists.

The training program will follow the UNESCO Model Curricula for Journalism Education- A Compendium of New Syllabi (2013). Particularly, it will be adapted from the course on Safety and Journalism, including the section on specific threats faced by women who work as journalists. Other issues related to the safety of women journalists will be covered as well.

The program will also use UNESCO's Media Development Indicators section on the Safety of Journalists to provide a comprehensive analysis of the current situation in the Dominican Republic and thus design and propose a suitable strategy that contributes to improved implementation of safe journalistic practices through the production and distribution of a recommendations report.

2. DESCRIPTION OF THE TARGET GROUP:

35 journalists and/or media professionals, including media trainers, editors, reporters and special correspondents, representing various types of media (alternative media, community media, press, TV and radio, etc.) and selected from all over the country. The selection of participants will include gender criteria to foster equal opportunities for both men and women.

3. DEVELOPMENT OBJECTIVE:

The project contributes to ensuring the safety of Dominican journalists by training the participants in the necessary skills to perform safely their work.

Within the UNESCO Media Development Indicators, this project would classify under Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity

4. IMMEDIATE OBJECTIVE:

To train 35 journalists on Journalism and Safety as adapted from the course of the same name comprised in the UNESCO Model Curricula for Journalism Education- A Compendium of New Syllabi (2013), including the issues specifically related to the safety of women journalists. It will also follow strategies and good practices that support freedom of expression by ensuring the safety of media professionals.

5. PROJECT OUTPUTS:

- 35 trained journalists and/or media professionals capable of identifying hazards to journalistic practices and designing appropriate preventive measures.
- A comprehensive report on recommendations to ensuring the safety of media professionals in Dominican Republic

6. ACTIVITIES:

- Establishing the project management team;
- Identifying the work processes and objectives;
- Establishing a workshop plan and agenda;
- Call to participate in workshop to journalists from all country regions;
- Selection and contracting of instructors;
- Preparation of the training materials for the workshop;
- Selection of participants;
- Logistical organization of the workshop;
- Arrangements for local transportation and accommodation;
- On-going four-day workshop on the safety of journalists with 35 participants;
- Producing and delivering a comprehensive report of workshop recommendations;
- Promoting and distributing recommendations report to media professionals (national scope);
- Preparation of monitoring and evaluation reports;

7. PROJECT INPUTS:

- Project coordinator
- Administrative support
- Communication costs
- Instructors and experts for the workshop;
- Meeting venue and equipment expenses for the workshop (meeting room, podium, multimedia hardware and software)
- Training material and supplies;
- Reproduction costs (printing, photocopying);
- Participants’ transportation, accommodation and meals expenses;
- Suitable hardware and software;

8. WORK PLAN:

Activity / Month	1	2	3	4	5	6	7	8	9	10	11	12
Establishing the project management team												
Identifying the work processes and objectives												
Establishing a workshop plan and agenda												
Call to participate in workshop to journalists from all country regions												
Selection and contracting of instructors and consultants												

Preparation of the training materials for the workshop												
Selection of participants												
Logistical organization of the workshop												
Arrangements for local transportation and accommodation												
On-going four-day workshop for 35 journalists												
Producing and distribution of a comprehensive report of workshop recommendations												
Monitoring and evaluation												
Progress report												
Final report												

9. INSTITUTIONAL FRAMEWORK:

The Dominican College of Journalists was legally created by Law 10-91, promulgated on May 7, 1991. It gathers and represents those who practice journalism as a profession in Dominican Republic. Its mission is to defend freedom of expression, press freedom and the citizen’s right to access accurate information of its interest. One of its main objectives is to facilitate professional and technical education and training for journalists and media workers. The College has a long history of organizing activities and particularly training initiatives for Dominican journalists and media professionals.

10. SUSTAINABILITY:

Based on the resulting recommendations report, the training may be reproduced on a regular basis by the Dominican College of Journalists. The recommendations report may also serve as a reference tool for those who have not yet attended the workshop.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication plan including an online forum and a special section in the proponent’s website, together with the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results.

The course practical exercises will include the production of news items that once corrected will be distributed through social media.

Project implementation will be monitored by UNESCO Cluster Office in Havana.

12. EVALUATIONS CARRIED OUT:

Previous training projects implemented by the CDP have been evaluated by external parties as very good and have proven to be successful. The relevance of the workshop subject has been proved through informal discussions with media professionals.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The CDP undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The reports will be signed by the person responsible for the project, Lic. Olivo de León, President, CDP.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Four-day workshop on the safety of journalists/35 participants

Meeting room and equipment rental (4 days x \$200)	800
Trainer Fees (1 international trainer x 4 days x \$150USD)	600
Meals and gastronomy services during the workshop- lunches and coffee-breaks (35 participants x 4 days x \$35usd)	4,900
Transportation for 16 participants not living in Santo Domingo (approximately)	800
Accommodation (with breakfast and dinner) for 16 journalists not living in Santo Domingo for 5 nights (16 participants x 5nights x \$85USD)	6.800
Local transportation	400
Communications costs	200
Office Supplies	300
Promoting material	1,200
Production and distribution of a Recommendations report	2,500
TOTAL	US\$ 18,500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Establishing the project implementation team and designating the project coordinator (12 months)	9,600
Internet costs (\$500), communication expenses (\$300)	1,000
College facilities use	2,000
Office and working space	2,000
Contingencies	2,000
Project reporting	2,000
TOTAL	US\$ 18,600

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENHANCING JOURNALISTS' PROFESSIONAL COMPETENCE ON ENERGY TOPICS AND THE USAGE OF RENEWABLE SOURCES
2.	NUMBER	IPDC/58 RLA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 40,420
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24,320
9.	BENEFICIARY BODY	International Institute of Journalism José Martí. Calle G # 503 e/ 21 y 23, Vedado, La Habana, CP 10400, Cuba. Tel:(537)832 - 0566/67 E-mail: docencia@prensaip.co.cu Contact: Ileana González, Assistant Director
10.	IMPLEMENTING OFFICE	UNESCO Cluster Office in Havana Contact: Isabel Viera, National Program Officer, i.viera@unesco.org
11.	PROJECT LOCATION	International Institute of Journalism José Martí, Havana, Cuba
12.	PROJECT PREPARED BY	Herminia Rodríguez Pacheco , Directora of the International Institute of Journalism José Marti with the advice of Isabel Viera, CI/NPO, UNESCO Havana Cluster Office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The study of the relationships between journalism and the formation of an energetic culture is aimed at understanding the role of journalists and mass media in the socialization of knowledge about energy issues, as props of the technological and cultural transition that becomes a top priority in the complex circumstances of the "oil peak". While the excessive dependence of the fossil fuels (oil, natural gas and coal) and the rising tendency of the prices of crude oil threaten to reach the tolerable limits, their impact in the economic structures of nations goes beyond technical and scientific figures, to become a serious threat to the environmental stability of the planet. Latin America and the SIDS in the Caribbean, are among the most harmed by the implications of the global atmospheric pollution with the foregone elevation of sea level and the growing occurrence of hurricanes and tropical storms, more and more frequent every time. It's disturbing, however, the insufficient media coverage of such a cardinal issue in the political and economical agendas of our nations. Despite its enormous importance, the information about energy is usually segmented, casuist and speculative, just like in the issue of the rise of prices or the rush for agro-fuels, more recently. The right combination of knowledge and professional competence would be enough to impel the rising of awareness on the rational consumption of energy, development of cooperation, exchange of regional experiences, joint elaboration of projects, knowledge sharing and other work lines for the exploitation of renewable sources and a proportional increase in their use, in areas with wide social repercussion. Thus, educating the societies to understand and to propose alternatives to the global energy crisis, on the basis of a change to the cultural tangle of producers and consumers, becomes a primordial task for journalism in the region, aimed at the rational use of local resources and the multiplication of perspectives closer to sustainable development, in harmony with the environment. This project builds on UNESCO Model Curriculum for Journalism Education and its new syllabi, particularly it will address specialized journalism on energy issues. In this framework the training will focus on discussing the social, economic and political significance of energy and the relevance of using renewable sources.

2. DESCRIPTION OF THE TARGET GROUP:

40 journalists and/or media professionals, including media trainers, editors, reporters and special correspondents, representing various types of media (printed and digital press, TV and radio, alternative media, community media, etc.) who are working in mass media all over the island as well as in other countries from Latin America and the Caribbean (Geographic distribution: 28 Cuban journalists- 13 from Havana and 15 from other provinces- and 12 journalists from other LAC countries). The selection of participants will include gender criteria to foster equal opportunities for both men and women in order to accomplish at least a 50% of female participants.

3. DEVELOPMENT OBJECTIVE:

The project contributes to the training of journalists so that they are able to promote an energetic culture through the development of their skills to interact with experts and to convey their knowledge to the public, in order to propitiate the democratic participation of the public in energetic policies.

4. IMMEDIATE OBJECTIVE:

Forty journalists will enhance their professional competence in order to create the basis for an energetic culture of the wide public and will be given tools to communicate such topics.

An operational communication network on energy topics will be created within a month period from the point of project inception. It will contribute to make more viable the energy information transmission processes, by means of the use of new technologies.

5. PROJECT OUTPUTS:

Forty journalists have acquired skills and techniques, as well as improved their knowledge, in order to serve as intermediaries between experts, decision-makers and the wide public and to propitiate the democratic participation of the public in and will be given tools to communicate such topics.

A blog where the results of debates and lectures will be published, which will serve afterwards as study material and a link among participants.

6. ACTIVITIES:

A three-day seminar on energy topics held at the José Martí International Institute of Journalism of Havana for forty journalists from the Latin American and Caribbean region. The activities include lectures, a visit to an exposition on renewable energy sources, and exchange with specialists of a research institution.

7. PROJECT INPUTS:

- Project coordinator
- Instructors and experts for the workshop: 5 lecturers capable of providing participants with knowledge and skills on energy topics.
- Meeting venue and equipment expenses for the workshop (meeting room, podium, multimedia hardware and software)
- Participants’ transportation, accommodation and meals expenses;
- Training material and supplies;
- Reproduction costs (printing, photocopying);
- Administrative support
- Communication costs
- Suitable hardware and software;

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Announcing of seminar												
Selection / hiring of instructors and trainers												
Preparation of training materials												
Selection and notification to workshop participants												
Seminar												
Submission of implementation reports												

9. INSTITUTIONAL FRAMEWORK:

The International Institute of Journalism José Martí is a teaching postgraduate centre with great prestige in Cuba and in the region. It was created on October 18th, 1983 and its social function is aimed to the training, the tuition and the exchange of experiences with colleagues from communication fields from all over the world. It has an ample staff of professors linked directly to the elaboration of informative products. It is related with scientific and educational institutions of the highest qualification all along the country.

The Institute has the necessary legal educational capacity for the certification of postgraduate courses and international diploma courses for journalists, communicators and other media professionals. It also has the experience, resources and infrastructure suitable for the realization of training activities for communication professionals. It receives a wide demand for academic activities.

It has had successful previous experience in other projects with UNESCO and funded by IPDC. The Ministry for Science, Technology and Environment of Cuba will be also involved in organizing the Seminar as well as NGOs devoted to the promotion of renewable energy sources and environmental respect.

10. SUSTAINABILITY:

Based on the resulting guidelines report, the training may be replicated on a regular basis by IIPJM .

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will have a communication plan including the publication and maintenance of a blog and a special section in the proponent’s website, together with the production and wide distribution of news items in printed, broadcasted and digital press about project main features and results.

The course practical exercises will include the production of news items that once corrected will be distributed through social media.

Project implementation will be monitored by UNESCO Cluster Office in Havana.

12. EVALUATIONS CARRIED OUT:

The need to improve media education on energy issues has been identified in various surveys conducted at other media education projects as well as through undergraduate, master and PhD dissertations. It has also been addressed by experts from the field of science, technology and energy usage.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The IIPJM undertakes to report on project progress on a six-month basis to UNESCO Cluster Office in Havana and to submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. This report will include the full memory of the project, the results obtained from the work done, products and a financial report with data and evidence of expenditure.

The person in charge of the coordination and the issuing of reports on behalf of IIPJM is B.A. Ileana González López, Vice Principal of IIPJM.

C. ADDITIONAL INFORMATION

Regarding preparatory activities an organizing Committee has been formed. Its main functions include the preparation of the background paper and the academic program proposal for the course, as well as supervising all concerning the logistics and publicity to promote the event through the media.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Air tickets, taxes and visas for 12 journalists from Latin America and the Caribbean (12 countries an estimated of \$1,000 USD per ATK)	14,000
Bus tickets for 13 Cuban journalists who do not live in Havana (for 13 participants bus tickets from \$25 to \$150 USD)	800
Accommodation including breakfast and dinner for 27 participants (12 journalists from LAC and 15 from Cuba who don't live in Havana) during 3 days (27 participants x 4 nights x \$40usd)	4,320
Coffee breaks and lunch during the Seminar (40 participants x 3 days x \$15usd)	1,800
Design and printing of promotional material	1,600
Dossier report of the course	300
Pocket Money (\$50 x 12)	600
Farewell Dinner for the 50 participants of the course (teachers and the organizing committee are included \$ 16.00 x person)	800
Communication service	100
TOTAL	US\$ 24,320

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION

(in US dollars)

Local transportation and airport transfer for the participants.	2,500
Technological equipments and IT staff	2,290
Payment to local conferences.	1,200
Advertising materials	90
Communication Center Service during the organization of the event	1,750
Logistic expenses for the organization of the process	2,170
Internet service for the participants	100
Lecturers	6,000
TOTAL	US\$ 16,100

BELIZE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY OF JOURNALISM APPRENTICES
2.	NUMBER	IPDC/58 BZE/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacity building and supporting institutions that underpin freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training and Equipment
7.	TOTAL COST OF PROJECT	US\$ 46,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 17,500
9.	BENEFICIARY BODY	The Organization for the Promotion of Youths in Journalism (OPYJ) Address: # 32 Mahogany Street Telephone: (501)2073270 Contact Person: Dr. Bernard Watler
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office
11.	PROJECT LOCATION	Belize City
12.	PROJECT PREPARED BY	Belize Global Partner Initiative for The Organization for the Promotion of Youths in Journalism (OPYJ)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

None of Belize's junior colleges and universities provides formal educational training in journalism. However, the demand for such media personnel has been steadily growing in recent years with more and more media houses opening. The country is at a stage now where each of the six districts in Belize has at least one television station and print media establishment. Belize City, the commercial capital, has no less than four major newspaper establishments, three major television stations, and numerous radio stations. Within all these media establishments it is estimated that some 250 individuals are employed as journalist, and of these less than five percent has any real training in journalism.

Due to the lack of journalism education, most of Belize's journalists possess only training in English Language and English Literature or some other field when they enter the journalism profession either as full-time employees or as apprentices. Consequently, there exists a huge gap in the skills and competencies of these journalism apprentices as well as those already practicing journalism in Belize.

The Organization for the Promotion of Youths in Journalism (OPYJ) is very concerned about this situation, and has been advocating and working with youths interested in journalism as a career path to obtain information about scholarships to study abroad. To date this organization has assisted five individuals in securing scholarships to study journalism abroad since its inception in August of 2010. However, this represents only a small proportion of the number of individuals who have been knocking on our doors for help in advancing their journalistic careers.

Therefore, in order to reach a larger number of journalism apprentices, OPYJ has proposed to enhance its own capacity to deliver a curriculum of relevant and quality journalism education to its target group. Consequently, in keeping with the objective of IPDC, according to the statutes adopted by the UNESCO General Conference, of supporting the development of electronic and print media, OPYJ is requesting partial funding for its apprentice journalism training program initiative. This training program will upgrade and equip apprentice journalists with the necessary skills and knowledge of journalism for them to truly contribute to the gathering, critical analysis, and dissemination of information.

3. DESCRIPTION OF THE TARGET GROUP:

The target group for this initiative are all those individuals who have began working as journalism apprentices at the various media houses and are interested in pursuing a career in journalism as way of disseminating information to the Belizean society in an accurate, reliable, and credible fashion. A minimum of 25 journalism apprentices(both women and men) will be trained per year.

3. DEVELOPMENT OBJECTIVE:

Short-term training in journalism methodology will contribute to creating an environment in which apprentice media workers have access to professional training and development opportunities at all times.

4. IMMEDIATE OBJECTIVE:

Twenty-five young and new journalists(both women and men) trained and equipped with the skills, knowledge, and techniques necessary for great journalism contribution, through a nine-month training program.

5. PROJECT OUTPUTS:

- Twenty-five apprentice journalists(both women and men) per annum trained in acquiring the necessary skills, knowledge, and techniques for effective and quality journalism from across the country of Belize contributing to the development of Belize’s fast growing media industry.
- A journalism education training centre equipped with 10 desk-top computers, an overhead LCD projector, and printer to be used for training of apprentice journalists.
- A more diverse and qualified pool of journalists resulting in a more elevated standard of journalism in Belize

6. ACTIVITIES:

- Advertise and publicize the training program to the target group in local newspapers, radio, and on television for a period of two weeks.
- A one day information sharing session with interested participants in Belize City.
- Administration of a competency test to select the best participants for the training program.
- Nine-month training program for at least 25 apprentice journalists per year from all the media houses in Belize to be delivered on a weekend and online basis.

7. PROJECT INPUTS:

- 2 consultants (one women and one man) for developing curriculum and training materials based on Model Curricula for Journalism Education.
- 1 computer technician
- 2 trainers to teach on-line courses(one women and one man)
- 4 trainers to teach face-to-face courses(two women and two men)
- 1administrative assistant responsible for advertising, enrolment, and general office management.
- Venue
- 1 LCD projector
- 10 Desk top Dell computers
- 1 Heavy duty printer

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16	17
Advertise and publicize training program (2 weeks)																	
One day information sharing session (1 day)																	
Hiring of consultant to develop curriculum (2.5 months)																	
Hiring of consultant to adapt teaching material to on-line delivery mode. (2 months)																	
Administration of selection tests (1 day)																	
Purchase 10 computers for the Newsroom/ classroom																	
Registration of selected students (1 week)																	

Training program commences (9 months)																			
Evaluation of training program																			

9. INSTITUTIONAL FRAMEWORK:

The Organization for the Promotion of Youths in Journalism (OPYJ) was formed in August of 2010 to assist individuals who wish to enter the field of journalism with the necessary skills and knowledge to build their journalism career. This organization is a resource center where aspiring journalists could come and obtain resources on journalism, journalism training programs and scholarships to study abroad. In terms of its management structure, the organization has a president, secretary, and treasurer, all of whom have been elected by its membership to serve for a period of two years. The organization’s mission is to promote and elevate the standards of journalism in Belize through the education of young journalists.

10. SUSTAINABILITY:

This program, like any other program, must be sustainable through self-funding. In this case, this is possible because the apprentice journalism trainees will be paying tuition and fees towards their training.

Furthermore, it is hoped that after two cohort offerings, OPYJ will be able to successfully collaborate with the University of Belize (UB) to adapt this program and begin offering an advanced journalism education program at the bachelor degree level. If the collaboration efforts are successful OPYJ will then handover all its equipment etc to the University of Belize and wind-up its operations. If it is unsuccessful, OPYJ will continue to offer this type of training with the assistance of solicited funds.

11. FRAMEWORK OF MONITORING:

The nine-month training program in Journalistic Communication will be monitored by UNESCO but also by OPYJ to ensure that it is effectively meeting its objectives. In addition to the reports sent every 10 months to UNESCO, OPYJ will invite the Faculty of Education and Arts of the University of Belize to come in and assists with the monitoring and evaluation of the program. This is very important when considering that it is hoped that UB will eventually be taking over and upgrading this program to the bachelor degree level.

12. EVALUATIONS CARRIED OUT:

The Press Association of Belize and owners of the various media houses as well as other stakeholders have been clamoring for specialized training for professionals in Journalism for quite a number of years now. Consequently, OPYJ conducted a survey of 50 media personnel via telephone from across the country of Belize. It was discovered that over 70 % had no formal training in journalism or communication studies, 40 % had been in the journalism profession for less than five years, and 62 %t indicated that they would like to further their studies in journalism.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Reports on the implementation of this project will be submitted by Dr. Bernard Watler of the Belize National Commission for UNESCO in Belize City every four months, inclusive of a comprehensive final report describing the extent to which the immediate objective of the project was met.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Development of the course material for in person and face-to-face courses:	
One consultant to develop curriculum (Working for 2.5 months, 3 hours per day [\$30x150hrs])	4,500
Adaptation of the teaching material used in the face-to-face courses for the on-line interface plus development of exercises with automatic evaluation based on concrete examples. (one consultant, working for 2 months, 3 hours per day [\$30x120])	3,600
Equipment	
10 Desk Top Dell Computers (10 @ \$800 each)	8,000
1 LCD Projector	900
1 Laser Jet Printer	500
TOTAL	US\$ 17,500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

6 instructors to deliver the six training modules per year for 2 years (\$700 per module x 6 x 2)	8,400
Office and Class room rental per month (2 years @ \$250 per month)	6,000
Administrative Assistant/Secretary salary (2 years @\$500 per month)	12,000
Communication costs	1,000
Contingencies	700
Project Reporting	400
TOTAL	US\$ 28,500

BRITISH VIRGIN ISLANDS

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE CAPACITY OF THE BRITISH VIRGIN ISLANDS JOURNALISTS IN DISASTER REPORTING
2.	NUMBER	IPDC/58 BVI/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional building and supporting institutions that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	Human Resource Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity building and training support
7.	TOTAL COST OF PROJECT	US\$ 33,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16,000
9.	BENEFICIARY BODY	L. Enterprise Contact: Lorna Tom, P.O. Box 115 Road Town, Tortola, British Virgin Islands Phone: (284) 494-1733 E-mail: scherzo@surfbvi.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Cluster Officer
11.	PROJECT LOCATION	British Virgin Islands
12.	PROJECT PREPARED BY	Dr. Allison Flax-Archer
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Media in the British Virgin Islands is playing a crucial role now, compared to the past, with the number of registered media increasing over the years. Today, there are three television channels, four radio, three national media newspapers, seven national magazines, five international magazines and around 50 journalists who serve all these media houses. There are also ten Governmental Information Officers who share with the National Media Press Releases about Government related business. This is quite a positive indicator and has really illustrated that freedom of expression has noticeably increased. However, we must acknowledge that there are still limited knowledge and understanding among the journalists and media about social responsibility and democratic governance as well as other relevant issues. Additionally, the capacity building and development for them is limited.

The British Virgin Islands is frequently visited by disasters inclusive of draughts, erosions, landslides, hurricanes, storms and flash floods. Given the mountainous terrain of our islands, damage to properties and livestock is usually paramount when these natural occurrences take place. Over the years, the frequency, and intensity appears to be on the rise, which many attribute to the affects of climate change.

Today the whole concept of disaster management has undergone a basic change. The dominant perspective which believes that disaster is just an interim intermission that can be efficiently tackled with emergency interventions largely based on rescue and relief is being challenged. Increasingly, the focus of disaster management is shifting from emergency management to risk management. Significantly, this shift in focus is already evident in Disaster Management Act of the British Virgin Islands. The Disaster Management Act of the British Virgin Islands was adopted in 2003 and calls for shifting the disaster management emphasis from a response and relief focus to a broader and more encompassing risk management framework is of great importance.

Media experts throughout Government and the British Virgin Islands are of the opinion that the media also need to reset its focus and priorities in similar lines. Today disaster reporting is as much about informing and educating people and influencing policy decision to contribute to disaster risk reduction as it is about documenting disaster inflicted human suffering and relief operation. In conventional disaster reporting the emphasis is on consequences of disasters rather than the cause. Disaster reporting continues to be event-driven. The media leaps into action only after a disaster strikes. That is the reason why we see the media coverage of disasters more or less stuck in reporting rescue and relief operations. Media pundits across the world are promoting a more active role of the media. According to the new perspective the media have distinct roles to play in all the three phases of disasters – before, during and after a disaster occurs. This is in contrast with the conventional notion of disaster reporting where the media comes into play only after a disaster strikes. In their new role the media have a much broader role where they should educate the public about risks and hazards to minimize the loss of lives and property. The focus should be on reducing risks which the media can perform not only by informing people what to do, but also by influencing policy changes.

2. DESCRIPTION OF THE TARGET GROUP:

Immediate beneficiaries of the project will be twenty local journalists (both women and men) working for newspapers, radio and television throughout the 60 islands and islets that comprise the British Virgin Islands. The other beneficiaries will be Government Information Officers of the island.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to better management of natural disasters, and ultimately to sustainable development by minimising disaster impact on property and life.

4. IMMEDIATE OBJECTIVE:

The quality of media reporting on disaster is enhanced through the capacity building of twenty Virgin Island journalists through training.

5. PROJECT OUTPUTS:

- A set of comprehensive training contents on reporting on climate change, disaster management and risk reduction developed based on local examples with reference to some of the UNESCO training manuals on this issue.
- Skills and knowledge of twenty journalists on climate change, disaster management and risk reduction reporting improved.
- Copies of a guidebook on climate change and disaster reporting with local examples printed and distributed among journalist in the British Virgin Islands.

6. ACTIVITIES:

Activity: 1. TRAINING CONTENT DEVELOPMENT:

Training content will be developed on the basis of the findings of the needs assessment and in consultation with UNESCO publications. A team comprised of the team leader of the assessment team, one issue expert and one senior journalist covering disaster issues will draft a comprehensive content list considering the related topic and technique of reporting. Draft contents will be shared with other stakeholders in a review meeting. Four gatekeepers (News Editor/Chief Reporter) of national media, two national media correspondents of disaster prone areas, three gatekeepers of those areas and two experts on disaster will participate in the meeting. They will review the draft contents and suggest modifications for improvement. Content development team will finalize the training contents incorporating the suggestions.

Activity: 2. TWO DAY ORIENTATION FOR JOURNALISTS

Orientation for journalists on disaster reporting of two days' duration will be organized in three divisions of the British Virgin Islands. Ten correspondents of national media from the divisional town and 10 others from other districts will participate in the programme. Disaster prone areas will be given priority in selecting participants. A panel of resource persons will be formed with issue and media experts to conduct the orientation sessions.

Activity: 3. TWO DAY IN-HOUSE TRAINING FOR JOURNALISTS

Each media site will nominate six of their district level correspondents and eight from the main office including a reporter and copy editor to build a team of reporters for covering climate change, disaster management and risk reduction issues. Duration of each course will be three days where a representative from all media sites will be present to attend. Additionally, there will be mandatory attendance for the Information Officers for the BVI Government.

7. PROJECT INPUTS:

- Two external experts for developing training content
- One external resource persons for conducting training sessions.
- Two internal resource persons for conducting training sessions.
- One writer, one editor and one graphic designer for developing a guidebook on disaster reporting.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Base set up												
Training content development												
Three-day Orientation for journalists												
Three-day In-house Training for journalists												
Project progress report												

9. INSTITUTIONAL FRAMEWORK:

L. Enterprises is a multi-disciplinary, not for profit, not for government organization. The company was registered in 2004 in the British Virgin Islands and has current registration in the Department of Trade and Consumer Affairs for the year 2013. This company has a wide spectrum of social developmental activities and works in partnership with international and local donors and developmental agencies. L. Enterprises has reasonable and adequate experience in providing journalism training and will also be assisted by PANOS Caribbean in the upcoming project.

10. SUSTAINABILITY:

Capacity building, by nature is a sustainable intervention. Skills acquired at the individual level and capacity developed at the institutional level will sustain and have impact beyond the intervention period. The workshops will be primarily funded by the British Virgin Islands and L. Enterprises where journalist will be held accountable for their training in the way that they report news in these Islands and especially in disasters where countries are dependent on the media for vital communication that can and has saved lives in the past.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The BVI National Commission for UNESCO Secretariat will be responsible for the implementation of the IPDC with the assistance of the Government Information Office who will publicize activities before and after via Press Releases to the media houses throughout the British Virgin Islands. Monitoring protocol will be adhered to as related to reporting to the Field Office in Jamaica.

12. EVALUATIONS CARRIED OUT:

L. Enterprises conducted a needs assessment survey on media's role in disaster mitigation and risk reduction. Findings of the survey indicate that the newspapers tend to cover hard reports. In view of these findings and recommendations, the assessment team strongly felt the need for building reporting capacity of the local level journalists on disaster reporting.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Project Coordinator draws up and submits to the UNESCO field office the progress report on a four month basis, and Final Report of the project by the end of the project period.

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
ACTIVITY #1 Developing training content	
Rental -Media Conference Room, projector, computers for 8 days (partial payment)	2,000
Transportation (from the boat to the orientation site) (\$5 x 12 journalists x 8 days)	480
Refreshments for meeting (35 people x \$10 people x 8 days)	2,800
Banners for training sessions in the BVI (2 banners @ \$75.00 each)	150
Sub-total	5,430
ACTIVITY #2-THREE-DAY ORIENTATION FOR JOURNALISTS	
Travel-Journalists from sister islands for 8 days (by boat) (12 people x \$25 x 8 days.	2,400
Transportation (from boat to the venue) (\$5 x 12 journalists x 8 days) (partial payment)	480
Food & refreshments for participants (20 x \$18 x 3 days)	1,080
Information Kit	790
Sub-total	4,750
ACTIVITY #3-THREE-DAYS IN HOUSE TRAINING FOR JOURNALISTS	
Completion Certificates	240
Food & refreshments for participants (20 x \$18 x 3 days)	1,080
Printing of Publication (250 Copies @ \$18.00 each)	4,500
Sub-total	5,820
TOTAL	US\$ 16,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
LA Enterprise and BVI Government	
5 Specialists (2 external, 1 developer of training content; 1 external and 1 internal resource person for conducting training sessions)	2,000
Accommodations & board for external specialists (3) x @ \$175 per day X 3 X 6 days)	3,150
Sub-total	5,150
ACTIVITY #1	
Honourarium for Issue Expert (\$90 per day x 8 days x 1)	700
Honourarium for Senior Journalist (\$90 per day x 8 days x 1)	700
Honourarium National Media Correspondents (\$80 per day x 8 days x 2)	1,250
Honourarium for Gatekeepers of (\$90 per day x 8 days x 3)	2,160
Honourarium for Disaster Experts (\$90 per day x 8 days x 2)	1,420
Transportation (from boat to the venue) (\$5 x 12 journalists x 8 days) (partial payment)	480
Per diem (5 participants x 8 days x \$75)	3,000
Rental- Media Conference Room, projector, computers for 8 days (partial payment)	2,140
TOTAL	US\$ 17,000

DOMINICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIO ENGENDERING COMMUNITY COHESION AND DEVELOPMENT
2.	NUMBER	IPDC/58 DMI/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse
4.	IPDC PRIORITY AREA	Community media development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment / Training Support / Capacity Building
7.	TOTAL COST OF PROJECT	US\$ 73,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20,000
9.	BENEFICIARY BODY	Portsmouth Community Watch Foundation, Inc. (PCWF) Portsmouth, Dominica Tel: +767 235-5107 / 616-1512 E-Mail: dynashty@hotmail.com Project Contact: Ashton Riviere
10.	IMPLEMENTING OFFICE	UNESCO Office for the Caribbean Contact: Mr Hara Padhy E-mail: h.padhy@unesco.org
11.	PROJECT LOCATION	Derriere La Rosin, Portsmouth, Commonwealth of Dominica, WI
12.	PROJECT PREPARED BY	Ashton Riviere in consultation with Hara Padhy, ACI, UNESCO Kingston office
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Dominica the constitution guarantees freedom of the press. There are two weekly newspapers, published in English. The Chronicle circulates to 3,000 on Fridays. The Sun, appears on Tuesday. Dominica has four radio stations, including the state-owned Dominica Broadcasting Corporation, and two cable TV networks that cover the island. The internet, used by around 40 percent of the population, is neither restricted nor censored by the government. The island also has several online news portals. Most, if not all media houses are based in the Capital city of Roseau.

Portsmouth one of the most populous communities in Dominica, has limited access to media since they are constrained by distance and ownership, control and management of these mediums are external to the community. An assessment of the media houses and access to mass media in Portsmouth found that the only readily available access was through an immature online outlet www.insidepossie.com. Challenges in communication and information dissemination including cost and access have been cited by the town council and disaster management group, illustrating the need for a local radio outlet. Limited low cost options are available for the use of community groups, artists across various art forms and citizens in general.

This community radio station is projected to reach over 6,000 listeners, with a broadcasting radius of approximately 5km serving the town of Portsmouth and its environs. As a Community Radio Station based in Portsmouth, it will provide readily available access to a means of mass media and communication in the target area. The Station will serve to empower and provide access to the citizens to mass media that is immediately available and affordable. This platform will facilitate dissemination of information to the population on current issues and will serve an avenue for the promotion of culture and empowerment of the general population. The project will encourage mothers, fathers, girls, boys and prominent community members to become involved equally and ensure the gender balance on the all the committees of operating the radio.

The project is designed to establish and operationalize a sustainable community radio station serving the Portsmouth providing and diversifying local access to media in the area. The project will seek to train 15 persons in journalistic and radio management skills, increasing local capacity and introducing new competencies in the media with a view to realizing the overall goals of this project.

2. DESCRIPTION OF THE TARGET GROUP:

The resident population (4167) of Portsmouth and its diaspora will be the primary beneficiaries to this project.

3. DEVELOPMENT OBJECTIVE:

The project will increase diversity of media in Dominica; will increase access to the media among community groups and members of Portsmouth and environs and serve as a platform for democratic discourse.

4. IMMEDIATE OBJECTIVE:

A viable community radio station established within a year which is capable of engaging and empowering the Portsmouth Community facilitating democratic and open discussion amongst social groups providing a voice for and rallying point for the community.

5. PROJECT OUTPUTS:

- A well-equipped community radio station equipped with transmission and production facilities.
- A team of persons trained in program production and broadcast skills
- 15 women trained in the production of programmes geared towards women and children’s issues.
- 25 persons trained in journalistic, investigative journalism and news gathering skills
- 25 persons trained in Radio management and production.

6. ACTIVITIES:

- Acquire and prepare (construct / renovate) broadcast and production studios and office
- Procure and install basic broadcast equipment
- One week training course to impart essential skills in program production, broadcast skills journalism, investigative journalism and news gathering skills, for 25 volunteer staff.
- A one week training course in Radio Management and Production for 6 individuals including 3 women and will include Production Sound & music Policies and Procedures, News , Broadcast Journalism and Documentary Production

7. PROJECT INPUTS:

- A lease agreement secured from the Town Council at US\$ 1.00 per year (Lease Agreement attached)
- The structure has been renovated through community partnerships and fundraising, to accommodate a broadcast studio with material and in kind donations amounting to approximately US \$6000.00.(Financial statements and account details attached)
- Basic equipment for broadcast studio and training.
- One trainer capable of training station managers in Station Management & Production
- One trainer capable of training volunteers in the area of programme production, broadcast skills journalism investigative journalism and news gathering skills.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Renovations and preparation activities	■	■	■	■								
Selection / contracting of trainers	■											
Purchase and installation of equipment			■	■	■							
Recruitment , selection and notification to workshop participants						■						
Workshop (program production, broadcast skills journalism, investigative							■					
Workshop (Management & Production)								■				
On site internship training and production of programs									■	■	■	■
Submission of implementation reports				■				■				■

9. INSTITUTIONAL FRAMEWORK:

Incorporated in 2009, The Portsmouth Community Watch Foundation Inc. seeks through cooperative efforts by community stakeholders, to oversee and promote the safety, security, peace of mind, tranquility, and overall quality of life of members of the community; To develop positive physical, social, and psychological

environments to mitigate against poverty and social and environmental degradation. The Community Watch Foundation has also undertaken to provide the local police station with audiovisual technology for use in its investigation and has implemented a community watch program along with a Quality of Life Improvement programme which is ongoing.

10. SUSTAINABILITY:

The PCWF and Possie Vibrations is seeking to establish a mentorship and internship training program with schools within the community to tap into and train a pool of volunteer and possible paid staff. Possie Vibrations has established links with the Media Workers Association of Dominica who has given the commitment to provide ongoing training in Radio management and Journalistic Skills. Partnerships with the Portsmouth Town Council have been established evidenced by the \$1.00 per year lease agreement attached. Communications and Utility costs are a major threat to the sustainability of a community radio station. Possie Vibrations seeks, on implementation of the project, to install renewable energy sources such as a solar power system which could meet the total energy needs of the Radio station and go a long way to ensuring its sustainability. Revenue from advertising and fundraising efforts will ensure the financial sustainability of the project to cover utilities and other incidental and other operating costs.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Continuous publicity and awareness will be created for the project via forums such as social media, press releases, fundraising events and partnerships with other community initiatives. Possie Vibrations has in the past made use of cell phones to do live broadcasts of community initiatives such endeavors will serve to create project awareness and build community partnership. Monitoring and recording of the implementation of the project will be done through proper accounting and evaluation of the implementation plan as relates to actual work. Quarterly reports will be made available to the IPDC.

12. EVALUATIONS CARRIED OUT:

After one month of 24 hour broadcasts on a basic set up conducted on a 10 watt transmitter and using internet and telephony tools, including 6 hours of interactive talk shows, 60 percent of respondents had listened to the radio station for more than two hours per month. 100 percent of the respondents expressed pride in Portsmouth having its 'own' radio station. During this period various community events, activities and issues were discussed on air broadcasted, received and debated with guests including the mayor, parliamentary representative, calypso association, entrepreneurs and schools and bands. Within a month of the establishment of a face book group for the radio station, the membership had grown to over 1000 persons. Weekly call in programmes attracted Portsmouth and diaspora callers globally via skype, internet messaging services and a cell phone modified to receive and feed calls into the broadcast.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Portsmouth Community Watch Foundation undertakes to report on project progress on a four month basis to the Jamaica UNESCO Field Office and to submit a comprehensive final report describing the extent to which the immediate objective of the project has been achieved.

C. ADDITIONAL INFORMATION

The Portsmouth Community Watch Foundation was issued a broadcasting license (document attached) by Dominica's National Telecommunications Regulatory Commission on June 24, 2011. The license is valid for 5 years. Possie Vibrations volunteers have undergone capacity building sessions in the areas of fundraising, audience research, and management training support from a Canadian media development specialist associated with McGill University.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)		
5-day training workshop on production and broadcast skills		
One trainer x 5 days at a rate of \$150.00 per day		750
Training materials and rental of training equipment		250
5-day training in Radio Station Management & Production		
One trainer x 5 days at a rate of \$150.00 per day		750
Training materials and rental of training equipment		250
Subtotal		2,000
Studio and broadcast transmitter equipment	Unit Price	
1 Broadcast Console/Mixer	2,750	2,750
1 On-Air light	120	120
1 Compressor/Limiter DBX 166XS	200	200
1 DJ equipment	400	400
Announcer microphone RE20	550	550
1 Headphone AKG K240S	90	90
2 Laptops (for remote broadcasts of community events & production)	600	1,200
1Headphone Amplifier	100	100
1 x 15W FM TX package - 3/4 exterminator antenna	860	860
2 x DJSTAR ECM-140 studio mic	170	340
1 Power Conditioner AC (M-8x2)	60	60
4 x Swivel arm microphone stand	100	400
2 MICROPHONE BOOMS	150	300
5 10' Mic/ Audio Cable XLR (F) - XLR (M)	10	50
Headphone Audio Technica ATHM3X-PKG	60	60
2 Mic	170	340
1 Boom	180	180
1 Computer	800	800
1 Effects processor	800	800
1 Recording light	320	320
1 Power Conditioner AC (M-8x2)	60	60
1 Studio monitor JBL CONTROL1WH	190	190
1 Bass trap	330	330
1 3700 watt solar system	5,600	5,500
Shipping		2,000
Subtotal (Equipment)		18,000
TOTAL		US\$ 20,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff Costs @ \$ 200 x 2 staff x 6 months	2,400
Project Coordinator @ \$1,500 x 6 months	9,000
Engineer @ \$1,500 x 6 months	9 000
Communications Costs & Utilities x \$600 x 6 months	3,600
Studio and Station Building / Renovations	15,000
Contingencies	3,700
V.A.T and related duties	9,000
Project Reporting	300
music licensing and online streaming	1,000
TOTAL	US\$ 53,000

JAMAICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	COMMUNITY RADIO FOR THE PEOPLE OF TRELAWNY TOWN MAROONS FOR EMPOWERMENT AND PROTECTION OF INDEGENIUS CULTURE
2.	NUMBER	IPDC/58 JAM /01
3	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression pluralism and diversity of media.
4.	IPDC PRIORITY AREA	Community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Equipment/ Training
7.	TOTAL COST OF PROJECT	US\$ 21,700
8.	AMOUNT REQUESTED FROM IPDC	US\$ 13,700
9.	BENEFICIARY BODY	Trelawny Town Maroons Communities, Accompong State, Bethsalem, PA, St. Elizabeth, Jamaica Contacts: Norma Rowe-Edwards, Telephone: 1-876-573-6575 Email: rowe_edwards@live.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office
11.	PROJECT LOCATION	Accompong Town
12.	PROJECT PREPARED BY	Norma Rowe-Edwards
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Jamaica has a vibrant radio media sector with twenty stations offering service, the majority being nationwide offering vast selections of music, phone in programmes and news. The sector is highly competitive, but driven by the dictates of the advertisers and where they are prepared to spend their money. Community special needs driving development are only catered to by Roots FM in the inner city, FREE FM for the prison population and in rural Jamaica there is Jet FM supported by UNESCO. These radios are able to sustain themselves and helping the marginalized and vulnerable communities.

The Trelawny Town Maroon Accompong State is a State within the State of Jamaica. The Maroons are the beneficiary of thousands of acres of land bequeathed to us through Treaty rights. The Treaty was signed in 1738 between the Ashanti Africans and the British Monarchy. These Africans were the first Freedom Fighters in the Western Hemisphere. Two hundred and seventy four years ago, our ancestors effectively developed and used the abeng as their tool to communicate across the mountains. Now in the 21st Century the Maroons use the abeng as a tool to call meetings to order and to alert the community of a death or at a funeral.

Maroons are descendants of these African Freedom Fighters but linger behind in many aspects of development including education and dissemination of rich cultural heritage. The lack of financial resources and trained personnel limit our ability to sustain media development in Trelawny Town Maroon Accompong State. Community media will be used as a platform to increase communication locally. Such a platform will provide the means by which the communities will formally begin to capture our cultural heritage and to share this information first locally and then internationally.

The purpose of this project is to operate a sustainable community radio station (licensed) that will serve women and men of Accompong and the immediate environs. This is the first initiative of this kind in Accompong. The radio station in Accompong will provide the access to empowerment and development.

2. DESCRIPTION OF THE TARGET GROUP:

The thirty thousand members (women and men) of our Maroon community

3. DEVELOPMENT OBJECTIVE:

The project contributes to increasing the plurality and diversity of media in Jamaica and enhances the capacities of communities to use media as a platform for democratic discourse. Community radio will improve education and communication among the women and men of Accompong through this use of media and preserve the indigenous culture of Maroons.

4. IMMEDIATE OBJECTIVE:

Establish and operationalize a sustainable community radio serving the thirty thousand member Maroon community thereby increasing the access to information, empowerment and development.

5. PROJECT OUTPUTS:

- A community radio station equipped with transmission and production facilities.
- Twenty volunteer community broadcasters(both women and men) have acquired the skills operate, manage the community radio station

6. ACTIVITIES:

- Purchase equipment (Radio-in-box) or similar low-cost digital radio station
- 4-day training sessions for 20 volunteers(both women and men) for developing the skills operate, manage the community radio station
- Operationalization of radio station

7. PRODUCT INPUTS:

- Space for radio station
- Radio-in-box
- Accessory equipment
- Trainers(both woman and man)
- Trainees(both women and men)

8. WORK PLAN

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Procuring equipment	■	■	■	■	□	□	□	□	□	□	□	□
Conduct training sessions	□	□	■	■	■	■	□	□	□	□	□	□
Develop evaluation tools and reporting forms	□	□	□	□	□	■	□	□	□	□	□	□
Launch of the radio station	□	□	□	□	□	□	■	□	□	□	□	□

9. INSTITUTIONAL FRAMEWORK:

The Trelawny Town Maroons Accompong State is governed by an Elected Colonel and a Maroon Council that consists of twelve members of the Maroon community. The State was established on January 6, 1738. The Council to date has successfully developed a computer lab and is operating an internet café. This was funded with some proceeds from Universal Access Fund. With a grant from Forest Conservation Fund and Jamaica Protected Areas, the council is in the process of completing an eco tourism product that will incorporate the trail of our African ancestors and freedom fighters. This trail is being opened for hiking and other wilderness experiences.

10. SUSTAINABILITY:

The Colonel and the Council will be responsible for the sustainability of this program. Each and every member of Maroon community will contribute funds through subscription by each household and engage in voluntary work to keep this radio sustainable. The Marron radio will network with other existing radio stations like Roots FM, JetFM, and other radio stations for programming support.

11. FRAMEWORK OF COMMUNICATION AND MONITORING:

The Radio will collaborate with University of West Indies to implement monitoring protocol. It will develop robust monitoring system to evaluate the effectiveness of programming and the impact.

12. EVALUATIONS CARRIED OUT:

The Maroon Council carried out the several meeting with its members on the requirements of a radio to preserve the endangered culture of Maroons. The United Nations Resident Coordinator requested UNESCO to explore the possibility to mount a radio to protect the culture of Maroon groups in his visit to Trelawny Town.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Maroon Council will report in every three months on the progress of the implementation of the project to UNESCO.

C. ADDITIONAL INFORMATION

A letter is issued by Broadcasting Commission, Government of Jamaica to clarifying no licenses required for operating any community radio within 10 km radius.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

Radio-in—Box (Low-cost complete Radio station) including 100W transmitter and antenna	7,800
Freight charges	2,500
Training workshop package include lunch and coffee breaks (@ \$ 20 US\$ each trainee x3 days x 20 volunteers)	1,200
Training materials	400
Trainer Airfare	600
Trainer per diem 150 US\$ x 4 days	600
Trainer fee	600
TOTAL	US\$ 13,700

**BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)**

Project Coordinator x \$1,000 x 5 months	5,000
Training venue	1,500
Communication expenses	1,500
TOTAL	US\$ 8,000

REGIONAL

PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING SELF REGULATORY FRAMEWORK FOR CARIBBEAN MEDIA
2.	NUMBER	IPDC/58 RAS/02
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 3 (C) MEDIA SELF REGULATION
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION AND PRESS FREEDOM, PLURALISM (particularly community media) AND INDEPENDENCE
5.	SCOPE	REGIONAL
6.	TYPE OF ASSISTANCE REQUESTED	TRAINING SUPPORT
7.	TOTAL COST OF PROJECT	US\$ 27,280
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21,600
9.	BENEFICIARY BODY	Association of Caribbean Media - Workers(ACM), 55 Caiman Circle Elizabeth Gardens 0000 ST JOSEPH Trinidad and Tobago Contact: Byron Buckley, Project Developer, 876 291 9586 (mobile) Email:buckley2@hotmail.com
10.	IMPLEMENTING OFFICE	UNESCO Kingston Office
11.	PROJECT LOCATION	Regional :Barbados, Jamaica, Trinidad, Guyana: the locations for four consultations with clusters of countries
12.	PROJECT PREPARED BY	Byron Buckley, ACM; UNESCO Office, Kingston Hara Padhy, UNESCO
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Ownership of media across the Caribbean region is mixed between private and state operators skewed towards the former. There is a multiplicity of media outlets and formats: daily/weekly newspapers, radio and television stations; internet/blogs; and national and community-based media.

Most of the media markets in CARICOM have state regulators for the electronic media sector as well as libel/defamation laws on their books. In recent times, national, regional and international media trade/professional associations have been advocating the relaxation of the libel laws across the region to facilitate more robust scrutiny of public officials without the chilling effect of libel suits. The push back from state actors, echoed by some civil society, is a call for greater accountability from the media and, specifically, the establishment of some public complaints body to which aggrieved persons can seek redress. There is need in individual media markets across the region for such a body and a companion Code of Practice. Jamaica has already developed a Code of Practice, but this has been stymied by the absence of a complaints body. The Code was developed by the Mona School of Business, University of the West Indies in collaboration with the Press Association of Jamaica, and Media Association Jamaica Limited.

This project is intended to benefit media practitioners spread across the 15-member states of the Caribbean Community (CARICOM) plus associate member states including Jamaica, Barbados, Bahamas, Trinidad & Tobago, Grenada, St Kitts & Nevis, Antigua & Barbuda, St Lucia, Dominica, Guyana, Suriname, Belize, Haiti, Montserrat, Belize and Curacao.

The purpose of the project is to establish or strengthen the self-regulatory systems for the media in CARICOM and connected states. The project will develop a template for a Code of Practice for Media Practitioners as well as recommendations for the implementation of self-policing mechanisms.

2. DESCRIPTION OF THE TARGET GROUP:

The target group consists of 200 media workers involved in the gathering, production and dissemination of news –reporters, producers and editors. The gender composition of the participants will reflect what obtains in the profession, an equal mix of both males and females.

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting accountability and professional ethics among media practitioners across the CARICOM Region.

4. IMMEDIATE OBJECTIVE:

The draft Code of Practice for Media Practitioners and recommendations for establishing self-regulation mechanisms established in ten countries (Jamaica, Barbados, Bahamas, Trinidad & Tobago, Grenada, St Kitts & Nevis, Antigua & Barbuda, St Lucia, Dominica, Guyana) in consultation with 200 media workers.

5. PROJECT OUTPUTS:

Establishment of a Code of Practice for Media Workers, along with a self-policing mechanism, in a minimum of 10 countries in the region

6. ACTIVITIES:

- Four one-day seminars/forums will be held in four territories each with a group of 50 participants to discuss the draft code of practice and accompanying information.
- Compilation and dissemination of final document for adoption by national media associations.
- Two self-policing mechanisms will be presented for the adoption of one by media entities in the region. One option is the integration of the Journalism Code of Practice into the human resource policies of individual organisations, which will apply sanctions to media practitioners for breaches of the Code. The adjudication of breaches/complaints from the public will be handled by an **internal ombudsman**.
- The second self-policing option is the establishment in a territory, which so chooses, of a **public press complaints council** comprising of members of civil society organisations. The complaints council would be selected jointly by the national journalist associations and the national associations of media owners.
- ACM as a regional body with membership in hemispheric press freedom councils, such as IFEX, will act **as a regional complaints appeal body** for aggrieved members of the public in each territory.

7. PROJECT INPUTS:

- One desktop/laptop computer to be used for research/editorial activities to be provided by the applicant (ACM)
- Four laptop computers, projectors to be rented for use at one-day seminars
- Two paid facilitators per one-day seminar. Facilitators will be selected from an ACM listing which includes persons formerly/currently attached to the University of the West Indies as well as representatives of relevant civil society bodies.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Booking of venue/accommodation for seminars,												
Selection/contracting of facilitators												
Selection and notification to seminar participants, confirmation of travel itineraries where necessary												
In-country seminar #1												
In-country seminar #2												
In-country seminar #3												
In-country seminar #4												
Completion, dissemination of code												
Submission of implementation reports												

9. INSTITUTIONAL FRAMEWORK:

The Association of Caribbean Media Workers (ACM) is a regional network of journalists, media workers and media associations spanning the Caribbean region. It was established in Barbados in 2001 and is currently headquartered in Trinidad and Tobago. Its membership includes media professionals and their representative organisations from countries of the Caribbean Community (CARICOM) and the Dutch, Spanish and French-speaking Caribbean.

A seven-member executive board, elected at a biennial congress, oversees the operations of the organisation. The organization earns revenue from membership fees as well as from putting on training programmes for members and non-members. ACM has partnered with regional and international agencies to implement

programmes/project to advance press freedom and develop journalists. Partnering organizations over the years include UNEP, UNFPA, UNDP, UNESCO, IFEX, IPI, CARDI, etc.

10. SUSTAINABILITY:

The use/application of the Code of Practice will be integrated into the rules/regulations of national media associations as well as become part of the Human Relations policies of media organisations.

11. PRIOR EVALUATIONS CARRIED OUT:

The Press Association of Jamaica (PAJ) already has a template in the form of a Code of Practice as well as the holding of consultative forums. The proposed project will be modeled on these. There is also a concept paper on the formation of a press complaints council.

12. FRAMEWORK OF COMMUNICATION AND MONITORING:

- Establishment of a project monitoring committee including, but not limited to, representatives of a transparency watchdog (National Integrity Action in Jamaica) and the Caribbean Institute of Media and Communications University of the West Indies Mona.
- The monitoring role of the committee/external agencies will be outlined and publicized in the announcement by ACM/UNESCO of the project approval. Among its terms of reference the monitoring committee must conduct a mid-way and end-of-project evaluation of the project to ensure adherence to the project objectives/targets and workplan
- ACM will publicize the project objectives and achievements with its membership through its listserv and website. In addition, the public will be informed about this project through the traditional mass media. The seminars will be webcasted and/or tweeted.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

ACM undertakes to report on the progress of the project progress on a four-month basis to the UNESCO Kingston Office and submit a comprehensive final report on the achievement of the planned project outcomes. The reporting to UNESCO will be done by the Secretary of ACM.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
I. FOUR 1-DAY SEMINARS	
Participants’ accommodation and meals (\$ 150 per day x 10 participants x 4 days)	6,000
Four facilitators (4 persons x \$150 per day x 4 days)	2,400
Training material and rental of training equipment (laptop and projector per seminar)	1,000
Air Travel (20 persons x \$400 average fare)	8,000
Ground travel (using average of \$60 round trips from airports x 20 persons)	1,200
Cost to upgrade ACM’s administrative capacity as regional press complaints body	3,000
TOTAL	US\$ 21,600

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

Seminar coordinator (4 persons x 150 per hour x 6)	3,600
Compilation/editing of code of practice (20 hours x \$80)	1,600
Project report preparation (6 hours x \$80)	480
TOTAL	US\$ 5,680

ARGENTINA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ENCOURAGING ETHICAL DISCUSSION AS PART OF THE NORMAL EDITORIAL PROCESS, FORTIFYING SELF-REGULATION OF ARGENTINIAN MEDIA.
2.	NUMBER	IPDC/58 ARG/01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	III. Media as a platform for democratic discourse. C. Media self-regulation.
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism.
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Network creation. Training. Institutional capacity building.
7.	TOTAL COST OF PROJECT	US\$ 35,000
8.	AMOUNT REQUESTED OF IPDC	US\$ 30,000
9.	BENEFICIARY BODY	Foro de Periodismo Argentino (FOPEA) Address: Av. Corrientes 2241, Piso 4to. Oficina C, Ciudad de Buenos Aires, Argentina. Tel.: 5411-4331-1521 Email: fopea@fopea.org Website: www.fopea.org Facebook: http://www.facebook.com/fopea Twitter: @fopea
10 .	IMPLEMENTING OFFICE	UNESCO-Montevideo
11 .	PROJECT LOCATION	Argentina
12 .	PROJECT PREPARED BY	Andrés D'Alessandro, Executive Director adalessandro@fopea.org
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The project proposes to encourage and assist Argentine newsrooms in making use of ethical considerations in everyday editorial decisions, strengthening self-regulation of the media. In 2006 the Forum for Argentine Journalism (FOPEA), a nationwide grouping of independent journalists, adopted the country's first comprehensive ethics code. Nevertheless, a 2011 survey of 943 journalists by FOPEA found that more than 75% of news outlets did not have a code of ethics and 91% of the journalists knew of ethically questionable practices in their newsroom. Since 2006, FOPEA has also observed that many of its members have had difficulty understanding how to apply FOPEA's code of ethics to common problems, potentially limiting its value as a useful tool. Journalists in Argentina work in an environment that constantly tests their ability to deliver balanced news reports with complete and accurate information that is designed to give citizens the information they need to exercise their democratic rights and obligations. Officials at national, provincial and local levels make significant efforts to unduly influence or hamper news coverage. Official advertising budgets are used to reward favorable coverage and punish those who author critical or plural reports. Open news conferences are rarely held. Authorities regularly deny journalists access to public information. Journalists who make pointed questions or write critical reports are publicly rebuked. Journalists also face pressure from within news organizations. Commercial departments frequently attempt to influence editorial decisions in favor of advertisers and editors at times ignore any limits to the news they publish as long as it achieves the goal of boosting circulation or audience. Without resources to discuss and decide the best approach to any given situation, many journalists and/or editors take the easiest approach by succumbing to pressure or incentive. As such, FOPEA proposes to undertake an effort to involve all media stakeholders in self-regulation, seeking to achieve this by producing a user guide for FOPEA's code of ethics and by establishing an ethics advisory council, which will be available to help journalists and media companies address ethical dilemmas. In its initial stage, the effort will focus on getting all parties involved in the preparation of the user guide for FOPEA's ethics code, and of the guidelines and composition of the ethics advisory council. The discussion of these issues among the different stakeholders will help refocus attention on the need for self-regulation. The second stage will be the implementation of the ethics advisory council, which would respond to requests for assistance in dealing with ethical problems and from time to time make public statements to promote public debate on specific ethical challenges. The project is based on voluntary adherence and application. FOPEA understands that ethical decisions cannot be dictated. Each person or news outlet must make its own decision on any given ethical question. All the same, codes of ethics help state shared theories of proper conduct, which may be adhered to in different fashions given the specific circumstances.*FOPEA has learned that it is not enough to have a code of ethics or to distribute it. Actions must be taken so that newsrooms and publishers embrace the code of ethics as a part of the news production process and understand how to incorporate it into the process of editorial decision making. The creation of the user guide and of the advisory council will refocus attention on self-regulation and facilitate interaction between the different editorial stakeholders, particularly journalists and the companies they work for. Later, these tools will assist them in sorting through complex editorial decisions. It is important to emphasize that the ethical aspects of gender issues will be specifically addressed in the discussions leading to the creation of the user guide, and will be referenced in a special section of the user guide and in the guidelines for the operation of the advisory council. These will also refer to a Manual on Reporting on Gender Based Violence, which FOPEA helped write. The advisory council will be selected with an eye to assuring that each gender is adequately represented.

2. DESCRIPTION OF THE TARGET GROUP:

The beneficiaries of this project are the stakeholders in the media industry throughout Argentina – journalists, editors and publishers. On a day to day basis, it is likely to have an impact on the nation’s estimated 15,000 working journalists and editors. It will also be available to publishers, and for consultation and use by academia in the training of new journalists.

3. DEVELOPMENT OBJECTIVE:

The project seeks to foster and facilitate the adoption of self-regulation, defined by the IPDC as “the best guarantee for ensuring high ethical and professional standards in journalism.” This would be achieved by involving at least 500 people from all sectors of the journalistic community in discussions related to formulation of a user guide on how to approach ethical issues and in the creation of an ethics advisory council. The discussion aim at refocusing attention on ethical issues, while the user guide and advisory council aim at facilitating the process of self-regulation. Special efforts will be made to achieve high-level representation of the different stake-holding groups in order to assure the success of the overall effort.

4. IMMEDIATE OBJECTIVE:

The objective is to encourage and assist newsrooms in the use of ethical considerations in producing and reporting news.

5. PROJECT OUTPUTS:

- Focus the attention of all of the stakeholders of the journalistic community on the use of ethics in the newsroom via academic discussions, public meetings, the Annual Congress and consultations to define the contents of the ethics code user guide as well as the guidelines for and composition of the ethics advisory council. At least 500 people will be reached.
- Selection of seven-member ethics advisory council. The council will participate in the process of preparing the user guide to FOPEA’s code of ethics and in defining the final parameters for work.
- Presentation of the ethics advisory council and user guide at the special meeting of FOPEA held in the interior of the country. At least 200 people will attend the Congress.
- Distribution of 500 copies of the user guide to newsrooms throughout Argentina. Publication of the guide on FOPEA’s web page.
- The ethics advisory council becomes available for consultations. The advisory council from time to time may also issue statements on specific situations that merit comment.

6. ACTIVITIES:

- First stage: FOPEA’s board of directors selects a Senior Consultant to help set up the framework for discussions and plan the meetings.
- Second stage: Consultation - International experts and major industry associations are consulted with relation to the user guide and the membership and workings of an advisory council.
- Third stage: An internal debate is held among FOPEA’s membership in relation to the application of the existing code of ethics since its adoption in 2006, and their recommendations with relation to the user guide and advisory council. A junior consultant is hired to moderate the debate and compile the results of the discussions.
- Fourth stage: Public meetings are held in two cities in the interior of Argentina with editors, journalists and publishers from the surrounding regions invited to participate. Another meeting is staged bringing together professors of journalism from approximately 20 universities to provide input and support to the

Project. Junior consultants compile the results of the meetings. At least 50 people, gender balanced, will attend each meeting.

- Fifth stage: An international expert is invited to FOPEA’s annual congress to talk on the use of ethics in the newsroom. Stakeholders are invited to debate the user guide and advisory council.
- Sixth stage: The members of the advisory council are selected by FOPEA’s board of directors
- Seventh stage: The members of the advisory council, working with the Senior Consultant, review the information compiled from consultations and public meetings and prepare the user guide and guidelines for the functioning of the council. The idea is to have seven full-time members and three substitutes.
- Eighth stage: Five hundred copies of the user guide for FOPEA’s code of ethics are printed and distributed. The digital copies are posted on the Internet. The ethics council contact information is posted on the internet.
- Ninth stage: The advisory council begins its work.

7. PROJECT INPUTS:

- A Senior Consultant with background in journalism and knowledge of ethics issues, to suggest the framework for discussions and help with the selection of candidates for the advisory council. The idea is that the Senior Consultant have the expertise needed to be able to advise on what questions need to be asked, how the discussions should be framed in order to assure the participation of all stakeholders so that the meetings produce all the information needed for the preparation of the user guide and the "constitution" of the advisory council. The Consultant would be active in months 1 and 2 when grandwork is layed, and in months seven, eight and nine, when the results of the public meetings are compiled and organized into the user guide, and the framework of the operation of the advisory council.
- Two Junior Consultants to help compile and organize recommendations made at public meetings and to assist the Senior Consultant at later stages in preparing the user guides and the documentation outlining the guidelines for the operation of the ethics advisory council.
- Costing of meeting of the Senior Consultant and advisory council for the preparation of the draft proposals.
- Costing of two meetings in the interior of the country, and the meeting of journalism professors from 20 universities, for review of the issues. Meetings will be held in Cordoba, Tucuman and Rio Negro.
- Partial costing of the National Congress.
- Costing of the keynote speaker at the congress.
- Costing of meeting of the senior consultant and the advisory council for the preparation of the user guide and the advisory council’s constitution.
- Partial costing of semi-annual meeting in the interior of Argentina to present the advisory council and user guide.
- Costing of the production of five hundred hard copies of the user guide, as well as the modifications needed to Fopea’s web page.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
First Stage: Selection of the Senior Consultant												
First Stage: Organization of the work plan - selection of junior consultants.												
Second stage: Consultation with universities, industry associations and experts.												
Third stage: Internal debate among members of FOPEA.												
Fourth stage: Public meetings in two cities in the interior of Argentina and another meeting with university professors.												

Fifth Stage: FOPEA National Congress. Stakeholders invited to debate. International expert speaks on how to use codes of ethics in everyday work												
Sixth Stage: FOPEA Board of Directors selects 7 members of ethics advisory council and 3 alternate members.												
Seventh Stage: Senior Consultant and ethics advisory council write the user guide and the constitution for council's activities. Approved by FOPEA's Board.												
Eight Stage: The user guide and ethics advisory council are formally launched at a FOPEA semi-annual congress in the interior of Argentina.												
Ninth Stage: The council begins work. The user guide is distributed.												
Partial evaluations												

9. INSTITUTIONAL FRAMEWORK:

FOPEA was founded in 2002 by a small group on the belief that journalist could best contribute to Argentina's reborn democracy by improving the quality of their work. Since the organization has grown constantly in size and at the same time has achieved a high level of public recognition.

Today FOPEA has almost 400 dues paying members spread out across all of Argentina's provinces. The organization has defined its mission as promoting the usage of ethical considerations in news production, improving the quality of journalism and defending freedom of expression.

In 2006 it formulated and approved the nation's first comprehensive, cross-media, code of ethics.

The following year it began monitoring the state of freedom of expression in Argentina, producing an annual report on attacks against journalist. In 2013 FOPEA was summoned by the commission on freedom of expression of the Argentine Congress to report its findings on 2012 and answer the questions of legislators. Fopea also was used as a reference by the U.S. State Department in its annual human rights report and by the special rapporteur on freedom of expression of the Organization of American States.

FOPEA is headed by a 12-member board of directors, elected by the members. Fabio Ladetto of the La Gaceta de Tucuman newspaper from the province of Tucuman, is the current president, and the third president since Fopea's founding. The administrative staff includes an executive director, a person responsible for the freedom of expression monitor, an administrative assistant and a web specialist. A legal advisor and a fund raiser, working pro bono, complete the structure.

FOPEA has received financial support from a broad range of organizations including the National Endowment for Democracy, the Open Society Foundations, the Konrad Adenauer Foundation, the Knight Foundation, the British embassy, the Dutch embassy, the U.S. embassy, Avina, the University of Palermo and many more. It is headquartered in an office in downtown Buenos Aires. Fopea also is a member of IFEX.

10. SUSTAINABILITY:

The Ethics Advisory Council will have prime responsibility for keeping alive the project after the launch activities. It is foreseen as a permanent institution of FOPEA. Membership on the council will be pro bono, similar to the manner in which Fopea currently manages its Freedom of Expression monitor correspondents in Argentina. The positions are high-profile within the profession and Fopea has not had any problem finding qualified candidates. The Advisory Council will be available on an on-going basis to assist members of the journalistic community to resolve ethical issues. It may from time-to-time, at its discretion, issue reports or statements on subjects related to ethics in journalism.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

At the outset, FOPEA will produce a public statement announcing UNESCO sponsorship of the project. The statement will be delivered to major stakeholders in the journalistic community. Prior to the two regional meetings, invitations will be sent to the journalistic community stakeholders in each given region. Invitations also will be sent to universities throughout the country to send journalism professors to the meeting with academia. FOPEA as always, will produce substantial publicity prior to its Annual Congress and Semi-Annual Congress, accompanied by invitations to the journalistic community. FOPEA will publish video and transcript records of the public meetings and the Congress.

FOPEA's board of directors will monitor progress on the project and forward to UNESCO updates on progress. It has projected that FOPEA's executive director will produce the first progress report at the end of the first three months after the first three stages of the project are completed. The report will address progress on the design of the program and the progress of consultations with stakeholders, including universities industry associations and FOPEA's membership. A second report will be made three months later after the project is discussed in the the two public meeting, the meeting with academia and at FOPEA's national congress. A spot report will be issued in the seventh month with the completion of the objective in the sixth stage of the project, the appointment of the members of the ethics advisory council. A final report will be issued after the formal launch of the Ethics Advisory Council at the semi-annual meeting, and the distribution of the user guide.

12. PRIOR EVALUATIONS CARRIED OUT:

FOPEA's 2011 survey of 943 journalists clearly demonstrates the need of the journalistic community for greater access to information regarding codes of ethics and how to apply the code in complex situations. Attached below in the additional information section of this proposal are links to several FOPEA statements documenting questionable reporting practices recorded since 2007. Discussions in FOPEA's internal forum, such as the example referenced below in footnotes*, have demonstrated the problems journalists often face in deciding how to act in the face of an ethical question.

Over the six years that FOPEA has had a program with the National Endowment for Democracy it has been required to file regular quarterly reports on progress in achieving goals established in each annual program as well as financial updates on how monies were spent. It has carried out these responsibilities successfully, which is one of the reasons that NED support for FOPEA's Freedom of Expression Monitor will continue in the 2013-2014 period. While the NED program is the longest in duration, FOPEA also had an extended program with the Open Society Foundations Media Program, as well as repeated spot grants from organizations including the U.S. Embassy, the Avina Foundation, etc., who returned to FOPEA due to satisfaction in the completion of goals established in initial spot grants.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

FOPEA's Executive Director will report to the UNESCO office in Montevideo.

C. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Senior Project Consultant (1 consultant x 5 months)	9,850
Two Junior Project Consultants: (2 consultants x 9 months)	6,565

Three regional public meetings: Accommodation (3 meetings x 3 people x 2 days x US\$85), travel (3 meetings x 3 people x US\$250.00 ticket) and per diem (3 meetings x 3 people x 2 days x US\$40) for three people at each of the public meetings.	4,500
Two regional public meetings and meeting with academia: Organizational Costs (printing, banners, coffee break, etc.)	1,230
National Conference – Accommodation (3 people x 3 days x US\$85), per diem (3 people x 3 days x US\$40) and travel (one regional expert US\$300, another regional expert US\$700 and one international expert US\$1,365)*.	3,485
National Conference: Organizational Costs (printing, banners, coffee break, etc.)	410
Semi-Annual Regional Meeting to Launch Advisory Council: Accommodations (3 people x 2 days x US\$85), travel (3 people x US\$250.00 ticket) and per diem (3 people x 2 days x US\$40) for three people at each of the public meetings.	1,500
Semi-Annual Regional Meeting to Launch Advisory Council: Organizational Costs (printing, banners, coffee break, etc.)	410
Five Hundred User Guides with Code of Ethics:	2,050
TOTAL	US\$ 30,000

*These funds are needed to assure that the people needed to debate the ethics issue at a high level attend the conference, taking advantage of the public that will be there. Otherwise, it would be difficult to insert the question into the Congress and achieve participation of the stakeholders attending. At the conference we will be making special mention to sessions on Ethics Manual and Advisory Council, to assure that those are seen as separate and special portions of the congress. So they are special activities. We just take advantage of the Congress as it is perhaps the only time in the year that we manage to get stakeholders from distant provinces. Same answer for the regional conference.

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project administrative assistant:	2,400
Communication costs:	1,200
Contingencies:	1,000
Project reporting:	400
TOTAL	US\$ 5,000

CHILE

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE INSTITUTIONAL CAPACITY OF COMMUNICATIONS MEDIA TO ADDRESS CHILDHOOD AND ADOLESCENCE ISSUES
2.	NUMBER	IPDC/58 CHI /01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promoting the freedom of speech and pluralism in communications media; Human resource training
5.	SCOPE	National and Regional
6.	TYPE OF ASSISTANCE REQUESTED	Creating Institutional Capacity
7.	TOTAL COST OF PROJECT	US\$ 30,400
8.	AMOUNT REQUESTED OF IPDC	US\$ 11,600
9.	BENEFICIARY BODY	NGO Raíces. Moneda #812. Office 1014. Santiago, Chile. Telephone: (56-2) 2 639 0393 E-mail: raices@tie.cl Project coordinator: Rosmary Ramos Vega
10.	IMPLEMENTING OFFICE	UNESCO Montevideo and UNESCO Santiago Office
11.	PROJECT LOCATION	Metropolitan Region, Santiago – Chile
12.	PROJECT PREPARED BY	Raíces: Rosmary Ramos UNESCO Santiago: Victoria Uranga
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

A true cultural transformation is needed if we want to build a society in which children and adolescents are seen as rights-bearing citizens. The reality of children and adolescents living in Chile is far from encouraging. Seventy-four per cent of sex crimes committed in the country are against individuals in this age group. More than 75% of children have suffered some type of domestic violence, while 60% have been discriminated against because of their social class or physical appearance. Additionally, 55.4% of children under the age of 4 belong to the poorest two quintiles, and more than 196 thousand children and adolescents perform child labour.

Within this context, one of the problems is that the communications media and members of the press are not familiar with the correct concepts, do not adhere to or do not know the criteria of a human rights-based approach, and do not have direct access to or knowledge of the different topics and information sources on this issue. Therefore, if the press knew how to better address concepts regarding childhood and adolescence and had access to a greater variety of specialised information, it would be able to promote the rights of children and adolescents via the media and help improve media pluralism, as well as investigative journalism in general.

This is why NGO Raíces we have begun to create a Childhood and Adolescence News Agency, which would serve as a source of information for the communications media and journalism professionals and students, from a rights-based approach and with new topics that have been previously ignored or addressed in the media from a biased perspective. One of the areas in which our agency will work will be to create a Database of informative and consultation sources, in order to provide a concrete and effective tool to help us achieve our goals. The creation of this source database on childhood and adolescence is the main objective of this project.

Our initiative is also framed within a regional strategy reflected in the ANDI Latin America Network (www.redandi.org/), which is composed of 13 countries in the region and has been working on this issue since 2003, was already supported by IPDC in the past. Until now, Chile had not begun to work towards these objectives and had not joined the network. Therefore, the strengthening of the Childhood and Adolescence News Agency also strengthens the ANDI Network and regional collaboration on this topic.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists, communications professionals, producers, journalism, communications and social science students.

3. DEVELOPMENT OBJECTIVE:

The projects encourages journalists and journalism students to value and prioritise topics related to childhood and adolescence, in order to influence public opinion and generate respect for children's rights, so as to promote the development of this sector of the population and exercise the corresponding social pressure and influence the public agenda.

4. IMMEDIATE OBJECTIVE:

Make available to journalists a base of information, alternative sources to those normally consult to expand the vision that comes in the news that involve children and adolescents. To contribute to the professional, systematic and ethical dialogue among social actors and the communications media. The diversity of sources helps to bring journalists closer together with different social actors, which is fundamental condition for improving the social control over public policies that address childhood and adolescence.

5. PROJECT OUTPUTS:

Source Database: The project seeks to create a database of institutions, professionals and specialists on topics of childhood and adolescence that are available as sources of information and interviews for the members of the press and communications and journalism students. This directory of institutions and professionals will be placed on the website of the Childhood and Adolescence News Agency, and will be available to both students and professionals as a free and open service.

ANDI Brazil has developed an online source consultation system which also serves the ANDI Latin America Network. In this sense, the transfer of the methodology applied by ANDI Brazil for the construction of the Source Database proposed in the present project is fundamental in order to take advantage of the experience acquired by the former and to maintain the same criteria across the different News Agencies associated with the Network. The development of the Source Database project is aimed at boosting the diversification of information sources in journalistic coverage, thus favouring a type of journalism that is more in-depth, democratic and representative of different voices within a society.

6. ACTIVITIES:

- Design a work plan, establish criteria.
- Training on database creation and maintenance.
- Design and create a database in Excel.
- Search for information
- Present the project to the sources
- Collect and classify information
- Design and launch the online database
- Cross-check data with the ANDI Network
- Disseminate and give visibility to database.

7. PROJECT INPUTS:

- The project currently has 2 professionals (journalists) working at the Childhood and Adolescence News Agency office in Chile, with the computer equipment they need to perform their work.
- It has also received financing for the design and launch of the News Agency website.
- The project needs another part-time journalist to help generate the Source Database.
- This person would also need a computer, and his/her continuity following the completion of the database is desired.
- The staff members need training on database creation and maintenance that also helps unify forms and criteria with other Latin American initiatives associated with the ANDI Network

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Design a work plan, establish criteria.												
Training on database creation and maintenance												
Design and create a database in Excel												
Search for information												
Present the project to the sources												
Collect and classify information												
Design and launch online database.												
Cross-check or transfer data from ANDI												

network												
Disseminate and give visibility to database												

9. INSTITUTIONAL FRAMEWORK:

The Non-Governmental Organisation *Raíces* has been working since 1991 to provide education within popular sectors to young people, women, homeless and other organisations that are active within Civil Society. Within the framework of its work with teenage mothers, it detects the Commercial Sexual Exploitation of Children and Adolescents (ESCNNA in Spanish), a topic which it has addressed since 1998 along with the child and adolescent sex trade as one of the manifestations adopted by ESCNNA. The NGO *Raíces* has the following lines of action: research, influence, communications, prevention-awareness, training of key actors, and rehabilitation of victims of commercial sexual exploitation. It has worked systematically on this last topic since 2001 when it executed a pilot project for the National Department of Children’s Affairs (SENAME in Spanish).

Sources of income:

Sename for two shelter projects. The European Union finances the project “Commercial Sexual Exploitation of Children and Adolescents” (ESCNNA). Training of SERNAM (National Service for woman) staff on how to assist women who have been victims of illegal sex trade and trafficking. TDH-Germany finances NGO *Raíces* projects in the communications area. The current project has financing for two years, that is, until March 2015. It is within this framework that the present project will be developed. NGO *Raíces* is developing the project “Paving the Way towards Increased Information on Children and Adolescents, from a Rights-Based Approach”, which is the result of rehabilitation work with children and adolescents who have been victims of commercial sexual exploitation. This project understands that it is imperative that we raise awareness of this situation in order to reduce social tolerance towards this crime.

In order to raise awareness of the issue, we began frequent contact with a journalist there, who told us that they generally ask that the institution set up interviews with children and adolescents. Their argument is that “the voice” of the victims generates greater empathy from the public (impact). Within this framework, NGO *Raíces* proposes “Designing a strategy that generates positive change in terms of understanding the problem of ESCNNA in the communications media, in order to help build a rights-based culture that protects children and adolescents who are victims of this crime”. Monitoring of the Press through www.observatorioinfancia.cl. One of its main objectives is to initiate dialogue with journalists on the existing social constructions regarding children and adolescents, especially those who are victims of CSE, in addition to aiding the inclusion of a rights-based approach within the professional practice of journalists and communications professionals

10. SUSTAINABILITY:

The Source Database is part of the Childhood and Adolescence News Agency website, whose design and content are currently being prepared based on a press analysis and monitoring system which began in March 2013. This installation and launch phase of both the Agency and its website is financed by the Germany agency Terre des Hommes (TDH), and will be completed before the end of this year (2013), guaranteeing its condition for future operation.

The creation of the Source Database will strengthen the News Agency, thus allowing for a mutual empowerment that also guarantees the development of this database within a larger project that is expected to be expanded and consolidated over time. The Source Database will become a basic tool for the work of communications professionals on childhood-related topics, and it will generate synergy by drawing more visitors to the website. On the other hand, the unification of the database system with the ANDI Network and its assistance with the new initiative in Chile will certainly promote continued collaborative work.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project will be announced along with the launch of the News Agency. The dissemination plan includes sending an e-mail with a link to the source database to all journalists in the agency's database, and the preparation of a project presentation to be delivered on the day the News Agency is launched.

12. EVALUATIONS CARRIED OUT:

NGO Raíces has performed the following:

- A process of awareness-raising/training with journalists, which has confirmed the lack of alternative information sources apart from the authorities, particularly police sources. This is in addition to journalists' lack of knowledge regarding topics related to childhood and adolescence, the organisations that work with them and the rights-based approach.
- Application of the "Survey on the journalistic treatment of childhood in the communications media" to journalists from different communications media.
- Preparation of the document "Informing without Harming" (a guide for journalists on a rights-based approach to news coverage, which provides a list of organisations dedicated to working with and/or for children).

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Part-time consultant **(1 x 7months)	6,000
Transportation and communication	550
Meals and transportation for ANDI Network database expert (Brazil)	200
Online database design (design and installation)	1,550
Dell® Ultrabook Inspiron 14Z Intel Core i5-3337U 6GB 500GB+32GB SSD 14" Windows , which will be used to display the Source Database during the execution of the project, and then for programming	850
Meals and transportation for ANDI Network methodological transfer professional (Uruguay, Brazil or Paraguay)*	200
Airfare Brazil-Chile-Brazil*	900
Airfare Uruguay (or Paraguay)-Chile-Uruguay (or Paraguay)*	470
Travel allowance for 1 people for 2 days	200
Lodging for 1 people for 2 nights	480
Lunch for 2 training days (4 or 5 people)	100
Lunch for 2 days of ANDI Network data transfer (4 or 5 people)	100
TOTAL	US\$ 11,600

**The part-time will work collecting the data for the database, different work of the design and installation of the database*The trips from Brazil and Uruguay correspond to collaborative work for the methodological transfer in the creation of the Source Database in order to ensure that it meets the criteria established by ANDI Latin America Network.

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (IN US DOLLARS)	
1 full-time journalist	11,200
Printer and monthly office supplies (paper, ink, CDs, pens, etc.)	400
2 PCs	1,800
Facilities (office leasing)	4,900
Telephone, internet, etc.	500
TOTAL	US\$ 18,800

MEXICO

PROJECT IDENTIFICATION		
1.	PROJECT TITLE	MASSIVE OPEN ONLINE COURSES (MOOC) DEDICATED TO TRAINING JUDICIAL POWERS ON ISSUES RELATED TO FREEDOM OF EXPRESSION (PARTICULARLY THE SAFETY OF JOURNALISTS AND THE ISSUE OF IMPUNITY) - PILOT PROJECT MEXICO
2.	NUMBER	IPDC/58 MEX /01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category III: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity:
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism.
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Network creation. Training. Institutional capacity building.
7.	TOTAL COST OF PROJECT	US\$ 40,900
8.	AMOUNT REQUESTED OF IPDC	US\$ 20,000
9.	BENEFICIARY BODY	Knight Center for Journalism in the Americas, University of Texas at Austin Austin, Texas 78712
10	IMPLEMENTING OFFICE	UNESCO-Montevideo
11	PROJECT LOCATION	Mexico
12	PROJECT PREPARED BY: IN PARTNERSHIP WITH:	Professor Rosental Calmon Alves Director, Knight Center for Journalism in the Americas – UNESCO Chair in Communication at University of Texas at Austin: https://knightcenter.utexas.edu/ Professor Manuel Alejandro Guerrero Martínez, UNESCO Chair “Telecommunications and Society” Ibero-American University Mexico City, Mexico alejandro.guerrero@uia.mx http://www.uia.mx Tel: (52 55) 5950 4037
DECISION OF THE BUREAU		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Mexico is one of the most challenging countries for journalists in Latin America. In 2012, ARTICLE 19, Office for Mexico and Central America documented 207 aggressions against journalists, press workers and media organisations. This number represents 20.34% on top of what was registered the previous year.

The UN Plan of Action on the Safety of Journalists and the Issue of impunity underlines the importance of the Judiciary on the protection and promotion of press freedom as well as on the fight against impunity.

Improving the understanding of the UN and Inter-American System's standards on the right to freedom of expression - particularly issues related to the safety of journalists and the issue of impunity - is essential in addressing the concerns around the safety of journalists in Latin America and the Caribbean, especially in countries such as Mexico.

Furthermore, the two main objectives of this project are to facilitate reducing the number of journalists being penalized for carrying out their work in Mexico, and bringing perpetrators of crimes committed against journalists to prosecution.

In 1997, with the full support of the heads of states, presidents and civil society, the Inter-American Commission on Human Rights (IACHR) created the Office of the Special Rapporteur for Freedom of Expression. One of the office's main objectives is to "*Improve the understanding of the Inter-American System on the right to freedom of expression among journalists and members of civil society, academia, and **public officials.***" To achieve this objective the Special Rapporteur Office is carrying out a plan entitled "*Freedom of Expression in the Americas.*"

Therefore, this project will no doubt reinforce the special rapporteur's central objectives as well as the objectives of the United Nations Special Rapporteur for Freedom of Expression (which is to promote and protect the right to freedom of opinion and expression) and support organizations such as UNESCO to fulfil its mandate in improving and promoting the safety of journalists through South-South cooperation and exchange of knowledge.

With all of the above in mind, the Knight Center for Journalism in the Americas in partnership with Professor Manuel Alejandro Guerrero Martínez, UNESCO Chair "Telecommunications and Society" Ibero-American University, Mexico City, proposes designing a 5-week online course, for judges, which will improve their understanding of the UN and Inter-American System's standards on the right to freedom of expression and the safety of journalists and the issue of impunity in Mexico.

2. DESCRIPTION OF THE TARGET GROUP:

Mexican Judges: we aim for at least 100 judges to take the online course, but the Supreme Court of Mexico is interested in promoting this program and we may end up with many more judges participating. On the other hand, the program could include other important actors from the judiciary in Mexico, like lawyers and prosecutors.

3. DEVELOPMENT OBJECTIVE:

Please note: this is a pilot project for Mexico. The development objective is to successfully fine-tune the project with the idea of using this model for training judges in other countries throughout Latin America and the Caribbean region. The overall development objective is to improve the judicial powers understanding of issues related to freedom of expression in the region with particular attention on issues related the safety of journalists and the issue of impunity. By doing this, we aim to facilitate the process of reducing the number of journalists and communication workers penalized for carrying out their work.

4. IMMEDIATE OBJECTIVE:

The immediate objective is to provide the judges and others from the Mexican Judiciary with this asynchronous online course to improve their knowledge on issues related to freedom of expression to increase the safety of journalists and media workers in the country. As mentioned before, this project creates a precedent for the massive training of judges and others from the judiciary of all countries in Latin America and the Caribbean.

5. PROJECT OUTPUTS:

- At least 100 Mexican judges will take this course and gain a better understand of UN and Inter-American System's standards on the right to freedom of expression particularly issues related to the safety of journalists and the issue of impunity.
- The project will help to raise awareness about the serious situation of violence against journalists that has made Mexico one of the most dangerous places in the world for the practice of journalism.
- The curriculum developed for this course will be available for future training programs in the Western Hemisphere.
- As an innovative pilot project that uses digital technology in an unprecedented way to reach out judges and other judiciary players, this project intends to create a model that can be replicated to reach out to other countries in Latin America (individually or on regional or sub-regional bases).
- This online course and the entire project of reaching judges and other judiciary players in Latin America and the Caribbean creates a model of cost-effective training that may be applied in other regions of the world.

6. ACTIVITIES:

- The Knight Center will assist the Special Rapporteur for Freedom of Expression for IACHR, Ms. Catalina Botero, and the United Nations Special Rapporteur on the Promotion and Protection of the Right to Freedom of Opinion and Expression, Mr. Frank la Rue, to develop a curriculum for a five-week online course for judges on the UN and Inter-American System's standards on the right to freedom of expression, particularly issues related to the safety of journalists and the issue of impunity.
- The Knight Center will produce multimedia materials (videos, PowerPoint presentations, reading materials, collections of documents, etc.) that will be used for the online course and may be re-used in future courses.
- The set up of the course site, using the Knight Center's digital platform and course management system.
- Registration process and orientation for all participants on how to use our platform.
- Delivery of the course, including management of the discussion forums and other pedagogical activities during the five weeks of the program.
- Verification of the performance of the participants and the delivery of certificates of completion to those participants who fulfil the course requirements.
- Post-course evaluation, including an online survey to receive feedback from the participants.

7. PROJECT INPUTS:

- Two months use of a dedicated server for Moodle (the course management system used by the Knight Center) provided by a specializing company called Classroom Revolution.
- A course coordinator/manager.
- Two bilingual course assistants who will work 20 hours per week for activities related to this course during three months, covering the preparation, delivery and evaluation of the course.
- A moderator with legal expertise who will assist the Rapporteurs during the course and its development.

- The Knight Center’s experienced team will offer pedagogical advice.
- Certificates of completion will be handed out to those who have completed the course.
- Video production and post-production.
- Graphic design for materials used during the course and for promotional work.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Stage 1: Curriculum: The Knight Center team will help Ms. Botero and Mr. la Rue to create an extensive curriculum for a 5-week online course.												
Stage 2: Course Production: Pre-recorded videos of lectures and presentations carried out by Ms. Botero and Mr. la Rue will be produced, edited and formatted for online viewing by participants.												
Stage 3: The coordinator and course assistants will prepare the course site, inserting all the teaching material, including videos, presentations and reading material; a technical assistant specializing in Moodle will help them.												
Stage 4: Course will be announced and the Knight Center will start the process of registering participants and providing orientation on how to use the digital platform												
Stage 5: Courses will be delivered.												
Stage 6: Evaluation process												

9. INSTITUTIONAL FRAMEWORK:

The Knight Center for Journalism at the University of Texas at Austin is a professional training and outreach program for journalists in Latin America and the Caribbean. Our training programs have benefited thousands of journalists and journalism professors throughout the Americas.

Professor Rosental Alves founded the center in 2002 thanks to a \$2 million grant from the John S. and James L. Knight Foundation. In 2007, the Knight Foundation pledged an additional \$1.6 million over five years to allow the Knight Center to refocus its work as a digital media center for Latin American and Caribbean journalism and to expand its efforts to serve as an incubator for new journalism organizations.

The Knight Center has also helped to create a new generation of independent journalist organizations. These organizations have created self-sustaining training programs to raise the ethical and professional levels of journalism, thereby contributing to the freedom of press and democracy in the hemisphere.

10. SUSTAINABILITY:

This is a pilot project that will open the way for cost-effective and sustainable programs to use digital technology to train judges and other actors from the judiciary branch in many countries on international legal framework for freedom of expression issues, especially on efforts to end impunity in cases of violence against journalists. The curriculum and the multimedia materials created for this course will be available for use in other programs. This model can also help in other media development programs, as it uses widely available digital technologies in innovative ways.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The project communication and monitoring strategy will be similar to those we run for our existing courses that are targeted at journalists.

The Knight Center for Journalism staff, which also includes a team of UT-Austin students, work hard to keep the site updated with Knight Center activities and the latest news about journalism in the Americas, including our own offers of courses for journalists and journalism professors and students. Our weekly email newsletter reaches more than 20,000 people in Latin America and the Caribbean, featuring journalism news headlines from throughout the region. In addition to the headlines, the newsletter will keep the visitors abreast of the Center's activities, including this new course.

Students must participate in weekly discussions and complete quizzes, projects and readings as assigned. Each week the instructor will send out a message via email to orient students to the coming week. The instructors will also provide general feedback, highlighting certain student projects, in a weekly post.

12. PRIOR EVALUATIONS CARRIED OUT:

The Knight Center is a world leader on the use of the internet to train journalists. Since 2003, our pioneer distance learning program has trained more than 7,000 journalists from Latin America and the Caribbean on a variety of topics that include investigative reporting, ethics, digital journalism techniques, election reporting, coverage of armed conflicts, computer-assisted reporting, and many others.

In 2012, we launched the first Massive Open Online Course, or MOOC, in the world on journalism. Since then, we offered seven MOOCs on journalism, reaching 27,000 people in 150 countries.

Apart from the MOOCs, we still have our traditional online courses for smaller classes. Our short courses last from four to six weeks. They are conducted completely online and taught by some of the most respected, experienced journalists and journalism trainers in the Americas. The courses take full advantage of multimedia. They feature video lectures, chats, discussion forums, audio slideshows, self-paced quizzes, and other collaborative learning technologies.

Our expert instructors and cutting-edge platform provide a quality learning experience for the journalist who seeks to improve and/or gain new knowledge or skills for the 21st century newsroom.

We are confident that we will be able to provide the same the quality of service for the judges and achieve similar success in Mexico.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Professor Rosental Calmon Alves, Director of the Knight Center for Journalism in the Americas will report to the UNESCO office in Montevideo.

C. ADDITIONAL INFORMATION

Since it launched its pioneering Distance Learning program, the Knight Center has trained more than 7,000 journalists across all Spanish-speaking countries and offered more than 100 regular online courses. In 2012 the Center launched the first journalism Massive Open Online Course (MOOC) in the world. Since then, the Knight Center's MOOCs have reached more than 27,000 participants around the world.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Senior Project Consultant for 3 months	3,000
Two teaching assistants for 3 months at 10 hours per week	3,900
Graphic designer	1,000
Production of video classes	4,000
Consultant fees for Mexican moderator/legal expert and assistants	5,500
Meeting Supreme Court in Mexico: 1x person 3 nights, hotel, flight and per diem	1,300
Preparation meeting with Ms. Catalina Botero in Washington DC: 1x person, 3 nights hotel, flight and per diem	1,300
TOTAL	US\$ 20,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Knight Center administrative support for 3 months (director, admin associate, accounting, etc)	9,000
Office infrastructure for 3 months (telecom, computers, office supplies, etc.)	3,000
Two teaching assistants for 3 months at 10 hours per week	3,900
Moodle platform technical manager for 3 months	3,000
Communication costs – promotion, newsletters, articles	2,000
TOTAL	US\$ 20,900

PARAGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	Promotion of gender equality through the use of the UNESCO Gender Sensitive Indicators for Media: Policies and Content in related organizations.
2.	NUMBER	IPDC/58 PAR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3: Media as a platform for democratic discourse: The media, within a prevailing climate of self-regulation and respect for the journalistic profession, reflects and represents the diversity of views and interests in society, including those of marginalized groups.
4.	IPDC PRIORITY AREA	PROMOTION OF FREEDOM OF EXPRESSION
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	INSTITUTIONAL CAPACITY BUILDING
7.	TOTAL COST OF PROJECT	US\$ 60,290
8.	AMOUNT REQUESTED FROM IPDC	US\$ 30,890
9.	BENEFICIARY BODY	Avenida Defensores del Chaco 268 Edificio Balpar. Planta Alta. Asunción – Paraguay (595 21 510624 / 595 21 500645) global@globainfnacia.org.py Marta Benítez - Director
10.	IMPLEMENTING OFFICE	Office for Mercosur Guilherme Canela
11.	PROJECT LOCATION	Asunción - Paraguay
12.	PROJECT PREPARED BY	Marta Benitez, Director and María Silvia Calvo, Coordinator For UNESCO: Guilherme Canela

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In Paraguay, mass media is concentrated in the hands of 7 business groups. This represents an obstacle for the true achievement of the right to freedom of the press and the right to freely disseminate ideas and opinions, as stated in the National Constitution. Paraguay has five national daily newspapers and another published five days a week; several commercial and community radio stations, 1 public radio; 6 private TV channels, and 2 public TV channels. Information is increasingly being disseminated through social networks and on online newspapers. These alternative means, however, don't have massive reach. A law reducing spectrum for community radio stations was approved in 2011, and less than 60% of the Paraguayan population has access to the internet. There are two journalists' guilds and associations: the Paraguayan Journalists' Syndicate and the Paraguayan Journalists' Forum, both of which are weak.

In the academic arena, there are dozens of schools besides the two traditional universities. Constitutionally, the practice of journalism is free and not subject to prior authorization. There is practically no research on the focus of equality and gender in media. One can only mention the written press monitoring reports of the Global News Agency, where gender equity is an indicator of low visibility. A monitoring report¹ about gender violence can also be highlighted.

Media inevitably depicts a partial reality, where most commonly patriarchy is encouraged. In this perspective, media reinforces discriminatory stereotypes, with a sexist language and minimizing the rights of women and other sexual minorities. According to Fempress, women have been made invisible throughout history and in media. The problem with discriminatory practices against women, as well as with institutions with a patriarchal vision, is that they promote media coverage that lacks a focus on gender issues, and this, in turn, only deepens the unfair treatment towards women and other sexual minorities.

This project aims to sensitize and mobilize media, and related organizations, about the importance of promoting gender equality in a clear and understandable way for their audience. This will be achieved by focusing on an analysis of their internal policies, practices and products based on the resource developed by UNESCO, Gender - Sensitive indicators for Media, which will help visualize their strengths and the aspects that must be changed and improved. We will work with the three major newspapers and advertising pieces will be publicized in the three main open TV channels.

2. DESCRIPTION OF THE TARGET GROUP:

The direct beneficiaries will be: journalists, managers, editors and media executives, Board members of journalistic guilds and associations, university students and communication directors².

Direct beneficiaries of the project's activities	Women	Men
Media	180	320
Journalistic guilds and associations' Board members	6	10
Students and directors of communications/journalism schools	560	370

¹ Addressing gender-based violence against women in the news pieces of the daily newspapers in Asunción, 2010. Communication Observatory.

² These figures were obtained on the basis of consultations with the main journalism schools, and with media and journalistic guilds with which we intend to work.

3. DEVELOPMENT OBJECTIVE:

This project aims to contribute to gender equality and the empowerment of women through print media and television.

4. IMMEDIATE OBJECTIVE:

The immediate objective is to promote the adequacy of media and related organizations' practices and internal policies towards a focus on gender and equality, by strengthening the capabilities of the media in three of the written press, two of the radio, three of the television, two of the journalist associations and in two of the journalist universities, with the aim of developing the politics and strategies with a gender context based on the proposed indicators by UNESCO's Gender- Sensitive Indicators for Media.

5. PROJECT OUTPUTS:

R.1. Baseline for gender equality in media, journalism schools, journalistic guilds and associations, including a review of policies and strategies by participating media organizations.

R.2. Qualitative description of gender equality in the journalistic content produced by written and digital media, including suggestions for improvement.

6. ACTIVITIES:

- Result 1
- Create a technical team and a board of experts on gender.
- Translate the document into Spanish.
Select the institutions that will be involved.
- Develop the theoretical and analytical framework.
- Develop the sub-indicators to operationalize the instrument.
- Develop questionnaires and interview guides.
- Apply the instrument through in depth interviews, focus groups and meetings.
- Process and analyze the information.
- Elaborate the final report.
- Present the data to the institutions involved through news bulletins, special reports, media visits and workshops and in Newsrooms.

Result 2

- Select the media to be monitored.
- Develop the sub-indicators to operationalize the instrument.
- Apply the instrument through a methodology of content analysis that is already being used in thirteen countries in the region, a methodology used by Red ANDI America Latina that will enable the evaluation and measurement of which the focus of gender is included in the media content.
- Process and analyze the information.
- Elaborate the final report.
- Present the data to the institutions involved.

7. PROJECT INPUTS:

There are 4 computers with the necessary software available, including the appropriate software to develop statistical analysis and information processing matrixes (Sphinx). We have the necessary furniture and building

infrastructure.

Purchase of equipment will not be necessary, nor is requested in this project.

With support of IPDC, we will hire a full time researcher, three (3) consultants (gender specialists), and three (3) technicians that will collect and process information. A translator will also be hired to translate UNESCO's Gender – Sensitive Indicators for Media document into Spanish.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11
Create a technical team and a board of experts on gender.	■										
Translate the document into Spanish.	■										
Select the institutions to be involved.		■									
Develop the theoretical and analytical framework.		■	■								
Develop the sub-indicators to operationalize the instrument.				■							
Develop questionnaires and interview guides.					■	■					
Apply the instrument.						■	■	■	■		
Process and analyze the information.									■	■	
Elaborate the final report.										■	■
Present the data to the institutions involved.											■
Select the media to be monitored.		■									
Develop the sub-indicators to operationalize the instrument.		■	■								
Apply the instrument.				■	■	■	■				
Process and analyze the information.								■	■		
Elaborate the final report.									■	■	
Present the data to the institutions involved.											■

9. INSTITUTIONAL FRAMEWORK:

For the next five years, the Global Association aims to promote innovative actions, among people and communities, to build an informed and critical citizenship. Citizens that become more participative and that assume protagonism in their development, citizens that live in a democracy, with dignity, respect and exercise of their rights. Global has two areas of specialization, Global Childhood and Eco Global, and a permanent staff of ten (10) professionals, five (5) of which work in administrative and institutional strengthening activities. In addition, Global worked with ten (10) volunteers in 2011. Global Association was created in 1995, and has an average annual income of US\$ 600,000 thanks to contributions from international cooperation, companies and individual donors.

This initiative will be implemented by the Global News Agency, member of the ANDI Latin America Network, which has been working since 2004 to help build a culture that prioritizes the rights of children and adolescents. The Agency has been consolidating and positioning itself as a referent in the field of monitoring news, especially through the analysis of certain institutions' image, the monitoring of corporate social responsibility in the Paraguayan press, the monitoring of economic and political issues, and the thematic monitoring of childhood. Global has also strengthened its skills in the field of communication by supporting various social organizations, especially the National Secretariat for Children and Adolescents, by working with them in matters related to access to public information. Global has a track record and credibility that will facilitate links with media and other institutions, and a qualified technical staff that will develop the research proposal, which will also be strengthened with the proposed creation of a group of experts on gender equality issues.

10. **SUSTAINABILITY:**

This project proposes the implementation of pilot indicators to measure the focus on gender issues in the media and its related organizations, therefore, sustainability of the actions is not being sought. However, the proposed research will provide inputs that could be incorporated into the Global News Agency's permanent monitoring actions. This will allow Global to continue contributing to the process of generating greater visibility of gender related issues in media.

11. **PRIOR EVALUATIONS CARRIED OUT:**

The Global News Agency has nearly eight (8) years of experience working with media, journalists, students, guilds and related organizations, interacting with them collaboratively by offering technical advice. Thanks to its sustainability, reliability and consistency, Global has become the leader in its field, and has also gradually expanded its field of expertise and activities. Currently, Global is in charge of the Executive Secretariat of the ANDI Network, becoming the first agency to occupy this position only after the founder, Brazil. It started its experimental work in 2003, with a strategic partner, and is now a permanent program of Global Childhood, which has received support from more than 15 allies, including international organizations and private sector companies.

12. **FRAMEWORK OF COMMUNICATION AND MONITORING:**

A detailed communication plan will be created by the hired crew; however, the assessment of the final report is seen as a priority. The results will be presented to media, journalists, and to the organizations that were measured, via meetings, conferences, emails and other activities. The activities and results that arise from the initiative will be disseminated through the agency's tools and products, such as its weekly schedule of activities which has about 1,500 subscribers. Monitoring of activities will take place during periodical meetings of the technical team to monitor the achievement of targets based on the indicators and the operational plan defined in the framework detailed below.

13. **FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:**

The person in charge of preparing and presenting the report will be María Silvia Calvo, the Global News Agency coordinator.

D. BUDGET

**BREAKDOWN OF IPDC CONTRIBUTION
(in US dollars)**

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
R.1. Baseline for gender equality in media, journalism schools, journalistic guilds and associations.	
Researcher (1 person X 11 months x \$400 - part time)	4,400
Translation of documents (1 doc x 30 pages x \$10per page)	300
Experts (3 people x \$500 each)	1,500
Technician for implementation of data platform (2 people X 4 months x \$500 each – part time)	4,000
Technician for processing information (2 people X 2 months x \$500 each – part time)	2,000
Technician for final report (1 person X 1 month x \$500 each – part time)	500

Design and layout of the report (1 product x 500\$)	500
Logistics (10 trips to 10 institutions in Asuncion x \$7)	700
Printing forms and reports (2 prints x \$60 each)	120
Sub Total R1	14,020
R.2. Qualitative description of gender equity in the journalistic content produced by written and digital media.	
Researcher(1 person X 11 months x \$400 - part time)	4,400
Technicians for development of indicators metrics (2 people X 4 months x \$500 each – part time)	4,000
Technicians for selection and analysis (2 people X 2 months x \$500each – part time)	2,000
Technician for processing information (2 people X 3 months x \$500 each – part time)	3,000
Technician for final report (1 people X 1 month x \$500 each – part time)	500
Design and layout of the report (1 product x \$500)	500
Logistics (10 trips to 10 institutions in Asuncion x \$7)	700
Printing forms and reports (2 prints x \$60 each)	120
Purchase of newspapers (3 weeks x \$10per week)	30
Use Sphinx Platform (6 months x \$70)	420
Recording of TV advertising pieces (6 months x \$200)	1,200
Sub Total R2	16,870
TOTAL	US\$ 30,890

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Institutional Direction (1 person X 12 months x \$600)	7,200
Office Rental (1 x 12 months x \$450)	5,400
Communications: internet, cellular phones, telephones (1 x 12 months x \$400)	4,800
Stationary, supplies, and photocopying (1 x 12 months x \$100)	1,200
Basic Services: Electrical Power, Water, Maintenance (1 x 12 months x \$400)	4,800
Project Administration (1 x 12 months x \$500)	6,000
TOTAL	US\$ 29,400

URUGUAY

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SELF-REGULATION OF JOURNALISM IN URUGUAY: DISSEMINATION OF JOURNALISTS' CODE OF ETHICS AND STRENGTHENING OF ENFORCEMENT MECHANISM
2.	NUMBER	IPDC/58 URU/01
3.	MEDIA DEVELOPMENT INDICATOR'S CATEGORY	Category III: Media as a platform for democratic discourse. C. Media self-regulation
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Support for training. Strengthening of institutional capacity
7.	TOTAL COST OF PROJECT	US\$ 28,200
8.	AMOUNT REQUESTED OF IPDC	US\$ 22,300
9.	BENEFICIARY BODY	Centro de Archivos y Acceso a la Información Pública San José 1330 (Montevideo-Uruguay) (5982) 901215
10.	IMPLEMENTING OFFICE	UNESCO-Montevideo
11.	PROJECT LOCATION	Uruguay
12.	PROJECT PREPARED BY	Fabián Werner/Carolina Molla
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In recent years, Uruguay has experienced a significant advance in updating its laws regarding international standards of freedom of expression. It is currently in the midst of a process of legislative debate regarding a bill on audiovisual media services. If passed, the law could be a major achievement for the democratization of the media system in the country.

Chapter VIII of the bill refers to the "Ethical self-regulation" of the media. Article 138 states an obligation for the media to adopt self-regulatory mechanisms: "The holders of audiovisual media services should govern their activities according to public codes of ethical standards, which can be held individually or collectively. The content of these codes will be determined freely by each provider, based on the principles and rights that this law recognizes and promotes". Article 139 adds: "The codes of ethics of audiovisual media services should be made known to the public through websites and other media".

In this framework, a national debate process was developed starting in September 2012, with the support of UNESCO-IPDC, driven by three civil society organizations - Asociación de la Prensa Uruguaya (APU, Uruguayan Press Association), Centro de Archivos y Acceso a la Información Pública (CAINFO, Center for Archives and Access to Public Information) and Grupo Medios y Sociedad (GMS, Media and Society Group) - which led to the approval of the first Uruguayan Journalists' Code of Ethics in April 12, 2013.³

This is the first point of reference for journalists' self-regulation in Uruguay and responds to a need expressed by 90 percent of journalists working in the country, according to an open survey conducted in October, 2012.⁴

During this process, prior to the adoption of the code, it became evident there was a need to have a set of clear principles to cope with situations arising in the daily practice of the profession, which cross ethical boundaries but are "naturalized" by their repetition in daily practice. The list is extensive and includes situations such as plagiarism, conflicts of interest, inappropriate relationship with sources, violation of the rights of vulnerable and minority groups, and discrimination, among others. Given this situation, which is compounded by job insecurity, the closing of media (especially print), falling corporate workforces, the consolidation of media concentration, among other problems that have caused a deterioration in the working conditions of journalists, we believe it is extremely important to carry out a second phase in this process.

The objectives of this new initiative are to:

- A. Socialize the content of the new code extensively among the various communication players
- B. Strengthen the code's enforcement mechanism through the formation of an advisory committee to the Court of Arbitration of the Uruguayan Press Association in cases submitted for its consideration. The committee (with balanced representation of men and women) will issue public recommendations regarding cases of evident public interest
- C. Create a forum in the web for journalists and citizens in general to allow for a discussion on the code's implementation, the presentation of complaints and the dissemination of the committee's recommendations.

2. DESCRIPTION OF THE TARGET GROUP:

The contents of APU's Journalists' Code of Ethics will be disseminated among: 1) unionized journalists, 2) journalists that are not currently members but who are working in the profession, 3) university students of journalism, and 4) media owners and managers.

³ <http://www.apu.org.uy/institucional/comunicados-apu/asamblea-de-la-apu-aprobo-codigo-de-etica-periodistica>

⁴ Open survey carried out by APU, CAINFO and GMS through the Internet, with a response by 25 per cent of journalists working in Uruguay (<http://www.apu.org.uy/noticias/resultado-de-consulta-abierta-de-apu-cainfo-y-gms>)

At the same time, a mass media campaign will be implemented to disseminate the contents, aimed at the general public, assuming that audiences must know which should be the ethical principles expected of journalists and communicators, and in order to promote a critical consumption of the media by the population.

3. DEVELOPMENT OBJECTIVE:

To foster a media self-regulation framework in Uruguay by strengthening the implementation of the Code of Ethics recently approved by the Association of Uruguayan journalists.

4. IMMEDIATE OBJECTIVE:

To inform all media, journalists and journalism students in the country about the contents of the Uruguayan Press Association's (APU) Journalists' Code of Ethics, so the largest number possible can adopt it voluntarily and to strengthen the code's enforcement mechanism, and to set a date for the first periodic review in order to ensure maximum participation for a national debate on self-regulation of the profession and journalistic ethics.

5. PROJECT OUTPUTS:

- A thorough knowledge of the contents of the code of ethics among media professionals; a general public awareness regarding the existence of this self-regulation mechanism.
- Contents of the code of ethics included in journalism courses at tertiary education level.
- Enforcement mechanism strengthened.
- Publication created for the advisory committee's recommendations and for receiving complaints.
- Code adopted by the media and journalists not affiliated with the Uruguayan Press Association (APU).

6. ACTIVITIES:

- Meetings with journalists, media owners and managers throughout the country to raise awareness on the Code's contents, to receive questions and criticisms about its application, and to promote its adoption by local media. We will focus on gender and discrimination, childhood and adolescence, right to information, digital journalism and social networks.
- Development of contents to raise awareness about the Code among journalism university students. This task will be undertaken by the committee members and national and international experts in gender and discrimination, childhood and adolescence, right to information, digital journalism and social networks.
- Coordination with civil society organizations that are freedom of speech advocates for the dissemination of the Code's contents among the general population, by conducting joint activities.
- Building a website that may receive consultations on the implementation of the Code, report about possible breaches, and encourage an open debate on issues related to the exercise of journalism.
- Strengthening the enforcement mechanism within the Uruguayan Press Association (APU) by forming an advisory committee to the Court of Arbitration with balanced representation of men and women.

7. PROJECT INPUTS:

- Consultants and experts in gender and discrimination, childhood and adolescence, right to information, digital journalism and social networks.
- External web and communications manager
- Six meetings with media owners and managers to reinforce the importance of the adoption of the Code and answer questions about its application.
- Four regional meetings with journalists throughout the country with 30 attendants each (15 local and 15 nearby cities).

- Hiring of teachers (national and international experts) to deliver workshops in universities and other research centers
- Formation of the advisory committee to the Court of Arbitration with balanced representation of men and women.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Organization												
4 meetings with journalists in the interior of the country												
7 meetings with media owners and managers												
6 workshops for students												
Formation of Advisory Committee												
Monitoring of project												
Evaluation reports												

9. INSTITUTIONAL FRAMEWORK:

The project is presented by the Center for Archives and Access to Information (Centro de Archivos y Acceso a la Información - Cainfo), a civil society organization that will also manage it. Furthermore, as in the case of the development process of the Code of Ethics, it will work with two other organizations that are advocates and promoters of freedom of speech and the right to information, the Uruguayan Press Association (Asociación de la Prensa Uruguaya - APU) and Media and Society Group (Grupo Medios y Sociedad - MSG).

10. SUSTAINABILITY:

This project registers the successful history of development of the Journalists Code of Ethics, the first self-regulation experience for journalism in Uruguay. In this context, a significant number of meetings, workshops and seminars were held in Montevideo and the provinces in order to share the Code’s contents, promote its adoption by journalists not affiliated to APU and media, and encourage universities with journalism and communication courses to address the issue of ethics in the classroom.

One of the direct results of this process occurred with Primera Página daily of Lavalleja, Uruguay, which publicly announced the adoption of the Journalists’ Code of Ethics approved by the Uruguayan Press Association (APU). Journalists from Primera Página were the first to adopt the Code, a decision that was later supported by the company that publishes the newspaper.

It is in this context that Cainfo, APU and GMS have formed a group of organizations with adequate recognition throughout the country that can ensure the dissemination of the new code, and further deepen public debate on professional practice that will allow journalists and, above all, students, to implement it voluntarily.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Ongoing monitoring of the project will be carried out by UNESCO-Montevideo. Cainfo and the Uruguayan Press Association agree to deliver progress reports and a final report, along with accountability of funds to the UNESCO office in Montevideo.

The final report will present a breakdown of the results obtained by the project during its implementation in 2013, its activities and a final evaluation.

12. PRIOR EVALUATIONS CARRIED OUT:

Cainfo has worked with organizations such as Open Society Initiative and has been well assessed. It is important to highlight that the previous project with IPDC, which was key for the approval for the Code of Ethics was well assessed by UNESCO Montevideo Office.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Cainfo's Executive Director will report to the UNESCO office in Montevideo.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Local and international consultants (\$150/day x 3 local trainers and \$ 250 x 1 international trainer x 4 days of workshop)	2,800
4 meetings with journalists in the interior of the country **	5,500
7 meetings with media owners and managers (Lodging, food and local transportation)	2,100
Workshops for students (payment for 4 teachers x 6 workshops x 6 months= \$ 600 per teacher)	2,400
Formation of Advisory Committee/funding for reports and meetings for 1 year (5 committee members x 12 months x 12 meetings = \$ 1,000 costs reimbursements for specialist reports on gender and discrimination, childhood and adolescence, freedom of speech, digital journalism)	5,000
External service of communications/webpage /community manager (1 community manager x 10 months x \$ 450)	4,500
TOTAL	US\$ 22,300

**** 4 meetings in the interior of the country**

Participants' accommodation and meals (\$ 25 per day x 30 participants x one day x 4 workshops)	3,000
Training material (photocopies, pens, folders...)	400
Local travel (\$35 x 15 participants x 4 workshops)	2,100
TOTAL WORKSHOPS	US\$ 5,500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

One local coordinator (\$125 per day x 1 x 4 workshops)	500
Monitoring of project /reports	1,000
Project Coordinator (12 months)	2,400
Communications costs (12 months)	500
Staff costs (12 months x 2 staff members)	1,500
TOTAL	US\$ 5,900

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY OF FOREIGN CORRESPONDENTS OF LATIN AMERICA
2.	NUMBER	IPDC/58 RLA/03
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom, pluralism and independence Capacity development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 23,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 14,500
9.	BENEFICIARY BODY	South American Union of Correspondents in partnership with universities, such as UNILA
10.	IMPLEMENTING OFFICE	
11.	PROJECT LOCATION	Regional
12.	PROJECT PREPARED BY	Mauricio Weibel Barahona, President of the South American Union of Correspondents Ricardo Rivas, Vice-President of the South American Union of Correspondents
DECISION OF THE BUREAU:		

B. PRESENTATION

1. **PROJECT JUSTIFICATION:**

One of the current problems of the South American democracies is the relationship between communication, media and politics. This refers to the place that the media occupy in society as cultural actors, the social and ideological plurality of the media system, transparency of public information and the potential deployment of social policies, among other relevant aspects. In this context, international press correspondents have played a key role over the last decades in the region. For example, these journalists reported essential information for the defense of human rights during the military dictatorships, promoted the global dissemination of information that marked the return of Latin America to the capital markets, and spread news about local and intra-regional cultural activity. In short, correspondents built the flow of information in and out of South America, becoming key players in the processes of globalization. However, the requirements of the international press changed in recent decades, product of the same processes of globalization and also the development of the information technology. Unlike in the early 1990s, currently over 10,000 news are broadcasted daily in the region by the international press media, with a third of them referring to the region itself. With tens of thousands of news every day just circulating through the international press, today the current challenge is to produce media investigative journalism that can interpret the consequences of daily events. This is part of a broad and diverse correspondents' management of content (knowledge), but also an awareness of the social and cultural consequences of its editorial productions. This is a key difference with the national or local press. The international press correspondents, by the very nature of their work, require global panoramic visions of the problems and actors they report about. They cannot present them as isolated incidents as is usually done by the national press. Although these are the demands of professional practice of international press correspondents, usually no formal training are offered to meet these needs. The initial training of journalists does not include skills in the subjects relevant to a coherent and complex understanding of the regional dynamics (development, economics, multiculturalism, gender, etc.). Therefore their articles sometimes fail to adequately assess the processes of the region and understand the media challenges in this context. Consequently, this training initiative is designed to be an ethical reflection about foreign correspondents' work in relation to the specific Latin America challenges, within the framework of the construction and constitution of citizenship and democracy in the region. The project will upgrade the skills of 30 foreign correspondents in Latin America through a two-weeks training programme in journalism challenges and core human development issues related to the Latin American context.

2. **DESCRIPTION OF THE TARGET GROUP:**

Correspondents who work in Latin America, specially in countries such as Brazil, Argentina, Bolivia, Ecuador, Colombia, Chile, Peru, Paraguay, Uruguay y Venezuela, are the target group of this initiative, with a particular emphasis on women who work in risk areas.

3. **DEVELOPMENT OBJECTIVE:**

This training initiative will contribute to building the capacities of foreign correspondents in Latin America, promoting information flows about Latin America political process, an essential aspect of democracy.

4. **IMMEDIATE OBJECTIVE:**

Provide skills and knowledge about investigative journalism and Latin American major challenges to 30 correspondents of the region (50% women and 50% men), with a special focus on those working in risk areas, through a two-weeks e-training course.

5. PROJECT OUTPUTS:

30 trained correspondents (50% women and 50% men) capable of producing high-quality articles about social, ethical and political problems in Latin America, including intercultural and gender perspectives.

6. ACTIVITIES:

A two-weeks e-training course to impart skills in foreign correspondents for producing high-quality articles about social, ethical and political problems of Latin America, including intercultural and gender perspectives, through the university network that supports this initiative.

7. PROJECT INPUTS:

Equipment inputs: All the equipment is already available to the applicant and will be put at the disposal of the project by the universities.

Trainers: Three trainers capable of training correspondents in investigative journalism to facilitate the on-line training activities. Three trainers are needed to cover a wider range of topics relevant for foreign correspondents in the region.

Developers: 2 developers of on-line content material on the key subjects of the course.

Two-day workshop: with trainers and faculty of the UNILA to finalize the on-line training and design sustainability of the project.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection/contracting of trainers												
Preparation of training materials												
Development of training course												
Workshop at the University												
Selection and notification to workshop participants												
E-training												
Submission of implementation reports												

9. INSTITUTIONAL FRAMEWORK:

South American Union of Correspondents is the association of foreign correspondents working for international media in South America.

The Federal University of Latin American Integration (UNILA) is a unique project in Latin America. It promotes concern for multiculturalism, bilingualism and interdisciplinary in teaching and research and the relationship with the social environment in the Trinational Region (border between Argentina, Brazil, Paraguay).

The Escuela Latinoamericana de Postgrado of the Universidad de Arte y Ciencias Sociales of Chile. It is an institution that promotes capacity building about latinoamerican issues

10. SUSTAINABILITY:

Once the training course is assimilated by different institution, taking this project as a pilot experience, the activity will become more sustainable

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

A periodical monitoring process will be set to ensure the expected results and the long-term sustainability of the project are achieved. The South American Union of Correspondents will be closely involved in the initiative.

12. EVALUATIONS CARRIED OUT:

The universities involved in this initiative have executed communication and training projects in different countries of Latin America.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The beneficiary agency undertakes to report on project progress to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The person who will prepare and submit the reports is Mauricio Weibel, President of the South American Union of Correspondents.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
2-day workshop at UNILA (3 international air-tickets, \$700 each; 2x3 per diems, \$150 each)	3,000
Content developers (2 x \$2,000)	4,000
Three international trainers (10 days of active moderation at a rate of \$250 per day)	7,500
TOTAL	US\$ 14,500

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Staff costs	5,000
Project coordinator	1,000
Communication costs	500
Vehicle maintenance and local transport costs	250
Contingencies	250
Project reporting	500
TOTAL	US\$ 7,500

BOLIVIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING MINERS' RADIOS IN BOLIVIA
2.	NUMBER	IPDC/58 BOL /01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 3. Media as a platform for democratic discourse.
4.	IPDC PRIORITY AREA	Pluralism, particularly community media and capacity development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support and equipment
7.	TOTAL COST OF PROJECT	US\$ 48,840
8.	AMOUNT REQUESTED FROM IPDC	US\$ 19,440
9.	BENEFICIARY BODY	SECRAD (Servicio de Capacitación en Radio y Televisión para el Desarrollo) de la Universidad Católica Boliviana "San Pablo" La Paz Av. Hernando Siles No. 4737, esq. calle 2 de Obrajes, La Paz, Bolivia. Casilla de Correo 4805. Telf/Fax 591-2-2783011 secrad@ucb.edu.bo
10.	IMPLEMENTING OFFICE	UNESCO-Quito Office
11.	PROJECT LOCATION	Oruro, Potosí y La Paz (Bolivia)
12.	PROJECT PREPARED BY	José Luis Aguirre Alvis Director del SECRAD
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Bolivia, now constitutionally recognized as a Plurinational-Community State, given the significant existence of precolonial indigenous-native nations and peoples, has as an innovative feature of democratic construction, the recognition of communication and information as a constitutional right and public good (Art. 106 . NCPEP). The New Plurinational State Constitution (2009) notes that the State guarantees that Bolivians, within the scope of the right to communication and information, enjoy the freedom of expression, opinion and information and the right to share freely their ideas by any media. The Constitution establishes that the state will support the creation of community media on equal opportunities avoiding the monopoly operation of the media or single media presence be it commercial / private or government / state. This same legal framework states that indigenous peoples, native and peasant can create and manage systems, media and communication networks themselves (Art. 30. Inc 8).

These faculties given to communication and information will only be effective, and have the ability to reverse the terms of exclusively commercial and unidirectional operation of the media in Bolivia if they encourage practical ways of strengthening an inclusive and democratic communication.

The historical experience of the role of the media as builders of spaces for participation, social mobilization and commitment to cultural values of Bolivian society is that of mining radios. Their presence dates back to the 1940s where the creation of Radio La Voz del Minero (1947) belonging to the Siglo XX mining union district opens this experience which was followed by creation of twenty radiostations owned by the miners themselves. These experienced the earliest forms of alternative popular communication and it was theoretically recognized in the 1980s. During the military dictatorship, many mining centers were closed and so were their radio stations. However, today the presence of radios in the Andean mining centers persists. A few are the traditional ones but most are new stations in mining centers that revive their productive work. The property remains that of workers and sustainability is ensured through their contributions. However, the radios experience a number of constraints among which the absolute lack of technical and production operators and communicators. Considering that their audiences have extended into surrounding rural sectors and that the structural needs of the area persist, there is a demand to implement an intensive strengthening action on the mining radios now integrated in the Mining Network Satellite Broadcasting of Bolivia.

Miners' radios in Bolivia have been recognized for their defense and promotion of miner's rights and for their work on cultural and educational activities. UNESCO, in its publication Community Radio Handbook (2001), included Miners' radios from Bolivia as an example of important initiatives. Within this framework, the project seeks to reinforce the capacities of the Mining Network through training support and radio production based on the recommendations from UNESCO's Community Radio Handbook. In addition, a sustainability project will be formulated. The project will include legal and technical aspects, programing, ownership and management, and funding strategies in order to manage miners' community media in a more effective and efficient way.

3. DESCRIPTION OF THE TARGET GROUP

40 radio communicators (at least 50% women) from the Mining Network Satellite Broadcasting Bolivia, which groups radio and television from the departments of Oruro, Potosí and La Paz.

4. DEVELOPMENT OBJECTIVE:

Strengthen media as a platform for democratic discourse through the reinforcement of Miners' radios capacities in Bolivia.

5. IMMEDIATE OBJECTIVE:

Reinforce the capacities of Miner's radios in Bolivia through training support and radio production.

6. PROJECT OUTPUTS:

40 workers of the Mining Network Satellite Broadcasting of Bolivia:

- able to put into practice community media standards and a code of conduct;
- capable of implementing programming policies based on best practices;
- trained in radio and digital production.

The Mining Network Satellite Broadcasting of Bolivia has developed a sustainability project which includes legal and technical aspects, programming, ownership and management, and funding strategies in order to manage their community media in a more effective and efficient way.

7. ACTIVITIES:

The training programme is designed around 2 workshops of a duration of 3 days each. The training workshops will take place in LLallagua, Potosí (mining zone from Bolivia).

- UNESCO's Community Radio Handbook will be translated to Spanish in order to put into practice its contents and recommendations during the workshops and the formulation of a sustainability project for miners' radio in Bolivia.
- Workshop 1: Features and functions of community media, standards and code of conduct; programme policies: participatory programmes, community news, balancing news, specialized coverage, local election broadcasts, and educational broadcast and audience surveys.
- Workshop 2: Radio production and Managing a digital studio: Scripting for radio, informative management: news and interview, production of short messages. Practical radio production lab (exercises of speech / information recording and processing, radio, magazines and educational wedges). A computer will be purchased in order to install a mobile digital studio for the use of the community communicators.
- Formulation of new mining radio communication project in Bolivia and its socialization in order to support the re-birth of the Mining Network Satellite Broadcasting Bolivia in collaboration with all member from the network. The project will include legal aspects, technical aspects, programming, ownership and management, and a strong component on sustainability.
- Socialization of new radio communication project in Bolivia's mining within the media and the organizations to which they belong.

7. PROJECT RESOURCES:

- Two trainers specialized in development communication and radio production.
- Food, lodging and local transportation for trainers and trainees
- Training materials (printed books, stationery and CDs).
- Purchase a laptop (laptop) that enables the installation of a mobile digital studio and direct use of the Program students. HP. Model Envy DV6T-BTO, Intel Core i7
- Translation of the Community Radio Handbook (selection of chapters)
- Formulation of Sustainability Project
- Laptop computer

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Selection and recruitment of facilitators										
Translation of the Community Radio Handbook (selection of chapters)										
Development of a radio production training model for the specific development with Bolivia's mining radios.										
Development of training materials.										
Call and selection of candidates for integrated network mining radios.										
2 workshops										
Formulation of new radio communication project in Bolivia mining.										
Socialization of new radio communication project in Bolivia's mining within the media and the organizations to which they belong.										
Evaluation and final report										

9. INSTITUTIONAL FRAMEWORK:

The Servicio de Capacitación en Radio y Televisión para el Desarrollo (SECRAD) is a research institute in social communication of the Universidad Católica Boliviana "San Pablo" (La Paz) satisfying social interaction activities, and offering community services: of training human resources in radio production, television and alternative media, consulting and implementation of communication strategies and initiatives for educational and social development, production of educational materials and public awareness, and, research and promotion of social communication practices and media usage for the exercise of the right to communication. Launched with the support of UNESCO's IPDC Programme in 1986, it has over 25 years of experience promoting communication for social change throughout Bolivia. The SECRAD's mission is to enhance the communication capabilities of the actors in the community to promote a dialogic relationship to the building of democracy. The SECRAD has expertise in areas such as inclusive communication for people with disabilities, community communication and alternative media, intercultural communication and educational media for social change. The SECRAD received IPDC support to encourage development and community broadcasting services in Bolivia through a Provincial Radio Training Program executed on 2000 and the project of Community Television TV-COM 2005.

10. SUSTAINABILITY:

The Sustainability Project will allow the Mining Network Satellite Broadcasting of Bolivia to develop strategies to manage their community media in a more effective and efficient way; including high quality contents and the implementation of financing and fundraising mechanisms. Thus, they will be capable of finding funds and partners. The socialization event of the project will be used as a platform to connect community media representatives with international cooperation, governmental and private sector. The project will consolidate the Mining Network as one and will articulate their work. Thus, mining community media will be better positioned with a stronger image.

11. MONITORING FRAMEWORK:

Project implementation will be monitored by the UNESCO-Quito Office. In addition, the reports and knowledge generated by the regional workshops will be broadly disseminated to both local and international actors in each country, including regional organizations.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

SECRAD undertakes to report on project progress on a four-month basis to UNESCO-Quito Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Point of contact (POC) for preparation and submission of report: José Luis Aguirre, Director of SECRAD.

D. B U D G E T	
BREAKDOWN OF IPDC'S CONTRIBUTION (in U.S. dollars)	
One trainer for Workshop 1 (\$150 x 3 days)	450
Food, lodging and local transportation for one trainer workshop 1 (\$60 x 4 nights)	240
One trainer for Workshop 2 (\$150 x 3 days)	450
Food, lodging and local transportation for one trainer workshops 2 (\$60 x 4 nights)	240
Training materials (stationery, certificates, etc.)	700
Translation of the Community Radio Handbook (selection of chapters)	2,500
Formulation of Sustainability Project	1,200
Design of the project for online and print versions	600
Printing of Sustainability Project (500 copies)	1,200
Distribution of Sustainability Project to the communities (300 booklets)	700
Socialization of the Sustainability Project (rent of room, projector and sound, invitations design and distribution and confirmations) (rent of room \$980 + projector and sound system \$300 + design of invitations, distribution and confirmations \$300)	1,580
Laptop computer HP. Model Envy DV6T-BTO, Intel Core i7	1,500
Transport of participants (40 participants x \$20 x two transfers)	1,600
Accommodation of participants (40 participants x \$12 x 6 nights)	2,880
Food for participants (40 participants x \$15 x 6 days)	3,600
TOTAL	US\$ 19,440

BREAKDOWN OF THE CONTRIBUTION OF THE INSTITUTION (in U.S. dollars)	
Project Coordinator (10 months)	10,000
Assistant Project (10 months)	6,000
Accountability (10 months)	4,000
Office Services (10 months)	4,600
Communications	3,000
Selection Process	1,200
Monitoring and Reporting	600
TOTAL	US\$ 29,400

COLOMBIA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	FOSTERING FREEDOM OF EXPRESSION ONLINE IN LOCAL MEDIA AND ONLINE SAFETY OF JOURNALISTS
2.	NUMBER	IPDC/58 COL/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1 - A system of regulation conducive to freedom of expression, pluralism and diversity of the media
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and media pluralism particularly community media
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 40,800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24,300
9.	BENEFICIARY BODY	Foundation for Press Freedom (FLIP) Pedro Vaca, Director Pedro@flip.org.co Calle 40 No. 22-17 Of. 302 Bogotá www.flip.org.co
10.	IMPLEMENTING OFFICE	Andrea Apolo Montalvo UNESCO Quito Office
11.	PROJECT LOCATION	Antioquia & Santander, Colombia
12.	PROJECT PREPARED BY	Emmanuel Vargas, FLIP
DECISION OF THE BUREAU:		

1. PROJECT JUSTIFICATION:

The emergence of Internet has brought unprecedented progress in the access of information and knowledge. Colombia has not been immune to the transformation that the digital age has produced. The Colombian panorama of new information and communication technologies (ICTs) is witnessing a dizzying development and growth. The data show that both access to and users of the Internet have increased exponentially. In the past two years, according to the Ministry of ICTs, the Internet has grown by 168%. A broad ICT policy is being implementing. For instance, around 1055 *Kioskos Digitales*⁵ have been set up in rural and/or remote areas. In addition, 101 *Puntos Vive Digital*⁶ have been installed throughout the territory.

The Colombian media landscape has also experienced a massive development. As shown in the [Consejo de Redacción](#)'s study entitled *Medios Digitales en Colombia*, the digital media growth was from 319 in 2010 to 745 in 2012 throughout the territory.⁷ Of these, 650 of the digital media have been characterized as those using the Internet as an information tool locally, regionally and nationally. Some 25% are media whose web content corresponds to the same information produced for their original platforms, while 75% are media that were born on the Internet or have migrated from another platform. Antioquia and Santander are among the top five departments with the largest number of digital media, in second and third position respectively with 96 digital media outlets for the former and 46 for the latter.

In a country that is still highly dangerous for journalists, Internet has become a safe space for journalism. One example is the work undertaken by the digital media outlet [La Otra Orilla](#) with journalists at risk. At the same, it is more and more necessary for journalists to be equipped to better protect their electronic information records and sources. In this regard, this project seeks to formulate an Internet safety manual to help media professionals to better protect their rights and personal safety when using technology and the Internet. This guide will include the recommendations from the UN Plan of Action on the Safety of Journalists and the issue of impunity, as well as its Implementation Strategy.

The Colombian debate on freedom of expression on the Internet is just beginning. The transition from analog to digital on issues of freedom of expression has not been completed. Nevertheless freedom of expression, access to information and privacy on the web are already threatened in Colombia. The Colombian government is obliged under the Free Trade Agreement with the United States to approve a law on blocking and removing of Internet content. The path to be taken to do so might jeopardizes freedom of expression of Internet users. Furthermore, the Minister of Justice and Technology approved a decree in 2012 on Internet surveillance and filtering. Thus, the government's actions unduly restrict freedom of expression online.

Recognizing that ICTs are not only about radios, computers, mobiles and connectivity, but also about people generating, creating, sharing and acquiring knowledge, they can be used to empower communities and to build a more democratic society. Therefore, this project aims to support the organization of various activities for empowering regional community media to advocate for their right to freedom of expression in view of the risks of increased regulation Internet in Colombia.

⁵ Spaces for Internet access located in population centers of over 100 inhabitants and national parks.

⁶ Community spaces for the use and appropriation of the Internet.

⁷ J.L. Nova & G. Rey, *Medios Digitales en Colombia*. Consejo de Redacción & Centro Ático de la Universidad Javeriana de Colombia, 2013, p. 5. Available on

http://www.consejoderedaccion.org/documentos/emprendimiento/estudio_medios_digitales_2012.pdf.

2. DESCRIPTION OF THE TARGET GROUP:

Digital media outlets located in Antioquia and Santander: This includes 80 persons from local media, activists and interested stakeholders in the designated communities. For project implementation, it will be ensured that men and women are equally represented in all project activities.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to promoting a system of regulation conducive to freedom of expression, pluralism and diversity in the media in Colombia by empowering community-based media to advocate for the right to freedom of expression and other fundamental rights on the Internet.

4. IMMEDIATE OBJECTIVE:

Train 80 local media professionals to acquire the necessary knowledge and capacities to advocate for their right to freedom of expression and other fundamental rights on the Internet.

5. PROJECT OUTPUTS:

Output 1: 80 local media members are empowered to advocate for freedom of expression and other fundamental rights on the Internet.

Output 2: New spaces for dialog with policy makers are created in order to discuss dangers facing freedom of expression in digital environments. Policy makers will be aware of these dangers.

6. ACTIVITIES:

Activities of output 1:

1. Two two-day workshops on freedom of expression and the Internet for regional digital media in **Antioquia and Santander (one in each region)**. A total of 80 local media professionals (50 in Antioquia and 30 in Santander) will be trained on topics such as freedom of expression on the Internet, online safety, cybersurveillance, net neutrality, cybercensorship and others.
2. Formulation of an Internet safety manual to help media professionals to better protect their rights and personal safety when using technology and the Internet. This guide will include the recommendations from the UN Plan of Action on the Safety of Journalists and the Issue of Impunity, as well as UNESCO's Internet Safety new publication. This guide will include strategies on how to protect journalists' rights within the framework of the new Law on Internet from Colombia.

Activities of output 2:

1. Monitoring of at least one public policy affecting media development on the Internet such as surveillance and net neutrality. As a result of this activity, a document will be produced on the monitoring findings.
2. One one-day round table with at least 15 public servants (e.g. policy makers, legal advisors) in Bogota for discussing the monitoring findings on public policies undermining freedom of expression and other fundamental rights on the Internet.

7. PROJECT INPUTS:

- One expert in international standards on freedom of expression to monitor policy making affecting media development on the web.
- A consultant for documenting and developing the monitoring document.
- Two trainers for the regional workshops capable of training digital media on freedom of expression and Internet-related issues.
- One logistic staff to support on the organization of project's activities (seminars, forum and round table).

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Workshop in Santander												
Workshop in Antioquia												
Internet Safety Manual												
Monitoring & Document												
Round table												

9. INSTITUTIONAL FRAMEWORK:

**Implementing Organization:
Foundation for Press Freedom**

Established in 1996, the Foundation for Press Freedom (FLIP, in Spanish) is a non-governmental organization that systematically monitors violations to press freedom in Colombia, develops activities that contribute to the protection of journalists and the media, and promotes the fundamental right to information. FLIP has as lines of work the protection of journalists, access to information, prevention of indirect censorship and fight against impunity.

FLIP will provide the following personnel and know how:

- Administration personnel: FLIP will contribute by placing the foundation’s financial advisor and the accountant on the service of the project.
- Access to information personnel: FLIP will contribute by placing the foundation’s Access to information advisor, who will contribute on the development of the activities
- Offices: FLIP will contribute with the office location and office spaces for the implementation of the project, for the location of implementing personnel and consultants.
- Experience in advocacy through legislative follow up and incidence and strategic litigation.
- Experience organizing events and taking advantage of relations with the media and communications strategy.

Implementing Partner:

Karisma Foundation is a Bogotá-based civil society organization founded in 2003. Its mission is to support and promote good uses of ICTs in Colombia and Latin America. Karisma develops and supports initiatives in human rights and civil liberties in digital environments. It also promotes culture, content and free software, vindicating public interest, spaces and commons. Its members participate in public policy discussions on the

convergence of ICTs and law, promote citizen participation, support and uphold human rights in the digital environment, and participate in regional and national researches, analysis and actions.

Karisma intends to make available its expertise since the project inception, as well as providing training staff for the regional seminar and forum.

10. SUSTAINABILITY:

The project builds on existing strategic alliances that will be consolidated and will outlast it. In addition, it will tend towards building lasting cooperation between media, State and civil society. Since 2011, both FLIP and Karisma have been jointly carrying out an advocacy and awareness work on the project's theme. A medium that has been vital in the development of this work has been social media. Through the Colombia online collective [RedPaTodos](#),⁸ activists, citizens and civil society organizations, including both FLIP and Karisma, have kept alive the discussions on Internet control and its implications for the citizens' fundamental rights. Therefore, the intention of the project is to strengthen and expand this discussion to areas of the country that often fall outside the discussions that are cooked in Bogotá, the country's legislative center.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

a. Monitoring

UNESCO Quito Office will monitor the project implementation. Nevertheless, FLIP and Karisma will provide additional oversight to the monitoring and evaluation process. In the first two months of the project, a work-plan will be developed and distribution of activities among the implementing organizations will be defined. Monthly meetings will be held between the project management staff to plan activities, and agree on implementation strategies, responsibilities and progress. Additionally, monthly review process of the project's work-plan will be undertaken, focusing on the activity level and its contribution to output components, with suggestions for corrective measures, if necessary. The results of this review process will feed into reporting process. It is worth noting that the final report will include a component assessing not only the evaluation of the project implementation, but its impact on the Colombian context.

12. EVALUATIONS CARRIED OUT:

As part of the ongoing Karisma's Internews-funded project, which aims to influence the policy discussion surrounding the pending copyright reform in digital environments, several regional talks have taken place. These activities have shown the need to expand discussions of the kind proposed in this project to the Colombian regions in order to raise awareness on freedom of expression and other fundamental rights online. In addition, the project's result is showing a worrying lack of policy makers' knowledge on the implications of digital policy over fundamental rights.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Mr. Pedro Vaca Villarreal, FLIP Executive Director, director@flip.org.co

⁸ The collective is articulated through its website (redpatodos.co) and social media, and its key aims are staying informed on regulatory issues, analyzing potential threats, and promoting political actions of citizen participation aiming at influencing legislative and regulatory activity, as well as rights and civil liberties in digital environments.

C. ADDITIONAL INFORMATION

Karisma is organizing an International Conference on Human Rights on the Digital Era to be held on July 2013 in Bogotá, Colombia. FLIP is supporting part of the organization of the conference in the mainframe of a joint project of advocacy in freedom of expression regulations and public policies with Karisma and the Argentina NGO *Asociación de Derechos Civiles*. The inputs and recommendations arising from this event will be used in the preparation of activities proposed in this project.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Specific costs for Workshop “Freedom of Expression and Internet” in Antioquia	
National trainer on freedom of expression (\$150 x 2 days)	300
National trainer on digital safety (\$150 x 2 days)	300
Local Air ticket (\$300 x 2 national experts)	600
Food, lodging and local transportation for 2 national experts	900
Food and local transportation for participants (30 people x \$50 x 2 days)	1,500
Materials (30 people x \$8)	240
Specific costs for Workshop “Freedom of Expression and Internet” in Santander	
National trainer on freedom of expression (\$150 x 2 days)	300
National trainer on digital safety (\$150 x 2 days)	300
Local Air ticket (\$300 x 2 national experts)	600
Food, lodging and local transportation for 2 national experts	600
Food and local transportation for participants (20 people x \$50 x 2 days)	1,000
Local Transportation 5 people x \$40	200
Materials (20 people x \$8)	160
Specific costs for other activities	
Internet Safety Manual for Journalists (formulation, design, printing and distributing)*	8,600
Document monitoring of threats to freedom of expression on Internet (Monitoring, documentation, design, printing)**	6,200
One round table with public servant to present the results of the monitoring and influence in public policies (25 people*1 day * \$30 each)	1,300
Selection process and dissemination of the activity (invitations and dissemination of the training workshops)	1,200
TOTAL	US\$ 24,300

* Internet Safety Manual for Journalists (formulation, design, printing and distributing)	
Conception and production of manual (1 Consultant x 6 months X \$750)	4,500
Graphic Design	700
Printing (1000 copies)	2,700
Distribution	700
SUB-TOTAL	US\$ 8,600
** Document of monitoring of threatens to freedom of expression on Internet (Monitoring, documentation, design, printing)	
Monitoring of threats to freedom of expression on Internet (1 Consultant x 10 months X \$250)	2,500
Systematization legal software online (1 Consultant x 12 months X \$125)	1,500
Conception and production of documentation (1 Consultant x 6 months X \$250)	1,500
Graphic Design of online publication	700
SUB-TOTAL	US \$ 6,200

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator	8,000
Expert on freedom of expression	4,300
Administrative assistant	2,000
Administrative expenses	2,200
TOTAL	US\$ 16,500

ECUADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING INDEPENDENT AND HIGH QUALITY JOURNALISM IN ECUADOR THROUGH INVESTIGATIVE REPORTING AND ETHICAL STANDARDS
2.	NUMBER	IPDC/58 ECU/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4. Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Capacity Development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 62,290
8.	AMOUNT REQUESTED FROM IPDC	US\$ 24,820
9.	BENEFICIARY BODY	Universidad de los Hemisferios Paseo de la Universidad n° 300 y Juan Díaz (Urb. Iñaquito Alto) – Quito, Ecuador Phone: (593-2) 382-8670 E-mail: info@uhemisferios.edu.ec
10.	IMPLEMENTING OFFICE	UNESCO-Quito
11.	PROJECT LOCATION	Ecuador: Quito, Guayaquil and Cuenca
12.	PROJECT PREPARED BY	Daniel López Dean of the Communication School Universidad de los Hemisferios
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Ecuador has recently approved a Communications Law which presents a new regulatory environment and a set of challenges for journalism and the exercise of free expression in Ecuador. The Special Rapporteur for Freedom of Expression of the Inter-American Commission on Human Rights (IACHR) has expressed -in a letter issued in June 28, 2013- that the Law should be brought in line with international standards on freedom of expression, because some of the provisions of the Act could restrict the exercise of the right to freedom of expression and provoke a serious chilling effect. In the same line, the UN Special Rapporteur on the promotion and protection of the right to freedom of opinion and expression has also expressed his concerns regarding the Act.

In this environment, journalists and media leaders need the professional tools and information to best manage their work, to produce high quality journalism in service of society, and minimize the impact of the regulations on independent media. This project is designed to provide a high level professional training based on the concept: how best practices of **high-quality journalism** (including self-regulation, quality control, transparency, and ethical standards) can be used with relative confidence as an effective defense against self-censorship and external interference. The project is designed to build a culture of high-quality journalism in order to reinforce the credibility of media in Ecuador by training mid-career journalists, editors and media directors, but also journalism students.

UNESCO's Manual for investigative journalists "Story-Based Inquiry" will be used as a reference for the Investigative Reporting workshop, and Gender equality will be considered in the entire selection process. Two trainers (one international and one national) will provide the training; the international one will give an international perspective and speak about best practices at worldwide level; the national one will focus on the Ecuadorean reality, thus being able to give data on sources, the system, where news is, and information on credibility indicators.

The training workshops will be organized in Quito, Guayaquil and Cuenca, the three most important cities of Ecuador, where the most-important media are concentrated. This project will be implemented by the Universidad de los Hemisferios in collaboration with the Center for Investigation and Information (CIINFO).

2. DESCRIPTION OF THE TARGET GROUP:

- 15 editors and top reporters.
- 60 (at least 30 women) early and mid-career journalists, especially those covering potentially controversial areas in public policy and the economy.
- 50 journalism students from last semesters of the university.

3. DEVELOPMENT OBJECTIVE:

The project will contribute to improving professional training for journalists in order to foster high quality journalism and reinforce news media credibility.

4. IMMEDIATE OBJECTIVE:

Train 15 editors and top reporters, 60 early and mid-career journalists and 50 journalism students on high-quality journalism through investigative reporting and ethics standards.

5. **PROJECT OUTPUTS:**

- 60 early and mid-career journalists have the tools and skills to produce high-quality journalism, and advanced techniques to investigate and report.
- 60 early and mid-career journalists have acquired professional ethics and standards.
- 15 editor and media directors have the skills to manage and conduct investigative reporting and know how to conduct good practices inside media through quality control, ethical enforcement, non-partisanship, self-regulation, and transparency measures.
- 50 journalism students have received basic knowledge on investigative reporting, ethics and international standards on freedom of expression and self-regulation.
- A document which includes: contents from the workshops, feedback from the participants and identification of follow-up areas.

6. **ACTIVITIES:**

Workshops

Early and mid-career journalists training workshop

Three three-day training workshops to be conducted in Quito, Guayaquil and Cuenca with 20 practicing journalists per city, selected by invitation and an application process open to all qualified journalists. Total: 60 journalists.

Days 1-2: Investigative Reporting: How to think like an investigative reporter; methodology of planning and executing long-form investigative and enterprise reporting projects, precision and enterprise techniques and case studies of investigations; and the application of access to information law (LOTAIP).

Day 3: Professional ethics and standards: Bias, conflict of interest, use and identification of sources; regulation and self-regulation.

Editors and Media Directors training workshop

One-day training workshop to be conducted in Quito (for 15 editors and directors).

How to manage and control investigative reporting projects and how to implement and ensure good practices inside media. Measures of quality control, ethical enforcement, non-partisanship, self-regulation, and transparency.

Journalism Students

Two-day training workshop and one-day seminar to be conducted in Quito (for 50 students)

Days 1-2 for workshop: Basic investigative reporting and journalism ethics

Seminar: The role of independent journalism in democratic societies: International standards on freedom of expression and self-regulation frameworks.

Documents

Formulation of Paper on Media Credibility and Credibility of Sources for Ecuadorian media to be used in the workshops

Formulation of summary reports based on interaction in the workshops and outline areas of possible follow-up.

7. PROJECT INPUTS:

- International expert on Investigative Reporting and International Standards
- National expert on Investigative Reporting and Ecuadorean media practice
- Air tickets
- Board and lodging and local transportation for experts
- Food for participants
- Rent of rooms
- A document which include: contents from the workshops, feedback from the participants and identification of follow-up areas
- Design and distribution of the document in CD
- Training materials for 125 participants
- Invitations (selection Process)

Contribution of the University

- Project coordinator
- Project assistant
- Administrative assistant
- Local transportation to coordinate project activities
- Phone calls, internet and office services
- Unforeseen expenses
- Reporting on the project
- Rooms and equipment for students’ seminar and workshop

8. WORK PLAN (April 2014-February 2015):

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11
Planning, courses preparation											
Identification, hiring of experts											
Selection process of participants											
Workshops Ecuador (timeframe)											
Formulation of Paper on Media Credibility and Credibility of Sources for Ecuadorian media to be used in the workshops											
Formulation of document which include: contents from the workshops, feedback from the participants and identification of areas of follow-up.											
Design of the document											
Reports and Evaluation											

9. INSTITUTIONAL FRAMEWORK:

The *Universidad de los Hemisferios* (University of the Hemispheres) is a legal entity of private law, autonomous, non-profit and of social interest. Its primary residence is located in the Metropolitan District of Quito, Ecuador. It was approved by the National Congress of the Republic of Ecuador on 5 May 2004, and created by Act No. 2004-36 of the Republic, published in Official Gazette No. 345 of 31 May. It owes its name to the vocation of service to national development and universal opening. Born in Ecuador, a country located in the Northern and Southern hemispheres, it is open to all continents in both hemispheres. It has an educational

style that is fed by creativity, originality and relevance, serving Ecuador's higher education. With a view to achieve national and Latin American integration with an international projection, through a strong academic and human formation based on transcendent values and ethics, the university aims to train, for professional life, full human beings, scientifically competent and honest entrepreneurs committed to the future of the country, strengthening national identity in the multicultural context, the affirmation of democracy, human rights, and the defense and protection of the environment.

The Communication School of the university seeks that its graduates acquire a responsible and free personality, with criteria about fairness of their actions and of communication processes of society. These graduates are professionals at the service of society looking for and communicating the truth, who promote the dignity of people by respecting freedom of expression, right to information and freedom of the press. They are able to produce written and audiovisual content and perform in social media - print, radio, television, Internet and new digital media, both as leaders and communication actors in journalistic media companies, audiovisual entertainment, advertising, and strategic consultancies.

10. SUSTAINABILITY:

The effectiveness of journalism is often short-lived if directed only at reporters or would-be reporters. New techniques, although received with great enthusiasm by trainees, are often given short-shrift when they are brought back to the newsroom, where young reporters are again under strict supervision of editors who may be unfamiliar or even skeptical of the introduction of innovative methods. This project will address this often-observed limitation by including a broad array of newsroom personnel, from young reporters (including students), experienced reporters, editors and newsroom leaders. The training emphasizes a team approach to high quality reporting and ethical practices.

Within this frame, the Communication School of the *Universidad de los Hemisferios* and CIINFO, with support from UNESCO, are committed to: (a) design a Web site with all contents, conferences and support materials for journalists, editors and students who attend the workshops, so that they can make use of and disseminate the materials as thematic multipliers; (b) secure that attendees participate in regular conferences and seminars organized by the Communication School on issues of journalism and news quality, at no cost for them or with significant discounts; (c) organize an annual conference on ethics and journalistic quality addressed to the participants of the workshops, free of cost for them; (d) organize and update a database of national journalists for the Web site.

11. FRAMEWORK OF MONITORING:

UNESCO-Quito will monitor the project implementation.

12. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The *Universidad de los Hemisferios* and CIINFO undertakes to report on project progress on a four-month basis to UNESCO-Quito and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Trainers	
International expert on Investigative Reporting and International Standards (workshops to early and mid-career journalists (9 days), editors and media directors (1 day) and students (3 days): \$ 250 x 13 days)	3,250
International air ticket	1,200
Food, lodging and local transportation for international expert (\$180 x 13 days)	2,340
National expert on Investigative Reporting and Ecuadorean media practice (workshops to early and mid-career journalists (9 days), editors and media directors (1 day) and students (3 days): (\$150 x 13 days)	1,950
Local air tickets to Guayaquil and Cuenca (2 experts x \$ 200 air tickets x 2 cities)	1,200
Food, lodging and local transportation for 1 national experts in Guayaquil and Cuenca (\$180 x 6 nights)	1,080
Formulation of Paper on Media Credibility and Credibility of Sources for Ecuadorian media to be used in the workshops	1,500
Participants	
Food for 20 journalists workshop in Quito (\$30 x 3 days)	1,800
Food for 20 journalists workshop in Guayaquil (\$30 x 3 days)	1,800
Food for 20 journalists workshop in Cuenca (\$30 x 3 days)	1,800
Food for 15 editors and media director Workshop (\$30 x 1 day)	450
Food for 50 students (\$5 x 3 days) only a snack	750
Workshops	
Rent of rooms in Guayaquil and Cuenca with internet access	1,200
Document which include: contents from the workshops, feedback from the participants and identification of areas of follow-up.	1,500
Design and distribution of the document	1,000
Training materials for 125 participants	1,500
Selection Process (invitations)	500
TOTAL	US\$ 24,820
BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Coordinator (\$1.200 x 11 months)	13,200
Project assistant (\$600 x 11 months)	6,600
Accountant (\$600 x 11 months)	6,600
Local transport to coordinate project activities x 11 months	800
Phone calls, internet and office services x 11 months	5,500
Unforeseen expenses	2,000
Reporting on the project	1,200
Seminar for journalism students (equipment)	700
Workshop for students (rooms and equipment)	900
TOTAL	US\$ 37,500

PERU

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	STRENGTHENING THE JOURNALISTS CAPACITY TO ACCESS TO PUBLIC INFORMATION
2.	NUMBER	IPDC/58 PER/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4: professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom, pluralism and independence
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support, equipment
7.	TOTAL COST OF PROJECT	US\$ 52,800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18,000
9.	BENEFICIARY BODY	INSTITUTO PRENSA Y SOCIEDAD (IPYS) Address: Jr. Colina 113, Barranco Lima-Peru Tel (511) 2474465 Fax (511) 2473194 e-mail: mortecho@ipys.org Name of the contact: Mayumi Ortecho
10.	IMPLEMENTING OFFICE	UNESCO QUITO OFFICE Andrea Apolo Montalvo Oficina de comunicación externa
11.	PROJECT LOCATION	Peru
12.	PROJECT PREPARED BY	Mayumi Ortecho, Program Coordinator of IPYS
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION

The project aims to train journalists in accessing public information. The objective is to improve the capacity of journalists to demand public interest information from the State.

Since the year 2000, IPYS has been working systematically with regional and local media and individual journalists from Peru and Latin America. It has proven that most of them have very few financial, technical and professional resources and this affects negatively the quality of their production. Even though information seems to circulate freely, limitations exist because of a lack of knowledge and training on the law to access to public information as well as a lack of systematic information requests on sensitive states areas. This is why it is essential to promote, through training focused specially on informative actors, the right to access public information. Journalists play a central role in initiating and stimulating public debates but face constant challenges in accessing information from public bodies, particularly when that information relates to issues such as corruption. Our assumption is that Peruvian journalists can better play their role as public watchdogs if they are trained about how to request public information related to local, regional and national governments' administration.

The project shall work with journalists, developing a special program of request for declassifying public information related to policies for excluded sectors. This scrutiny will make it easier to know the degree of transparency in relation with the social expenditure management and strengthening civil society's capacity for using mechanisms that enable it to be better informed. This activity, which includes litigation, if necessary, shall be conducted for nine months and will be provided by consultants from the law firm **Pereira & Asociados** which traditionally collaborates with IPYS providing legal aid for the effective exercise of the right to access to public information. During the project period it will provide free advice to the journalists and citizens about that same right and also deliver part of the journalist training workshop (the part about the effective use of the access to public information law). In addition, the law firm will need to conduct a special legal process called "*habeas data*" in those instances when the public administration denies journalistic public information.

Considering the project's short implementation space, our work with civil society shall focus on a group of journalists that will directly exercise its right to request information on a systematic basis, and around a priority subject in the national agenda, namely the management of social programs.

This project will also focus on the use of digital tools by implementing an online course aimed to trained journalists on how to use and apply the law on access to public information and monitoring government's social expenditure. Nowadays, the use of digital tools significantly enhances the practice of any kind of journalistic work. Non presence training platforms reduce the costs normally incurred in presence training for travel, per diem, logistic material and meetings. In these times, e-Learning tools are being implemented massively. It is an option that confirms the efficacy of digital tools in professional life and, at the same time, reduces the digital gap. Also included will be the task of following up and providing support for the journalists' network, made possible by solving queries about their request for public information. In addition, information will not only be revealed by the trained journalists but also it will be disclosed by the IPYS team that will directly file the requests, in order to strengthen the requests done by participants on the on line course.

2. **DESCRIPTION OF THE TARGET GROUP:**

Journalists (gender balanced selection), key actors, whose professional experience will help requesting access to information, especially on those issues that the State unduly refuses to make public.
Digital tools will play an essential role in training the journalists (through an on line course).

3. **DEVELOPMENT OBJECTIVE:**

To train journalists in the use of the exercise of the right to access public information.

4. **IMMEDIATE OBJECTIVE:**

- Improve journalistic capacities on the use of tools such as the exercise of the right to access public information.
- Promote the use of digital tools in the work of journalists

5. **PROJECT OUTPUTS:**

- A digital guide for journalists reflecting IPYS experience on public information requests and judicial cases related to access to public information.
- At least 30 journalists trained in the use of digital tools and access to public information techniques.
- A national network of journalists from Peru.

6. **ACTIVITIES:**

- Design of 1 on line course aimed to train, initially, 30 journalists on how to use and apply the law on access to public information and monitoring government's social expenditure. IPYS require two months for contents design and to upload the outcome in an Open Source e-Learning platform. Duration: 3 months for design and 2 months for teaching of e-course course.
- Selection of journalists members of the network of journalists who will be trained and receive legal advice. This is a key (and expensive) component of this kind of project. Freedom of information requests, worldwide, quite often demands legal expertise to be successful, particularly when it involves sensitive information.
- Selection of relevant cases and information to design a methodological guide on how to access public information. The guide will be provided on electronic version.

7. **PROJECT INPUTS:**

- One computer with adequate technical specifications (hard disk, virtual memory, network cards, audio and video cards, cables, connectors, etc) and specific software and licenses in order to set training courses, keep productions, digital material for courses and use in the project follow up. It is necessary to have a computer for the project so it can be used only for the project and not be shared with other activities.
- 1 specialist/trainer to create contents for the e-learning course and to remain as main e-trainer (2 months for contents development, training, coordination of support materials and solving any consultation during and after the course). The trainer will also be in charge of content uploading during and after the course (3 months)
- 2 specialist/trainers to provide legal aid for the effective exercise of the right to access to public information.

- 1 assistant e-trainer to support participants of the course contents supervision and daily follow up of courses (3 months for supporting activities and to solve – in close coordination with the main trainer - consultation during and after the course).

WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project Organization												
Design of courses												
Selection of journalists												
Teaching of e-course*												
Legal advice, litigation and public requests												
Final report												

*The course has a duration of 2 months but has to be available for 3 months (induction activities and to provide complementary information for the participants after the course)

9. INSTITUTIONAL FRAMEWORK:

Instituto Prensa y Sociedad, IPYS, based in Lima, Peru, was created in 1993. It is an association that promotes freedom of information and an independent press. In order to achieve this, it monitors and reports on the situation of the press and freedom of expression in several Latin American countries. It also elaborates specialized studies on the topic in these countries and promotes the debate about the role of the media and investigative journalism.

IPYS’s members are renowned journalists with extended work experience. They form a group with no commitments to unions, businesses, political or ideological groups. IPYS reacts against limitations, aggressions or attacks against the press and the freedom of expression. On defending journalistic guarantees, IPYS bears in mind that they were established so that the public may be informed, and that the press’s first responsibility is towards society, over the many other interests that usually besiege the task of providing information.

The institute runs a network of monitors in 10 of Peru’s regions. Their reports are published as alerts and articles in the institutional webpage (<http://www.ipys.org>) and in the webpage of the International Freedom of Expression Exchange IFEX. Additionally, it develops a vigorous training and support program for investigative journalists in Latin America.

IPYS has three programs: (1) Press Freedom; (2) Access to information; and (3) Investigative Journalism.

During the last 13 years it has carried out a wide range of investigations and training on investigation, access to information and the coverage of public issues for journalists regionally. Its solid local alliances in Andean countries guarantee the success of this initiative. In Peru it has ten correspondents in the main region. Finally, its technological platform and its staff’s capacities make it easy to achieve the objectives.

10. SUSTAINABILITY:

The sustainability of this project is based on the participation of journalists and the exercise of their right to information. Journalists will be provided with tools and knowledge they will be able to apply during their whole professional lives. IPYS structure will be available to journalists providing support during the project’s life and beyond, as the objectives here presented are intrinsically related to IPYS institutional mission. Also, this project

will be developed with the co-financing and institutional accompaniment of IPYS and UNESCO as an international cooperation institution.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

IPYS as implementing agency will be totally responsible for the project’s execution. This responsibility will fall particularly on the director of IPYS. The director will coordinate the project and will act as the focal point to carry out the monitoring of the project activities.

At the same time, progress and difficulties will be registered in order to include them in the evaluation. The framework for preparing progress and final reports will be established in agreement with UNESCO.

12. EVALUATIONS CARRIED OUT:

IPYS has been promoting for several years the right to access public information in Peru. The results obtained, added to the experience accumulated during these years, have allowed it to position itself as one of the most outstanding organizations in this specialty. Also, IPYS’ advocacy work with the Peruvian State has allowed it to become a referent for public organizations to tend to their training demands.

The first edition of the National Conference on Public Information (CONAC) was organized by IPYS and the Ombudsman office of Peru in 2008. After 5 years, CONAC has become the most important meeting to promote the right to access information in Peru. This year CONAC will be wider and more ambitious than the former ones, and will become a milestone for future fundamental changes. It will be a joint effort of IPYS, The Regional Government of San Martin and the Ombudsman Office. The three institutions shall announce CONAC between November 13th and 14th, 2013.

IPYS promotes legal changes contributing to improve transparency and access to public entities’ information by journalists (and the public in general). Furthermore, it takes care of providing legal assistance and/or directly conducting processes initiated to guarantee access to public information, as well as the administrative and judicial defense of journalists that are being threatened for exercising their freedom of speech.

In Peru, IPYS is the single organization conducting strategic litigation for issues related to the right to access to public information, with several good results: mainly having favorable judicial decisions on issues related to transparency in the State. Currently IPYS has **12 habeas data procedures** in progress. All of them, part of the litigation strategy, which aims at having important judicial precedents that can be use and disseminate in similar cases.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The beneficiary agency undertakes to report on project progress on a four-month basis to the relevant UNESCO field office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. The name and title of the person who will prepare and submit the reports should be indicated.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION	
(in US dollars)	
Design of online course on how to use and apply the law on access of public information and monitoring government’s social expenditure (1 expert x 3 months x	4,000

one course)	
E-trainer for the online training (2 months)	2,000
Legal advice for journalists (1 person x \$ 550 x 10 months, part time)	5,500
Equipment: A computer (to e-training courses and to be use during the project) Toshiba All-in-One PX35T-AST2G01 Desktop	1,500
Design, production and distribution of products (methodological guide) 1 person x 10 months. No distribution cost (electronic versions)	5,000
TOTAL	US\$ 18,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project Staff	
Director (for coordination activities) (\$1000 x 12 months)	12,000
Administration officer (\$ 600 x12 months)	7,200
Secretary (\$ 300 x 12 months)	3,600
Office costs (\$ 500 x month)	6,000
Communications and internet (\$ 500 x month)	6,000
TOTAL	US\$ 34,800

VENEZUELA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DATA MANAGEMENT AND DIGITAL INFORMATION SECURITY TOOLS TO REINFORCE INVESTIGATIVE REPORTING IN VENEZUELA
2.	NUMBER	IPDC/58 VEN/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4 Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	Innovation in convergence & integration of legacy media and new communications
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 46,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 29,600
9.	BENEFICIARY BODY	Instituto Prensa y Sociedad de Venezuela – IPYS Venezuela. Address: Urbanización Chacaíto, Avenida El Parque, edificio Leonor, piso 3, oficina 12, Municipio Chacao, Caracas 1060, Venezuela Web: www.ipys.org.ve Contact: Marianela Balbi (Executive Director) Tel: +58-212-421.23.09/ 421.23.40 Cel: +58-424-239.23.01 Email: nelabalbi@gmail.com , mbalbi@ipys.org
10.	IMPLEMENTING OFFICE	UNESCO Quito Office
11.	PROJECT LOCATION	Five Venezuelan inner States: Zulia, Táchira, Carabobo, Lara and the Capital District
12.	PROJECT PREPARED BY	Marianela Balbi (Executive Director) and Luisa Torrealba (General Coordinator, Ipys Venezuela), with the assistance of UNESCO Quito
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In order to develop data management and digital information security tools for investigative reporters, a collaborative link will have to be established among journalists, programmers and experts in IT tools, as an efficient way to achieve results and impact with the use of electronic data. The development of tools, such as extracting data from the web, the creation of databases to process and obtain information of value and of public interest; and the digital presentation and visualization of data shall enhance the quality of journalistic work.

These tools will be reinforced by a training workshop on Investigative Reporting. Within this component, UNESCO's Manual for investigative journalists "Story-Based Inquiry" will be used as a reference for the Investigative Reporting workshop, along with the recommendations of the UN Plan of Action on the Safety of Journalists and the issue of Impunity. This project seeks to satisfy one the needs of journalists in Venezuela. There is a growing interest and motivation from journalists and the media of delving deeper in the documentation of their information endeavors by extracting data from the web, creating their own databases and processing and crossing data to obtain trends permitting them to offer more comprehensive outlooks on issues of interest for society as a whole.

This training workshop shall enable journalists and the media to fulfill their work of informing, overcoming the limitations they currently face, including those derived from recurrent restrictions on accessing public information, as documented and monitored by the Instituto Prensa y Sociedad (IPYS) de Venezuela since its foundation in 2002, so far recording 1217 reports (alerts of restrictions on access to information and other aggressions to journalists). It is important to add that this project will take into account gender equality and balance among private, public and governmental media in the entire selection process of selecting participants, as well as selecting trainers.

2. DESCRIPTION OF THE TARGET GROUP:

100 journalists, web designers and developers and IT programmers of all types of media (press, radio, television and Internet) and journalism professors. The project will be executed in five cities: Caracas, Barquisimeto, Maracaibo, Táchira, and Valencia and involve participants from different regions of Venezuela (20 participants per city, of which at least 50% will be women).

3. DEVELOPMENT OBJECTIVE:

The project contributes to promoting freedom of information, the strengthening of democracy and the role of the media as channels for the exercise of freedom of expression, by training journalists, web designers, developers and programmers in data journalism and in the safe management of information.

4. **IMMEDIATE OBJECTIVE:**

Provide tools and skills on data management, digital information security and investigative reporting to 100 journalists, web designers and developers of information portals and IT programmers and journalism professors from five Venezuelan regions in order to reinforce digital platforms and enhance the quality of investigative journalism in the country.

5. **PROJECT OUTPUTS:**

- 100 journalists, web designers and developers of information portals and IT programmers and journalism professors have acquired tools for the use of data journalism techniques (such as extracting data from the web, the creation of databases to process and obtain information of value and of public interest and the digital presentation and visualization of data) to improve journalistic investigations.
- 100 journalists, web designers and developers of information portals and IT programmers and journalism professors have acquired tools for the safe management of information from digital platforms, thus avoiding becoming victims of information usurpation or hacking.
- 100 journalists, web designers and developers of information portals and IT programmers and journalism professors have acquired tools to exercise the right of access to public information, by accessing databases enabling them to obtain more comprehensive information for their journalistic investigations.
- 100 media professionals provided with skills to research and perform investigative reporting.

6. **ACTIVITIES:**

Five three-day workshops on: tools for data journalism, safety in the management of digital information (10 days), and investigative reporting (5 days) to be conducted in five cities: Caracas, Barquisimeto, Maracaibo, Táchira, and Valencia. Total of participants 100 (20 per city).

The content of the workshops shall include the following topics: First part: fundamentals of data journalism; opinion surveys and studies as sources; the use of official or private databases; how to create your own database; digital format: new concepts in petition rights; access to databases; convergence and importing of data in electronic sheets; managing data and formulas; organization, crossing and interpretation of official figures; strategies for charting journalistic information; self-conducted data analysis; use of public digital records; systematized information in private hands; management of individual databases; how to extract news from a database; conclusions from the comparison of multiple databases and mapping tools.

Second part: Locating URLs in the web; how to evaluate the credibility of web pages and avoid errors; How to gain the greatest advantage from browsers; effective searches, searches on the hidden part of the Internet; The use of browsers and social network applications for journalistic research; browsers and meta-browsers; safety in the Internet (two-tier security for the protection of e-mails and profiles in social networks); use and protection of cloud computing and tools for storing and sharing information on the Internet.

Third part: Investigative Reporting based on UNESCO’s Manual for investigative journalists “Story-Based Inquiry”: hypotheses, human sources, organization, writing investigations, quality control. Tools from the first and second part will be used during this phase.

After the workshops, the IPYS shall maintain contact with the participants to continue offering them support and advice on the use of the tools learned. Contact shall also be established with local universities with schools of journalism and professors will be urged to participate in the workshops so that they continue to teach the content they will learn at the workshops as part of the program content of the subject matters they teach.

7. PROJECT INPUTS:

- A qualified national trainer with knowledge and expertise in the use of databases and safety tools for the management of digital information.
- A qualified international or regional trainer with knowledge on investigative reporting.
- A room equipped with a projector and computer, in each city the workshops are to be given.
- Catering services providing meals and refreshments for the participants in each city the workshops are to be given.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Selection / hiring of trainers	■											
Preparation of training materials		■										
Logistic organization of the workshops		■	■									
Selection and notification of workshop participants (Caracas)					■							
Workshop Caracas					■							
Selection and notification of workshop participants (Workshop Barquisimeto)					■							
Workshop Barquisimeto					■							
Selection and notification of workshop participants (Workshop Maracaibo)					■							
Workshop Maracaibo					■							
Selection and notification of workshop participants (Workshop Táchira)						■						
Workshop Táchira						■						
Selection and notification of workshop participants (Workshop Valencia)						■						
Workshop Valencia						■						
Presentation of execution and evaluation reports							■	■				

9. INSTITUTIONAL FRAMEWORK:

The Instituto Prensa y Sociedad de Venezuela (IPYS Venezuela) is a non-governmental organization comprised of Venezuelan journalists associated to the Latin American network of the Instituto Prensa y Sociedad which is based in Peru. IPYS Venezuela, founded in 2002, tackles three fields of action: freedom of expression, access to information and investigative journalism. IPYS Venezuela works with journalists, the media, academicians, NGOs and the general public by rendering training services for the professionalization of journalists and monitoring the situation of freedom of expression, among other. The organization has a network of correspondents in thirteen cities (Barquisimeto, Barinas, Caracas, Coro, Guanare, Maracaibo, Maracay, Mérida, Puerto La Cruz, Puerto Ordaz, San Cristóbal, Maturín and Valencia) who continuously monitor freedom of expression in Venezuela and drafts reports (alerts) on any event which affects the right to freedom of expression and information, which are then sent to international networks such as the International Freedom of Expression Exchange (IFEX). IPYS Venezuela has an executive director, a general coordinator, an administrator and a coordinator for each scope of action.

10. SUSTAINABILITY:

Safety training and follow-up for journalists in Venezuela has been an ongoing line of action for IPYS Venezuela from the start. Since 2002, IPYS Venezuela has recorded the threats and attacks against freedom of press in this nation through its network of correspondents in the various regions and has developed training activities, offering journalists from all over the nation tools to develop quality journalism based on investigative techniques and exercising access to public information. This has permitted IPYS Venezuela to have a general overview of the main training needs required.

Since 2002, IPYS Venezuela has organized more than 200 workshops related to journalism. The beneficiaries from these workshops have had access to information relating to freedom of expression, investigative journalism and access to information, which they can apply in their day-to-day jobs.

Likewise, the staff of Ipys Venezuela permanently participate in international training activities and maintain contact and recurrent exchanges with journalists and the media from other nations. Through said exchanges the need has been identified of offering journalists the tools to use databases and specialized information searches in the internet, which require specific know-how linked to IT programs and tools to safely manage the digital information. This project can respond to the training needs in this area, so as to secure the development of more comprehensive journalistic endeavors.

The sustainability of the project shall be guaranteed through continuous communication by the staff of IPYS Venezuela with the participants to the workshops, for the purposes of guiding them and accompanying them in the use and application of the tools learned, upon completing the workshops. Likewise, university teachers of journalism as a subject matter shall be invited to attend these training sessions with the hopes that they will replicate the knowledge obtained in the students in their classrooms.

Apart from this multiplying effect, the project shall use the Internet to provide a sustainable platform where IPYS Venezuela can receive petitions from the journalists on their training needs and will be open to the exchange of knowledge, information and activities connected to investigative journalism, access to public information and freedom of expression in Venezuela and Latin America. The conclusions and recommendations garnered from the workshops shall be available on the Internet to the journalists through the organization's web

page and its accounts on the *Twitter* and *Facebook* social networks so that any journalist who is interested can gain access thereto.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Follow-up actions shall be conducted by the UNESCO’s Communications and Information Advisor, who shall be in permanent communication with the IPYS Venezuela team. Likewise, IPYS Venezuela shall submit the technical and financial reports to the UNESCO office in Quito.

12. EVALUATIONS CARRIED OUT:

Through permanent monitoring, IPYS Venezuela has verified the situation of freedom of expression and the exercise of journalism in this nation, and has validated that information endeavors have been affected by recurrent legal and administrative measures adopted by the current government, violent actions against journalists and the media and restrictions to accessing public information, which limit the possibility of obtaining comprehensive and in-depth information on events of public interest. This situation therefore poses a need to train journalists in the use of tools that help them gain safe access to databases that offer solid supports to enhance the quality of the information broadcast through the media.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The beneficiary entity pledges to inform the UNESCO office in Quito on the advances of the project on the third month after the start thereof. Also, at the end of the Project, the beneficiary entity shall submit a full final report describing the manner in which the objectives foreseen have been achieved and all the activities which have taken place. Marianela Balbi (executive director) and Luisa Torrealba (general coordinator) shall draft these reports.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Regional or International trainer on investigative reporting (US\$ 250 x 5 days of workshops)	1,250
Air ticket for regional or international trainer on investigative reporting	1,500
National trainer in data journalism tools and safety mechanisms for the management of digital information (10 days of training x US\$ 150)	1,500
Local air tickets to regions for trainers and coordinator (US\$ 300 x 2 trainer x 5 workshops; and \$ 300 x 1 coordinator x 5 workshops)	4,500
Lodging, food and local transportation for trainers (US\$ 289 x 2 trainers x 3 nights x 5 workshops)	8,670
Participants’ meals (\$30 per day x 20 participants x 3 days x 5 workshops)	9,000
Training materials (Photocopies, pens, notebooks, folders...)	980
Rental of workshop room (\$200 per day x 3 days x 5 workshops)	2,200
TOTAL	US\$ 29,600

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION
(in US dollars)

Project coordinator (8 months)	4,800
Communication costs (8 months)	800
Use of laptop	1,500
Staff costs (8 months x 1 staff members)	2,100
Studio rent	7,200
TOTAL	US\$ 16,400

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	FREEDOM OF EXPRESSION, THE RIGHTS TO COMMUNICATION AND INFORMATION, AND MEDIA-GOVERNMENT RELATIONS IN THE ANDEAN REGION
2.	NUMBER	IPDC/58 RLA/04
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 1: A system of regulation conducive to freedom of expression, pluralism and diversity of the media.
4.	IPDC PRIORITY AREA	Promotion of freedom of expression and press freedom, pluralism and independence
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Institutional capacity building
7.	TOTAL COST OF PROJECT	US\$ 50,500
8.	AMOUNT REQUESTED FROM IPDC	US\$ 21,000
9.	BENEFICIARY BODY	The Carter Center 453 Freedom Parkway Atlanta, Georgia 30307 USA
10.	IMPLEMENTING OFFICE	Andrea Apolo Montalvo, UNESCO-Quito
11.	PROJECT LOCATION	Ecuador and Venezuela
12.	PROJECT PREPARED BY	J. Lance Alloway, Sr. Assc. Director of Development. The Carter Center Phone (404) 420-5189 (404) 688-1701 Email: lance.alloway@emory.edu ☐
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In recent years, the concepts and assumptions of liberal democracy have been increasingly questioned in the Andean Region as the need for greater social and political inclusion has been claimed by several governments, and new participatory mechanisms of democracy were experimented with. The coexistence of those competing models of government organization and regulation of specific rights has produced conflict within and among countries in the region, particularly with regard to the role and rights of independent news media.

On the one hand, some of the governments of the hemisphere, particularly in the Andean Region claim a public interest in regulating free expression to expand citizen rights (such as protecting children from violent images and protecting groups from racial discrimination in social media). In addition they seek to protect the integrity and reputation of government officials; to shield government legitimacy and governability; and to curtail the influence of economic interest groups in the economic and social affairs of the country. On the other hand, journalists, media representatives and civil society groups have accused those initiatives of restricting freedom of expression by controlling and limiting any kind of legitimate criticism of governmental policies. This is source of tension among journalists, civil society organizations and governments in some cases. All in all, the effect has been that the debate has become polarized, with parties hardening their positions while rejecting dialogue. The result is growing tensions and a deepening sense of instability.

A central element of this debate is the prevalence of two divergent views about the fundamental question about what the government's role should be in promoting and protecting the rights of independent media, on the one hand, and in regulating the mass media and the practice of journalism in Latin American democracies, on the other hand. In this context of doctrinal polarization, tension and disputes between private media and governments, the ultimate objective of this proposal is to create a privileged space in the Andean Region so that government officials, legislators, media representatives, journalists, scholars, representatives of the Inter-American Commission and Court of Human Rights and citizens in general can meet to constructively discuss models for positive media-government relations, strengthen democratic governance and the role of media and professional journalism for democracy. Where appropriate the process will result in the design of a navigation chart toward the identification of solutions and strategies to emerge from the polarization and to confront the new challenges ahead.

The project will develop a series of high-level workshops in Ecuador and Venezuela in order to provide tools and knowledge on topics that are controversial between media and government such as: media regulation, the role of public service broadcasting in the Andean region, media pluralism, and journalism ethics and standards.

2. DESCRIPTION OF THE TARGET GROUP:

50 journalists, legislators and public officials of the Andean countries, with a particular emphasis on editors, directors, administrators of public media, owners of private media, and representatives of ministries and secretaries of information. Due to their potential to reach students, and replicate the debates in academic environments, the Center will also invite researches and university professors in the area of journalism. To maintain the project's basic principle to bring together pro-government and pro-opposition journalists, during the selection process, special attention will be paid to achieving a balance between government and opposition affiliated journalists, editors and directors, as well gender balance, regional balance (25 from Ecuador and 25 from Venezuela), and representation from the major television, radio and print outlets.

3. DEVELOPMENT OBJECTIVE:

The ultimate goal of the project is to strengthen democracy and freedom of expression in Ecuador and Venezuela through constructive media-government relations with a view on strengthening a culture of peace.

4. IMMEDIATE OBJECTIVE:

The project seeks to develop a series of high-level workshops in Ecuador and Venezuela in order to provide tools and knowledge on topics that are controversial between media and government such as: media regulation, the role of public service broadcasting in the Andean region, media pluralism, and journalism ethics and standards.

5. PROJECT OUTPUTS:

- 50 representatives from government, academic/scholars, civil society representative, and media sector trained in media regulation, public service broadcasting, media journalism, and journalism ethics and standards.
- 50 representatives from government, academic/scholars, civil society representative, and media sector provided with the space, skills and knowledge to engage and participate in facilitated debates to constructively discuss models for media-government relations, freedom of expression, right to communication and information and democratic governance, and are prepared for new challenges ahead.
- 50 representatives from government, academic/scholars, civil society representative, and media sector with enhanced understanding of the principles and values related advance freedom of expression as enumerated in the Inter-American Democratic Charter, the American Convention on Human Rights and UN international instruments.
- Commissioned papers on the issues discussed in each workshop published and disseminated through Carter Center's website in English and Spanish and partner organization's websites.
- Increased awareness among journalists in the Andean region of the trends and issues that are reshaping the practice of journalism today.
- Increased awareness among journalists and public officials of the role public, private, and communitarian journalism plays in today's societies as well as its importance in the strengthening of democratic processes.
- Better preparation of journalists and media representatives in general to face new and emerging challenges.

6. ACTIVITIES:

- 1 3-day Workshop in Ecuador: Government Representatives, Academics/Scholars, Civil Society Representatives, Media Sector Representatives (Owners, Directors, Editors, Journalists).
Workshop: media regulation, the role of public service broadcasting in the Andean region, media pluralism, and journalism ethics and standards and media rights and responsibilities.
- 1 3-day Workshop in Venezuela: Government Representatives, Academics/Scholars, Civil Society Representatives, Media Sector Representatives (Owners, Directors, Editors, Journalists).
Workshop: media regulation, the role of public service broadcasting in the Andean region, media pluralism, and journalism ethics and standards and media rights and responsibilities.
- *Commissioned papers* on the issues discussed in each workshop. Papers will be commissioned to present the alternative models of viewpoint for each topic.
- Publish the commissioned papers, with an introduction, in easily-disseminated booklets in Spanish, as well as publishing electronic PDF files on The Carter Center's website in English and Spanish. Papers would also be published on partner organization's websites.
- The reports and knowledge generated by the workshops will be broadly disseminated during activities of the Friends of the Charter and The Carter Center and will contribute not only to providing inputs for, but to generating increased awareness among practitioners and the democracy community about contentious issues affecting democratic governance in the hemisphere.

7. PROJECT INPUTS:

- One international trainer for workshop on public service broadcasting, media pluralism, media regulation
- Lodging, meals and local transport for international trainer
- One international trainer for workshop on journalism ethics and international standards
- Lodging, meals and local transport for international trainer
- Air tickets for two international trainers
- Airport transportation-hotel
- Systematization of issues discussed in each workshop (2 papers: one paper about media legislation, PSB and media pluralism; and a second paper about journalism ethics and standards)
- Design of papers and printing photocopies
- Lodging and subsistence for participants
- Materials for training (folders, notebooks, pens, and working texts)

8. WORK PLAN: Only for workshops in Ecuador and Venezuela

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8
Pre-organization activity Commissioning of papers								
Workshop –Venezuela								
Post VE. Workshops Final Venezuelan Paper Publication								
Workshop – Ecuador								
Post EC. Workshops Final Ecuador Paper Publication								
Follow up. Publication of <u>final papers.</u>								
Post Activity: Submission of implementation reports								

9. INSTITUTIONAL FRAMEWORK:

The Carter Center’s mission is one of peace with justice, backed by a belief in the inherent value and equality of every individual. President Carter has been at the forefront of the campaign for greater global fairness, pointing out in his much-quoted 2002 Nobel Peace lecture: “the growing chasm between the richest and poorest people on earth, both within and among nations lies at the heart of the world’s greatest problems”. To achieve its mission, The Carter Center follows clear programmatic strategies. These strategies have evolved over a 30-year period based on systematic examination of our field programs and partnership with other institutions to establish best practices. Both government and local NGOs are necessary to building strong democracies. Unfortunately, many countries in which TCC works have weak, immature political institutions and civil societies. Through Complementary interventions, The Democracy, Human Rights, and Americas Programs help ensure free and fair elections, strengthen respect for human rights, establish rule of law, and strengthen civil society’s capacity to represent the rights and interests of citizens. Increasingly, these three programs have established joint project design teams with their colleagues from the Conflict Resolution Program to plan for mutually reinforcing interventions.

10. SUSTAINABILITY:

For sustainability and longer term impact we will convene private dialogues with government, media, and civil society actors on particular points of contention. The Carter Center will also partner with local institutions so that they can continue and sustain such dialogues beyond, and in-between, the proposed workshops in each country. The Carter Center has already contacted key stakeholders from the government of Ecuador, such as the Secretary of Communication, the new members from the Regulatory Council (Law of Communication’s

regulatory body recently implemented) and it has well received by the governmental representatives. The Carter Center has also contacted media representatives, such as AEDEP, and other organizations such as Fundamedios and Ciespal in order to analyze the ambient of polarization and identify possible mechanisms to reduce the distance between both parties. In the case of Venezuela, the Carter Center field office in Caracas will continue such dialogues with a local core group we have assembled in the last four years through our Venezuela Media Project. The dialogues will be individually with actors (public and private media, *diputados*, government communication officials, and professional associations) and together as needed and as possible in each country.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

Project implementation will be monitored by UNESCO-Quito Office. Besides, the reports and knowledge generated by the regional workshops will be broadly disseminated to both local and international actors in each country, including regional organizations.

12. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Project implementation will be monitored by UNECO-Quito office. The Carter Center undertakes to report on project progress on a four-month basis to UNESCO-Quito Office and submit a comprehensive final report describing the extent to which the immediate objective of the project was achieved. Point of contact (POC) for preparation and submission of report: J. Lance Alloway, Sr. Associate Director of Development and Marcelo Varela- Erasheva, Associate Director, Americas Program.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
I. Workshop Ecuador	
One international trainer for workshop on public service broadcasting, media pluralism, media regulation, and public service broadcasting (US\$250 x 2 days)	500
Lodging, meals and local transport for international trainer (above mentioned) (UNESCO Perdiem Quito US\$ 199 x 3 days)	597
One international trainer for workshop on journalism ethics and international standards (US\$ 250 x 1 days)	250
Lodging, meals and local transport for international trainer (above mentioned) in Quito (UNESCO Perdiem US\$ 199 x 2 days)	398
Air tickets for two international trainers (US\$ 1,500 x 2 international trainers)	3,000
Systematization of issues discussed in each workshop (2 papers: one paper about media legislation, PSB and media pluralism; and a second paper about journalism ethics)	1,200
Design of papers, printing and dissemination	1,600
Lodging and subsistence for participants (25 participants x 3 days x \$30)	2,250
Materials for training (folders, notebooks, pens, and working texts)	500
II. Workshop Venezuela	
One international trainer for workshop on concentration of media ownership (US\$ 250 x 2 days)	500
Lodging, meals and local transport for international trainer (above mentioned) in Caracas (UNESCO Per diem US\$ 419 x 3 days)	1,257
One international trainer for workshop on <u>media pluralism</u> (US\$ 250 x 1 day)	250
Lodging, meals and local transport for international trainer (above mentioned) in Caracas (UNESCO Per diem US\$ 419 x 2 day)	838

Air tickets for two international trainers from Quito to Caracas (US\$ 1,000 x 2 international trainers)	2,000
Systematization of issues discussed in each workshop (2 papers: one paper about media legislation, PSB and media pluralism; and a second paper about journalism ethics)	1,200
Design of papers, printing and dissemination	1,600
Lodging and subsistence for participants (25 participants x 3 days x \$35)	2,625
Materials for training (folders, notebooks, pens, and working texts)	435
TOTAL	US\$ 21,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
CARTER CENTER (VENEZUELA RAC)	
I. Consultant Fees	
Field Representative (100% of time* 1 month)	7,000
Project Manager (100%*1 month)	3,500
Field Office Assistant/Accountant (100% of time*1 month)	2,000
Friend of the Charter/Discussant	1,200
Air tickets, lodging, food and local transportation for Staff and Friend of the Charter/Discussant in order to support the workshops	8,000
II. Communications	
Field Office Telephone (\$150/month * 1 mo.)	150
Field Office Photocopying (\$150/month * 1 mo.)	150
Field Office Mail/Courier (\$250/month * 1 mo.)	250
III. Other Project-Related Expenses	
<i>Caracas Office</i>	
Rent Field Office (\$1,600* 1 mo.)	1,600
Field Office Utilities and Maintenance (\$700/month * 1 mo.)	700
Field Office Parking Space Rental (\$120/month * 1 mo.)	120
Field Office Supplies (\$200/month * 1 mo.)	200
Subtotal	24,870
IV. Indirect Costs (18.7%)	
Indirect Costs (18.7%)	4,630
TOTAL	US\$ 29,500

COSTA RICA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING DISASTER PREPAREDNESS AND RESPONSE CAPACITY OF COSTARICAN PRESS
2.	NUMBER	IPDC/58 COS/01
3.	CATEGORY OF MASS MEDIA	CATEGORY 4
4.	IPDC PRIORITY AREA	MEDIA TRAINING
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 21,800
8.	AMOUNT REQUESTED FROM IPDC	US\$ 15,000
9.	BENEFICIARY BODY	REGIONAL MEDIA, ASSOCIATED TO NATIONAL SUNDICATE OF JOURNALISTS OF COSTA RICA
10.	IMPLEMENTING OFFICE	NATIONAL SUNDICATE OF JOURNALISTS OF COSTA RICA
11.	PROJECT LOCATION	SAN JOSE, COSTA RICA
12.	PROJECT PREPARED BY	JUAN JOSE ARCE VARGAS, NATIONAL SUNDICATE OF JOURNALISTS OF COSTA RICA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Natural disasters such as earthquakes, landslides, hurricanes are quite common in Costa Rica. Small earthquakes occur daily and strong tremors happen a few times a year. According to the Costa Rica Disaster Statistics Data, the 49 events which occurred between 1980 and 2010 killed 312 people, affected 1,647,964 and caused hundreds of millions dollars in damages. Emergencies such as AH1N1 influenza pandemic and the rise in number of nosocomial infections happen on a regular basis too. In 2004 a magnitude 6.2 quake centered on the Pacific Coast, killed 8 locals and damaged buildings and roads. In 2009, an earthquake claimed 34 lives in Cinchona. Mass evacuation of tourists was needed in each case. A year ago, the earthquake of 7.6 magnitude in Guanacaste caused panic and disruption in the capital San Jose. For a small country like Costa Rica, those are major media events, when the whole nation tunes in. However, the local press in disaster areas is not fully prepared to inform accurately affected population, nor is able to provide quality news feeds to national media. The journalist union of Costa Rica in collaboration with the Costa Rican National Commission for Risk Prevention and Emergency Response (CNE), the Pan American Health Organization and other organizations produced the “Manual for journalists on ethical coverage of emergencies and disasters”. The Manual promotes respect for the victims, stronger ties between emergency response institutions and journalists, as well as news orientation that seeks solutions and encourages prevention. The Manuel is a blueprint for emergency response, it is yet to be complimented with area-specific information and to reach wider circles of media, especially in provinces. The purpose of this project is to train local media on providing information that is clear and reflects the priority needs in situations of major disaster using the Manual as a basis.

2. DESCRIPTION OF THE TARGET GROUP:

30 directors of regional local press (radio, newspaper and television). The project will strive to ensure gender parity and geographical balance among the trainees.

3. DEVELOPMENT OBJECTIVE:

Improving disaster preparedness and response of Costa Rican media.

4. IMMEDIATE OBJECTIVE:

Establishing a training program on emergency coverage for media in provinces and non-urban areas.

5. PROJECT OUTPUTS:

- Manual for Journalist: What to inform during situations of major disasters?
- 30 director of regional media trained in accurate emergency coverage and ready to impart this knowledge on their staff.
- Quality programs on disaster preparedness in Costa Rican provinces.

6. ACTIVITIES:

- Seminar: Presentation Manual of Journalist: What to inform during situations of major disasters?
- Seminar “Human drama during situations of major disasters”,
- Production and broadcast of programs.

7. PROJECT INPUTS:

- 3 Trainers
- 2 Consultants
- Equipment
- Transportation
- Print materials: manual and brochure

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Development of the Manual of Journalist: What to inform during situations of major disasters?												
Selection/contracting of instructors and trainers												
Purchase and installation of the equipment												
Preparation of training materials												
Selection and notification to seminars participants												
Presentation of the Manual: What to inform during situations of major disasters?												
Seminar “Human drama during situations of major disasters”												
Production and broadcast of programs												
Submission of implementation reports												

9. INSTITUTIONAL FRAMEWORK:

SINDICATO NACIONAL DE PERIODISTAS was created in 1972, it has 250 active members, all professional journalists. It is an official member of International Federation of Journalist (IFJ) and Federation of Journalists of Latin America and Caribbean, associated with the Colegio de Periodista that worked with UNESCO, San José on several seminars and journalist training. The Sindicato contributed to the International Press Freedom Day held in Costa Rica in May 2013. SINDICATO NACIONAL DE PERIODISTAS brings financial sustainability to Colegio de Periodistas, which is the biggest organization of journalist professionals in Central America, agglomerating 3,000 members.

10. SUSTAINABILITY:

The project achievements will be shared with state entities as well as regional and international organizations which are part of the emergency and disaster response system in Costa Rica. The IPDC may often be insufficient, that is why given the relevance and importance of this information for the Costa-Rican population, additional funds will be sought during the project implementation.

The Manuel and the training methodology will be offered to sister journalist associations in the neighboring Central American countries.

11. FRAMEWORK OF MONITORING:

ACI San Jose will attend major project events. The monitoring and communication are further facilitated by the fact that UNESCO San Jose Office and the Sindicato are situated within walking distance and have been collaborating on a number of local initiatives.

12. EVALUATIONS CARRIED OUT:

Evaluations of the previous work on the Manual by government and media workers have been positive. See http://www.cridlac.org/digitalizacion/pdf/publi/Manual_Etica_CostaRica.pdf

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

Quarterly reports submitted to the UNESCO ACI, financial statement and final project report.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION	
(in US dollars)	
Participants accommodation and meals (\$50 per day x 30 participants x 2 days)	3,000
Salary of professional preparing the Manual of Journalist: What to inform during situations of major disasters?	4,500
Two Trainer 1 Day Seminar (\$100 per hour x 5 hours)	500
Two Trainer 2 Day Seminar (\$100 per hour x 5 hours)	500
Local travel (\$30 per day x 30 participants x 2 days)	1,800
Training material (print manual)	2,000
Seminars table lines	200
Sub-Total: Training cost	12,500
II STUDIO AND BROADCAST TRANSMITTER EQUIPMENT	
Edition channel mixing console with w. studio.	1,500
Rent video camera	500
Professional photo cameraman	500
Sub-total studio and broadcast transmitter equipment	2,500
TOTAL	US\$ 15,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
SINDICATO NACIONAL DE PERIODISTAS	
(in US dollars)	
Staff costs (8 months x 2 staff members)	1,500
Project coordinators (7 months)	2,000
Local transport costs and vehicle maintenance	1,250
Project reporting	300
Communication costs (7 months)	750
Contingencies	1,000
TOTAL	US\$ 6,800

EL SALVADOR

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	PROMOTING THE RIGHT TO PUBLIC INFORMATION THROUGH COMMUNITY MEDIA IN EL SALVADOR
2.	NUMBER	IPDC/58 ELS/01
3.	CATEGORY OF MASS MEDIA	Community Media
4.	IPDC PRIORITY AREA	Capacity development
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Capacity development
7.	TOTAL COST OF PROJECT	US\$ 28,680
8.	AMOUNT REQUESTED FROM IPDC	US\$ 18,680
9.	BENEFICIARY BODY	Asociación de Radios y Programas Participativos de El Salvador (ARPAS) and Asociación de Periodistas de El Salvador (APES).
10.	IMPLEMENTING OFFICE	Asociación de Radios y Programas Participativos de El Salvador (ARPAS)
11.	PROJECT LOCATION	San Salvador, Acajutla, Zaragoza, Coatepeque, Guazapa, Nueva Granada, Coatepeque, Antigua Cuscatlán, etc.
12.	PROJECT PREPARED BY	José Luis Benítez, President, Asociación de Periodistas de El Salvador (APES)
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

In 2011, El Salvador enacted the Access to Public Information Law. The Association of Journalists of El Salvador (Asociación de Periodistas de El Salvador - APES) played a key role in the consultation process between civil society organizations and authorities on provisions of the Law. Recently, in cooperation of UNDP El Salvador, the APES launched *The Guidelines about Access to Public Information Law for Journalists* handbook.

In 2013 President Funes decreed establishment of the Institute for Access to Public Information which has five commissioners responsible for the diffusion, implementation and sanction of violations that occurred in implementation of this new law. However, until now only small fraction of Salvadoran society knows about the Institute and its mandate; those-in-the-know being limited to journalists from the capital San Salvador, some academics, university students and NGOs. Media and general public particularly in rural areas still lag behind in their understanding of this important Law. Journalists, particularly from community radio and television stations in remote areas, need to be trained on how to ask, receive and use information when covering social, economic and political developments in the country. Multiplier effect of media should be used in educating citizens about their rights and responsibilities under the Law. Young community leaders and media professionals at local level need to be sensitized more about impact that the Law could have on transparency, accountability and civic participation at the local and national level. Specific attention should be paid to *re-populated* areas where refugees of the civil war have been re-settled upon their return from camps in Honduras. Their re-integration into the society depends on their capacity to access and use archives and legal documents that enable re-instatement of their rights as Salvadorian citizens.

For this reason, APES in partnership with the Association of Radio and participative Programs of El Salvador (Asociacion de Radios y Programas Participativos de El Salvador - ARPAS) proposes to strengthen access to public information through community media in disadvantaged and rural areas of El Salvador.

3. DESCRIPTION OF THE TARGET GROUP:

23 journalists who work at community media outlets.

4. DEVELOPMENT OBJECTIVE:

To strengthen the right to information, freedom of expression and good governance through media in El Salvador.

5. IMMEDIATE OBJECTIVE:

Capacity building of community media through training on the Access to Public Information Law, methodologies for investigative journalism and news media production.

6. PROJECT OUTPUTS:

- 23 community media journalists trained to disseminate information about the Access to Public Information Law and to apply the Law provisions in investigations and news reports.
- 10-chapter radio series about practical applications of the Law.

- Communication campaign on the ARPAS radio stations and websites as well through the APES network about citizens’ right to know, in local communities across the country.
- Five public debates about the importance of Public Information for more transparency, accountability and civic participation at the local and national level, and as result, increased awareness and practice of the Public Information Law across the country.
- A report-document that evaluates and summarize the experiences of radio series, public forums and debates among young leaders and local authorities.

7. ACTIVITIES:

- Project planning and coordination between ARPAS and APES.
- 10 chapters of a radio series (5-10 minutes each chapter): design, production and broadcast through the 23 community radio stations affiliated to ARPAS.
- Design, implementation and evaluation of the communication campaign.
- Organization of five public forums across the country with participation of young leaders and local authorities and journalists.
- Selection of 23 local journalists from different community media: radio, television, digital media; balance of gender, geographical representation, age and leadership qualities.
- Development of curricula and logistics for the six workshops for the 23 journalists.
- Organization of the workshops. There will be two workshops in three main regions of the country: centre, west and east. Each workshop will have the duration of one day from 8 am to 3 pm.
- Evaluation of each activity individually, overall project evaluation and final project report.
- The project will strive to achieve gender and geographical balance, with 60% female trainees as well 30% trainees coming from the re-populated areas.

8. PROJECT INPUTS:

- Resources for the development and implementation of a communication media campaign about the right to access to public information and civic participation.
- National experts on the Access to Public Information Law, investigative journalism and news media production.
- Training material and other logistical support for the development of the five public forums and the six workshop sessions.

9. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Planning activities for the project	■											
Development and production of radio series		■	■	■	■							
Broadcast radio series					■	■	■	■				
Selection of 23 community journalists		■										
Development of curricula for the workshops		■	■									
Six workshops					■	■	■	■	■	■		
Development and implementation of communication campaign		■	■	■	■	■	■	■	■	■	■	
Five public forums			■		■		■		■		■	
Project evaluation and final report											■	■

10. INSTITUTIONAL FRAMEWORK:

This project will be implemented by the Asociación de Radios y Programas Participativos de El Salvador (ARPAS) in collaboration of the Asociación de Periodistas de El Salvador APES. ARPAS coordinates the work of 23 community radio stations in the country and has radio production studio where the radio series will be recorded. Likewise, the radio series will be broadcast through the 23 radio stations. The stations are: ACISAM - Acaxual - Bálsamo - Fe y Alegría - Guazapa - Guija - Izcanal - Juventud - Juvi - La Klave - Mangle – Milenio - San Pedro - Segundo Montes - Sensunat - Stereo Sur - Suchitlán - Sumpul - Tazumal - Tehuacán – Victoria.

APES will provide specialists for the development of the radio series, and the workshop sessions with 23 local community media journalists. Both ARPAS and APES have a long experience working on media production and training sessions for journalists, and in the implementation of projects funded by several national and international organizations. The project will be in close contact with media and legal experts from the Institute for Access to Public Information.

11. SUSTAINABILITY:

This project will be sustainable in the future because the local journalists will continue to work for community media outlets, as permanent staff of the radios and the APES network. Both APES and ARPAS will look for other sources and opportunities to maintain the training and motivation of this network of local journalists. At the same time, this project will establish an agreement with the Institute to Public Access Information to coordinate fund-raising and awareness-raising efforts.

12. FRAMEWORK OF MONITORING:

ARPAS will assign a professional to systematically monitor the development of the project. APES will remain in permanent contact with the UNESCO Information and Communication regional office in San José, Costa Rica, for periodic progress reports and on-site project reviews.

13. EVALUATIONS CARRIED OUT:

The UNDP project "Assessing Democratic Governance in El Salvador: Transparency and Accountability" identified gaps in journalists understanding and capacity to use and manage public information. El Salvador was included in assessments by Reporters without Borders and Transparency International.

14. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

There will be a report on the project progress on a four-month basis to the UNESCO Information and Communication Adviser in San Jose, Costa Rica. Also the Executive Director of ARPAS and the president of APES will submit a comprehensive final report of the project.

C. ADDITIONAL INFORMATION

There have been three meetings for coordination between APES and ARPAS. The 23 community radio stations that will be part of this project have broadcast licenses granted by the local authority in the country: Superintendencia General de Electricidad y Telecomunicaciones, SIGET.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Production of radio series (\$350 x each chapter; personnel and studio)	3,500
Design, implementation and evaluation of a communication campaign	1,800
Materials, logistics, transportation and coffee breaks for 100 people during 5 public forums in 5 different communities (\$500 x each)	2,500
Participants' lunch and transportation for 6 workshops (\$20 x 23 journalists x 6 workshops)	2,760
1 assistant-administrator for the project x 12months (\$260 x month)	3,120
Training material for workshops and diffusion materials	1,500
2 national trainers for the preparation and implementation of 6 workshops in different communities in the country(\$1x each trainer)	2,000
1 consultant for the evaluation and final project reporting	500
Indirect costs (secretary, water, electricity, phone, Internet and fax)	1,000
TOTAL	US\$ 18,680

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

1 coordinator x 12 months (\$400 x 12 month)	4,800
Broadcasting time for 10 chapters of radio series through 23 radio stations (\$100 x chapter)	1,000
Broadcasting time for 5 public forums through 23 radio stations (1 hour and a half each x \$500 x 5) plus \$ 500 airtime for radio spots for communication campaign	3,000
Cost of APES venue usage (\$150 x day x 6 workshops)	900
Miscellaneous	300
TOTAL	US\$ 10,000

GUATEMALA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	ETHICS IN FREEDOM OF EXPRESSION, CONDITION OF A CULTURE OF PEACE AND DEMOCRACY IN GUATEMALA
2.	NUMBER	IPDC/58 GUA/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	Category 4: Professional capacities building and supporting institution that underpins freedom of expression, pluralism and diversity.
4.	IPDC PRIORITY AREA	No. 1: Promoting freedom of expression & media pluralism and independence
5.	SCOPE	National
6.	TYPE OF ASSISTANCE REQUESTED	Training Support
7.	TOTAL COST OF PROJECT	US\$ 29,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20,000
9.	BENEFICIARY BODY	“Asociación Desarrollo Humano Integral” de Guatemala” - ADHIG - Address: 3a. Ave. “A” 1-73 zona 1. adhigt@hotmail.com, adhiguate@gmail.com www.adhig.org Guatemala City, Guatemala
10	IMPLEMENTING OFFICE	UNESCO Guatemala Office Contact: unescoGuatemala@unesco.org
11	PROJECT LOCATION	Guatemala City
12	PROJECT PREPARED BY	Eddi Giovanni Girón López and UNESCO Guatemala
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

Classified as a post-conflict country, Guatemala is still recovering from 36 years of internal conflict and keeps following a bumpy road towards a democracy. The Center for Informative Reports (CERIGUA) reports that Guatemala occupies 95th place in the freedom of expression ranking of 179 countries. It is the 6th most dangerous country for journalists in Latin America and the Caribbean, due to organized crime and drug trafficking. It is located between the two most dangerous non-war countries in the world, Mexico and Honduras.

UNESCO DG voiced her concerns over violent deaths of journalists in 2013, requesting investigations into murders of Jaime Jarquín Napoleon Duarte in March 2013, Luis Alberto Lemus Ruano and Carlos Alberto Orellana Chavez, both killed in April and Luis de Jesus Lima in August this year, all linked to drug trafficking and politics. The Violations of Freedom of Expression report by CERIGUA shows 36 attacks on journalists and communicators in 2012. The Protection Unit of the Defenders of Human Rights (UDEFEUGA) reported 19 attacks on journalists, 13 assaults and 3 deaths from January to August in 2013, all remain unpunished. It is vital to change the social mindset. While many training initiatives focus on media workers, few target universities where the future of journalism is being formed.

Universities are democratic spaces for dialogue, conducive to promotion of freedom of expression and culture of peace. The project proposes a series of training activities for journalism students, with the aim of integrating courses on freedom of expression into university curriculum. Particular attention will be paid to the application of selected Journalists' Safety Indicators for analysis of current situation and developing long term strategies for media development in Guatemala.

2. DESCRIPTION OF THE TARGET GROUP

Senior year students of Communication Science in five universities in Guatemala-city: the National University of San Carlos of Guatemala, Mesoamerica, Rafael Landivar, Mariano Gálvez and Galileo. The project will encourage participation of female students, to achieve 50/50 gender balance.

3. DEVELOPMENT OBJECTIVE:

Capacity building with emphasis on ethics and freedom of expression as a condition for a culture of peace and democracy.

4. IMMEDIATE OBJECTIVE:

Develop and strengthen knowledge and skills of students with the aim of integrating ethics in freedom of expression and culture of peace into University curriculum.

5. PROJECT OUTPUTS:

- Network of five universities promoting freedom of expression and culture of peace.
- Technical course on Freedom of Expression and Culture of Peace.
- At least 35 students completed the course.
- 5 strategy papers on how to introduce the course on Freedom of Expression and Culture of Peace into University curriculum.

- Inter-University Forum and presentation of the communication proposals about of freedom of Expression by graduate students to University authorities.

6. **ACTIVITIES:**

- Course design: 5 days/8 hours, once a week
- Course accreditation by University
- Selection of students to participate in the course
- Course delivery, feedback, course re-adjustment
- Elaboration of strategies for the introduction of the course into the University curriculum.
- Organization of the Inter-University Forum, that will assemble students, deans of universities and other experts in Ethics and Freedom of Expression.
- Project Recommendations

7. **WORK PLAN:**

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10
Project Approved and work plan development										
Selection/contracting of instructors and trainers										
Technical course development and methodological process (including material of support and guidance material)										
Coordination with universities										
Selection and notification to seminars participants										
Technical course on "The Ethics of Freedom of Expression and Media Development Indicators (MDI's) as a condition of a culture of peace and democracy in Guatemala										
Inter-University Forum and presentation of the communication proposals										
Submission of implementation reports										
M&E of the UNESCO - ADHIG										

8. **INSTITUTIONAL FRAMEWORK:**

“Asociación Desarrollo Humano Integral de Guatemala ("Integral Human Development Association of Guatemala") was created as an independent organization by a group of experts in human development. It provides policy advice and training to organizations and institutions at national and international level.

We actively participated in the MDG Peace Window in the areas of media, education, health and civic participation, cross-cutting issues such as sustainable development, gender and multiculturalism. We mobilised media attention to important social issues such as comprehensive protection of childhood and adolescence, disaster risk management, community sanitation, among others.

9. **SUSTAINABILITY:**

The students that have been trained in the course will become themselves trainers of other students and leaders on the issue of freedom of expression with the institutional support of these Universities. Having strategic partners in capacity building of journalists from each University involved, we'll ensure the linkages between them for monitoring exercise and civic responsibility.

10. **FRAMEWORK COMMUNICATION AND OF MONITORING:**

“Asociación Desarrollo Humano Integral de Guatemala” will appoint a project coordinator. The project implementation will be monitored internally to ensure high standards, quality of interventions and material

design. Each activity report will contain list of participants, evaluations and photographic records. UNESCO Guatemala office will ensure monitoring of the project and attend major project events. ACI San Jose will ensure thematic coherence and compliance with Communication and Information Sector priorities, as well as overall project supervision.

11. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

"Integral Human Development Association" of Guatemala will provide to Unesco all information on the project, both in progress as the obstacles presented for each event reports and a consolidated one of the final report describing the degree of progress, scope and impact. Quarterly reports submitted to the UNESCO ACI, financial statement and final project report.

D. BUDGET	
BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Inter University Diploma (35 university students by 5 days / 8 hours once a week) in Guatemala City	
Coordination	1,500
Facilitation: Experts in issues (40x \$ 150)	6,000
Working days development: Seminar Type Procurement (includes food and hall rental laptop, projector, sound)	6,500
Materials and supplies (folder support material, photocopies, pens, notebooks, etc.)	1,500
Production of the diagrammed / electronic version	2,500
Systematization, picture material and photographic records.	2,000
TOTAL	US\$ 20,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Inter University Diploma (35 university students by 5 days / 8 hours once a week) in Guatemala City	
Coordination	1,500
Relationship and linkage with universities	2,000
Inter-University Forum	3,000
Administrative processes	2,500
TOTAL	US\$ 9,000

NICARAGUA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	SUPPORTING VOICES OF INDIGENOUS PEOPLES THROUGH TRAINING ON ALTERNATIVE COMMUNICATION MEDIA
2.	NUMBER	IPDC/58 NIC/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4
4.	IPDC PRIORITY AREA	COMMUNITY MEDIA DEVELOPMENT
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 34,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20,000
9.	BENEFICIARY BODY	SUSTAINABLE DEVELOPMENT NETWORK OF NICARAGUA (RDS Acronym in Spanish)
10.	IMPLEMENTING OFFICE	UNESCO San José
11.	PROJECT LOCATION	NORTH ATLANTIC REGION OF NICARAGUA
12.	PROJECT PREPARED BY	INDIGENOUS MOVEMENT OF NICARAGUA and SUSTAINABLE DEVELOPMENT NETWORK (society) OF NICARAGUA
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

The Republic of Nicaragua has 11 recognized ethnic groups such as: the *Miskitos*, *Mayagnas*, *Ramas*, *Garífunas*, *Ulwas*, *Creoles* and *Mestizos* who populate the Autonomous Regions in the Caribbean Coast (RAAN and RAAS). The *Chorotegas*, *Cacaoperas*, *Nahoas*, *Xiu-Sutiabas* indigenous groups as well as mixed-race population live in Nicaragua's Pacific Centre and North region (RCN).

The Law 445 on the System of Communal Ownership of Indigenous Peoples and Ethnic Communities of the Autonomous Regions of the Atlantic Coast of Nicaragua and the Bocay, Coco, Indio and Maíz Rivers was enacted in 2003; it states the communities' and titled territories' right to self-government. However, during the past years, the traditional leaders in the Pacific Centre and North region have been pressured to give up their political credentials to leaders of governing political parties. Media, especially privately-owned ones, misrepresent the indigenous people's aspirations to live on their territories in accordance with their customs, by stereotyping them as commonplace delinquents and land thieves, or portraying indigenous leaders as incapable of taking decisions regarding the use of the lands and funds. In Nicaragua's Pacific Centre and North region media perpetuate the misconstrued stereotype about complete cultural assimilation of indigenous peoples.

Majority of national media is owned by state and private companies. In the RAAN and RAAS, 40 radio stations are state-owned or belong to regional governments, mayoralties and churches. However, multitude of radio stations does not guarantee that indigenous peoples can have access to, exchange or produce information. Access is even less probable in case of private-owned media. Out of 30 identified communitarian radios, only 18 work in a narrow coordination with the World Association of Community Radio Broadcasters (AMARC)

In this context, local access to means of communication by indigenous communities becomes imperative, to voice problems that they are facing with their lands being besieged and usurped by landowners and unscrupulous businesses. There is a need to build capacity of communicators from and in indigenous communities, especially in human rights and relevant aspects of national legislation, in accordance with the concept of "previous consent with full knowledge of the facts".

Communication facilitates safeguarding and enjoying cultural identity. By drawing on ancestral wisdom and strength reflected in mythologies, handicrafts, traditional medicine and understanding of space, these indigenous communities can define their future and place in the world, thus leading to a social peace and participative development. Therefore, the Indigenous Movement of Nicaragua (MIN) and the Sustainable Development Network join together to put forward the proposal on giving voice to communities in remote areas through training and capacity building in the production of audio and video.

2. DESCRIPTION OF THE TARGET GROUP:

Community radio staff and opinion leaders, such as members of elderly boards, local councils and grassroots indigenous organizations in Nicarao (Rivas), Tenderí (Masaya), Adiac – Aga Theite (León y Chinandega), Diriangén (Matagalpa and Jinotega) and communities of North Atlantic Autonomous Region located in the buffer zone of the Reserve BOSAWAS.

3. DEVELOPMENT OBJECTIVE:

To promote freedom of expression of the indigenous peoples of Nicaragua by developing production capacity of alternative audio and video media.

4. IMMEDIATE OBJECTIVE:

To provide skills and knowledge in production of audio and video to 32 community communicators and opinion leaders (16 women and 16 men) through a series of media trainings.

5. PROJECT OUTPUTS:

- a) Thirty-two trained communicators and opinion leaders (16 women and 16 men) capable of producing quality radio and video about local issues.
- b) A printed guide on radio and video content production in indigenous territories of Nicaragua.
- c) Quality live radio programs such as talks, radio-magazines or news.

6. ACTIVITIES:

- Elaboration of content production guide for indigenous groups
- Design of methodologies and didactic materials for the workshops
- 2 workshops in audio and video production: 1 in RAAN and 1 in RCN.
- 2 practical workshops in production of live or pre-recorded programs: 1 in RAAN and 1 in RCN.
- 1 video memory -15 minutes-to document the process developed and put in perspective the importance of training for indigenous peoples.

7. PROJECT INPUTS:

- Staff of MIN and RDS
- Equipment for training and content production (specified in the budget)
- Training facilities provided by regional and grassroots organizations

8. WORK PLAN:

Activities	Months											
	1	2	3	4	5	6	7	8	9	10	11	12
ORGANIZATION												
2 coordination meetings with actors from MIN and Indigenous Peoples from RAAN												
1 evaluation meeting												
Final report submission												
TRAINING												
Elaboration of a guide for production in communication												
Selection of the trainees												
Preparation of methodological and educative material												
1 workshop in radio and video production in RAAN												
1 workshop in radio and video production in RCN												
1 workshop in production of live and pre-recorded programs in RAAN												
1 workshop in production of live and pre-recorded programs in RCN												
Production of video memory (15 minutes) to document the project development process.												

9. INSTITUTIONAL FRAMEWORK:

RDS Nicaragua was established in 1994 as a result of a project executed by the United Nations Development Programme (UNDP). Its objective was to promote sustainable development by providing access to information through the use of New Information and Communication Technologies (ICT's) and the radio. The headquarters is based in Managua, Nicaragua. The NGO has 10 members.

MIN was established in 1992 as result of the Continental Campaign "Por la Resistencia, Indígena, Negra y Popular". MIN belongs to the Consejo Indígena Centroamericano. Its objective was to promote the defense of the Rights of the Indigenous Communities. The headquarters is based in Managua, Nicaragua and counts 8 members.

MIN will manage the project on a daily basis and provide regular updates on the activities in RAAN and RCN. RDS will provide technical back-stopping and monitoring to ensure quality-control of the activities. Decision-making will be based on consensus principle.

MIN has established a strategic alliance with RDS through a Collaboration Agreement. This agreement is the result of years of joint experience, a strong will to share both institutions' technical abilities and command for direct execution of the actions related to the training and management of the different activities.

10. SUSTAINABILITY:

MIN and RDS agreed on the fact that the Project, given its characteristics, requires a long-term functional strategy. Thus, a Project Committee will be created and national representatives from MIN, representatives of the indigenous territories and RDS staff will be part of it.

Networks participating in the project will contribute with active and committed participation of their local communicators in the training roll-out. They will ensure project monitoring and follow up within the networks. RDS as part of the regular programs will develop training activities in the communities.

Correspondents from local organizations will elaborate reports about project impact in the municipalities. When the project is finished, reports about the results and the main achievements will be submitted to RDS and UNESCO.

11. FRAMEWORK OF MONITORING:

RDS, as the executive body, will be in charge of elaborating the technical and financial reports, based on updates supplied by MIN. The reports will be submitted to UNESCO San Jose on a quarterly basis. Thorough monitoring will be executed through regular on-site visits and daily communication.

12. EVALUATIONS CARRIED OUT:

Since 1998, RDS has carried out a series of investigations and training programs in the field of communications for development, which includes a project carried out by AMARC in 2004 on the situation of communication radios and their audiences. Also, RDS worked from 2010 to 2012 in the implementation of the MDGF Joint Programs on Climate Change and Economic Governance in Nicaragua in coordination with UNESCO, ONUDD and PNUMA. An evaluation process will be carried out by team members during each workshop and a final evaluation will be elaborated with final results. Regular up-dating will be carried out by local coordinators and counterparts, as well as assessment through email feedback.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The quarterly reports, 6-month progress report and final project report will be transmitted to ACI San Jose.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

TRAINING COSTS	
1. Training in audio and video production	17,650
Participants:16 Duration: 3 days (intensive, during holiday period)	
a) Development of a guide of production in communication (unit cost US\$35 x 16 participants)	560
	4,680
b) Audio and video production workshop (RAAN) (3 days, 16 participants)	400
Travel of participants (\$25 x 16 participants)	855
Lunch and coffee breaks for participants and trainers (19 people during 3 days at \$15)	450
Radio workshop trainer (fees at \$150x 3 days)	450
Video workshop trainer (fees at \$150 x 3 days)	100
Local logistical support	
Rental of equipment (4 video cameras, 4 tape recorders, 8 computers, 1 audio equipment, including transportation)	1,500
	300
1 assistant trainer (fees + travel expenses for \$100 x 3 days)	380
Training materials (USB keys for the recording digital information, notebooks and pencils) (US\$23.75 x 16)	245
	6,196
Transportation and accommodation of the trainer for 5 days (\$49 x 5)	640
c) Audio and video production workshop (PCN) (3 days, 16 participants.)	1,425
Travel of participants (\$40 x 16 participants)	450
Lunch and coffee breaks for participants and trainers (19 people during 3 days at US\$25.00)	450
Radio workshop trainer (fees at \$150 x 3 days)	100
Video workshop trainer (fees at \$150 x 3 days)	
Local logistical support	1,500
Rental of equipment (4video cameras, 4 tape recorders, 8 computers, 1 audio equipment, including transportation)	300
	400
1 assistant trainers (fees + travel expenses for \$100 x 3 days)	500
Training materials (USB keys for recording digital information, notebooks and pencils) (\$23.75 x 16)	431
	2,600
Accommodation of the trainer for 5 days (\$100 x 5)	400
Transportation: Vehicle rental (\$71.83 x 6 days)	570
d) Production of live and pre-recorded programs (RAAN) (2 days, 16 pers.)	300
Travel of participants (US\$25 x 16 participants)	200
Lunch and coffee breaks for participants and trainers (19 people during 2 days at US\$15)	196
	100
Workshop trainer (fees at \$150 x 2 days)	380
1 assistant trainer (fees + travel expenses for \$100 x 2 days)	250
Accommodation of the trainer for 4 days (\$49 x 4)	204
Local logistical support	3,614
Training materials (USB keys to record digital information, notebooks and pencils) (\$23.75 x 16)	640
	950
Rental of equipment (1 video camera, 1 tape recorder,)	300
Transportation: rental (\$51 x 4 days)	200
e) Production of live and pre-recorded programs (PCN) (2 days, 16 pers.)	400
Travel of participants (\$40 x 16 participants)	100

Lunch and coffee breaks for participants and trainers (19 people during 2 days at \$25)	380
Workshop trainer (fees at \$150 x 2 days)	250
1 assistant trainer (fees + travel expenses for \$100 x 2 days)	394
Accommodation of the trainer for 4 days (\$100 x 4)	
Local logistical support	
Training materials (USB keys to record digital information, notebooks and pencils) (\$23.75 x 16)	
Rental of equipment (1 video camera, 1 tape recorder)	
Transportation: rental (\$98.50 x 4 days)	
2. Production of video memory -15 minutes-to document the process developed.	2,350
Production of a video memory. Including, a script, recording of the different scenarios, interviews with local participants and relevant authorities. Editing.	
TOTAL	US\$ 20,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION	
(in US dollars)	
Project Coordinator (8 month x \$800.00)	6,400
Administrative Assistant (8 months x \$500.00)	4,000
Communications and rental premises (8 months x \$450.00)	3,600
TOTAL	US\$ 14,000

PANAMA

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	“WE ARE AN INVENCIBLE YOUTH” TV PROGRAMME
2.	NUMBER	IPDC/58 PAN/01
3.	CATEGORY OF MASS MEDIA	CATEGORY 4
4.	IPDC PRIORITY AREA	CAPACITY DEVELOPMENT
5.	SCOPE	NATIONAL
6.	TYPE OF ASSISTANCE REQUESTED	FINANCIAL
7.	TOTAL COST OF PROJECT	US\$ 46,600
8.	AMOUNT REQUESTED FROM IPDC	US\$ 20,000
9.	BENEFICIARY BODY	Sistema Estatal de Radio y Televisión (SERTV)
10.	IMPLEMENTING OFFICE	UNESCO San José
11.	PROJECT LOCATION	PANAMA
12.	PROJECT PREPARED BY	KAREN CHING, INTERNATIONAL COOPERATION DIRECTOR E-mail: kching@sertv.gob.pa
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

We Are an Invincible Youth TV is an educational broadcasting project that aims to inspire and unite TV media around just causes and topics of interest to the current generation that will positively impact our nation's youth.

The first edition of the "We Are an Invincible Youth" program was prepared by CRISOL FM, which is affiliated to the Sistema Estatal de Radio y Television (SERTV), in the framework of the "Civic Safety in Panama, Towards the Creation of a Culture of Peace" MDG program.

Given the positive response from the target audience generated by "We Are an Invincible Youth" radio edition, the SERTV proposes to take it to TV screens. The program participation will be extended to young people from indigenous groups, in addition to youth from the marginalized districts of Arraijan, La Chorrera and San Miguelito that worked on the radio edition. Together they will be trained to create audiovisual content and to become spokespersons for ideas that promote harmonious coexistence. Such program is all the more timely as it would coincide with establishment and launch of the Program of Integral Development of Indigenous People of Panama, developed in cooperation between government, UN system and communities concerned.

Given the situation of girl adolescents in traditional societies of Ngöbe, Buglé, Kuna and other indigenous groups, it is extremely important to give them voice, on equal terms with male peers. These young people will be trained in workshops focusing on production, creation, elaboration and adaptation of scripts where they will describe their history, experiences, anecdotes and other topics of common interest. These programs will be televised once a month through SERTV, a television broadcaster with national coverage.

2. DESCRIPTION OF THE TARGET GROUP:

The mid-level and university students from indigenous groups and majority, 50% female and 50% male, in Panama-city, Chiriquí, Arraiján and La Chorrera.

3. DEVELOPMENT OBJECTIVE:

To promote pluralism, gender and youth dimensions in national media.

4. IMMEDIATE OBJECTIVE:

To transform typical representatives of indigenous and marginalized youth into potential role models by educating them in use of mass media for the sharing of ideals, feelings, experiences, opinions, contributions and expectations.

5. PROJECT OUTPUTS:

- 30 young people trained and motivated to convey a message of positive social change.
- a monthly TV program at SERTV dedicated to specific youth issues.

6. ACTIVITIES:

Training

The training activities will take place in Panamá City. In the framework of the “Impact of Public Television in Society” course, the following topics will be discussed:

- Contrast between Public Television and Commercial Television
- Styles and formats of Public Television
- Content selection
- Intellectual Property and Copyrights Duration: 4 hours

The workshop “Approaching to multicultural TV” will be run by a TV producer with the idea of training young people with audiovisual techniques to maximize communication of multicultural stories from indigenous regions such as Ngobe Bugle and Kuna. Duration: 4 hours

The workshop “Television Script Writing” will focus on the basic concepts and techniques of television script writing. Duration: 4 hours

The workshop “Basic Techniques for television production” will teach the use of television equipment focusing on: Lighting, Recording, Production and Post-production

Durations: 5 days, each topic will be covered in 1 day.

7. PROJECT INPUTS:

Material input

Meals for 35 people for 7 days, access to recreational areas, portable recording studio, computer lab with post-production capabilities, training room, 1000GB External Drive, two portable HD cameras, lighting equipment, tripods, microphones, multimedia equipment, dry-erase board, markers, erasers, teaching materials, a bus with room for 30 people, a car for the transportation of the trainers and any other incidental needs, fuel for both cars for 6 days.

Human Resources

General Coordinator, an assistant coordinator, facilitators, a TV Maya producer, an audiovisual professional with experience teaching youngsters, a speech and language technician, an audio technician proficient in Pro Tool software, a lighting technician, a camera operator, a post-production technician

Support Personnel

A driver, a software engineer, a production assistant

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Project approval												
Selection of facilitators												
Hiring/Contracting												
Selection of participants												
Planning of training schedule												
Execution of the training components												
Content development (Workshops)												
Delivery of the results to UNESCO												
Launch and airing of the program We Are an Invincible Youth by SERTV												

9. INSTITUTIONAL FRAMEWORK:

SERTV was created by Law N°58 of 28 December 2005 which combined Radio Nacional with Radio y Television Educativa, with an off-shot of two new radio stations, CRISOL FM and NACIONAL AM.

SERTV aims to plan, produce and broadcast quality programming that is educational, cultural and informative, entertaining and innovative, focusing on a democratic culture that offers multicultural experience and contributes to the transformation of society and generates change that will raise the self-esteem of Panamanians and promote the sustainable development of the country.

10. SUSTAINABILITY:

SERTV is pleased to support efforts towards the search for knowledge, identity and harmony through programs that promote tolerance, empathy and human rights.

The short term purpose of this proposal is for the participants to reinforce their self-esteem, develop ability to express themselves, to let go of their inhibitions, free themselves from peer pressure and become the voice of their generation, supplanting their vocabulary with positive and stimulating terminology. The medium term goal is for this program to become an alternative for adolescents to find a channel of communication with the exterior, to learn to make productive their free time, to find personal and educational interests and become proactive representatives working towards a culture of peace. The long term goal is to involve residents, from as many regions as the technical mobile resources allow, in the accomplishment, production and transmission of programs via a monthly slot on SERTV.

11. FRAMEWORK OF MONITORING:

- The project shall be monitored by the Regional Office of Communication of UNESCO for Central America, Mexico and Panama. Regular on-site visits by Advisor for Communication and Information in Central America.
- Project deliverables, quarterly reports, mid-term evaluation and final project report as per contractual arrangements with UNESCO San Jose.

12. EVALUATIONS CARRIED OUT:

The SERTV was part of the MDGF “Improving Citizen’s security in Panama” project, in charge of the radio training of youth component. The trainings were conducted on rural communication technologies, primarily communication through wireless community networks to support the transmission of radio programs. The evaluations were carried out in the framework of the MDG project.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

Marisin Luzcando, General Director of SERTV

Karen Ching, Director of Television Programming and International Cooperation

Gema Luque Clavel, Chief of International Cooperation

Humberto Chavez, Chief of Production

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

General Coordinator (\$100 for 12 days)	1,200
Assitant Coordinator (\$50 for 7 days)	350
Production Facilitator specialized in indigenous issues from TV Maya (flight, ticket, lodging and fee)	5,000
International Technician Facilitator (flight ticket, lodging and fee)	5,000
Transportation (Round trip for students from Chiriquí, La Chorrera and Arraijan)	800
Venue Rental (Dorms and meals for 35 people– 7 days)	7,350
Refreshments 35 people for 7 days	300
TOTAL	US\$ 20,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

Educational Material (blank pages, folders, pencils, pens for 30 people)	300
Transportation for 10 people for Administrative Crew (bus) (\$60 for seven days)	420
Fuel for bus (\$70for 7 days)	490
Multi Media equipment rental (projector, screen, speakers, laptop for 3 weeks)	1,500
DVD	60
Psicology Professional (for 3 days)	750
TV Producers (\$120 per day for 7 days)	1,500
Production Assistance (\$80 per day for 7 days)	1,440
Technology Technician (\$15 per hour for 3 days)	360
Driver (\$80 per day for 7 days)	560
Production Equipment and Operators (HD cameras, lighting equipment, tripods, microphones, multimedia equipment, dry-erase board, markers, erasers, teaching materials)	7,220
Half and hour of tv transmission monthly per year (\$1,000 for a total of one program)	12,000
TOTAL	US\$ 26,600

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	DEVELOPMENT OF ONLINE SAFETY TRAINING SYSTEM IN MEXICO AND CENTRO AMERICA
	NUMBER	IPDC/58 RLA/05
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4
4.	IPDC PRIORITY AREA	Capacity Development
5.	SCOPE	Regional
6.	TYPE OF ASSISTANCE REQUESTED	Training
7.	TOTAL COST OF PROJECT	US\$ 35,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 25,000
9.	BENEFICIARY BODY	Journalists in México, Guatemala, El Salvador and Honduras
10.	IMPLEMENTING OFFICE	ARTICLE 19, Office for Mexico and Central America
11.	PROJECT LOCATION	México, Guatemala, El Salvador and Honduras
12.	PROJECT PREPARED BY	ARTICLE 19 Office for Mexico and Central America José Vasconcelos 131 Col. San Miguel Chapultepec México D.F. C.P.11850 Tel: +52 55 1054 6500 www.articulo19.org
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

2013 was yet another year marked by violence and impunity of crimes against media workers in Mexico and Central America. Freedom of expression continues to be threatened by factice power in **Guatemala**. Impunity prevails while the organized crime infiltrates public entities. The UN Special Rapporteur on Freedom of Expression and Opinion stressed the need for adequate protection and safety measures for journalists. Freedom of the press in **Honduras** is practiced in a hostile environment and in conditions of insecurity. The political crisis following the coup d'état 2009 has aggravated threats and risks for the media that dares to convey alternative view points. Murders, detentions and attacks against journalists in **El Salvador** are also reported. According to the Former Special Rapporteur on Freedom of Expression of the IACHR, the drawbacks in the Bill on Access to Public Information and increasing social polarization are the root causes of violence against journalists. **Mexico** is one of the most dangerous countries for journalists in Latin America. In 2012, ARTICLE 19, Office for Mexico and Central America documented 207 aggressions against journalists, press workers and media organizations. This number represents 20.34% on top of what we registered the previous year. States have failed to adopt concrete measures to pre-empt further violence or redress grievances. Lack of preparedness to danger and risks that come with reporting in Mexico, Guatemala, Honduras and El Salvador, has been among major factors that contributed to a high death toll. Journalists working in remote areas and are isolated from other colleagues are most at risk. This is why this project will build, test and launch sustainable online system training on safety for journalists, available anytime, anywhere in Honduras, Guatemala, El Salvador, and Mexico.

2. DESCRIPTION OF THE TARGET GROUP:

Journalists at risk in Central America and Mexico

3. DEVELOPMENT OBJECTIVE:

To strengthen freedom of expression in Central America and Mexico by improving safety of journalists

4. IMMEDIATE OBJECTIVE:

Up-grade safety and security skills and knowledge of 60 journalists from Mexico and Central America through an on-line training system

5. PROJECT OUTPUTS:

- 4 tutors from Guatemala, Honduras, El Salvador and Mexico capable of replicating the face-to-face safety training as well as monitoring use of online training system in their country.
- 60 journalists from Central America and Mexico have acquired the skills and the knowledge on safety.
- Improved online training system tailored to needs of media workers in each country.

6. ACTIVITIES:

- 2-month preparation of the training of trainers' course for 4 tutors from Guatemala, Honduras, Mexico and El Salvador, consisting of research, selection of the tutors. The tutors will be chosen according to their experience and knowledge from ARTICLE 19 and its partner organizations: CERIGUA (Guatemala), C-Libre (Honduras) and APE (El Salvador).

- 5-day training of trainers' course on safety for journalists for 4 tutors: 1 from Honduras, 1 from Guatemala, 1 from El Salvador and 1 from Mexico. The training in Mexico, will take place in the city of Toluca. The following topics will be addressed, among others: security protocol, first aid course, kidnapping simulation, post traumatic treatment, survival training, legal training for journalists, panic exercise, digital security, self-defence for journalists, etc.
- 8-hour training of trainers, provided by the organization SocialTIC based in Mexico City, on the use of the e-learning platform as well as guidance and assessment methodology for participants from their countries.
- 6-month preparation of the online material for the e-learning safety training. The material will contain specifics for each country: Guatemala, Honduras, Mexico and El Salvador, and consist of videos, written exercises and infographies. The tutors will provide support to journalist trainees.
- Selection of 60 journalists in Mexico (15), Honduras (15), Guatemala (15) and El Salvador (15), to participate in the training courses. ARTICLE 19 will encourage participation of female journalists as much as possible, to arrive to 40% women and 60% men ratio. (Female journalists' participation to courses is generally 20%, but this time we'll target this group through tailored communication). The project will strive to achieve a balanced geographical distribution, with 50 % of journalists from remote rural areas and the other 50% from major cities.
- 2-month training sessions on protection and safety of journalists for 60 journalists from Mexico, Honduras, Guatemala and El Salvador, organized by the Article 19 along with CERIGUA, C-libre and APE. The program of the online training is as follows:

Each week represents one unit on a specific topic and is composed by didactic videos, infographies and articles. Each unit/week, the journalists will have tasks to do in order to practice the new knowledge. The exercise will be corrected by members from ARTICLE 19, CERIGUA, C-Libre and APE specialized in protection and trained to use the platform. The corrected exercises will be handed back every week. The schedule has to be open enough so the journalists can carry on their work at the same time. At the end of the training, when the journalists completed every unit, they will receive an official certificate.

- At the end of the 2-month online training, ARTICLE 19, CERIGUA, C-Libre and APE will evaluate the experience in order to improve the future online trainings.

7. PROJECT INPUTS:

The online platform for e-learning already exists and 2-month training has already been organized for 40 Mexican journalists. The address is: <http://coberturaderiesgo.articulo19.org/cursos/>

The facilities for the 5-day training for tutors is based in Toluca, State of Mexico (one hour far from Mexico City), in the Red Cross training center. ARTICLE 19 already trained many Mexican journalists on safety for journalists. A *technician* will be hired to refresh the platform and fix eventual technical problems.

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12
Preparation of the training for international tutors												
1-week training for international tutors												
Preparation of the e-learning material on safety for journalist and call for participation												
2-month training sessions on protection and safety of journalists for 60 journalists from Mexico, Honduras, Guatemala and El Salvador												
Evaluation of the training												

9. INSTITUTIONAL FRAMEWORK:

ARTICLE 19, Mexico, is a nonprofit organization working for freedom of expression. We are divided in five different areas: freedom of expression and protection to journalists, legal program, access to information, communication and administration. Article 19, Mexico was established in February 2008 and counts with 18 permanent staff in its office. The integrality of ARTICLE 19, Mexico funds come from different donors and institutions. Since its creation, ARTICLE 19, Mexico has successful projects with the Department of State, the Embassy of Netherlands, the FCO, Freedom House, the Mac Arthur foundation, the Ford Foundation, etc.

ARTICLE 19, Mexico will work closely with his partner organizations in Central America. The organization in Guatemala is CERIGUA (Center of Informative Reports on Guatemala), the one in Honduras is C-Libre (Freedom of Expression Comitee) and the one in El Salvador is APE (El Salvador Journalists' Association).

10. SUSTAINABILITY:

The training organized by ARTICLE 19 and the Red Cross in Toluca is already a regular part of the training program of ARTICLE 19, Mexico and is consider as a reference for other NGOs working on freedom of expression. ARTICLE 19 will help C-Libre, APE and CERIGUA to become a safety training reference in their own countries.

The online platform for safety training for 60 journalists will stay operative. The material will remain accessible to anyone and will be updated along the years. SocialTIC has worked with ARTICLE 19 for two years already on the e-learning project in Toluca. ARTICLE 19 and SocialTIC have recently submitted an internet safety project proposal to the European Union.

Freedom House and Free Press Unlimited are considering providing financial support to online courses.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

For the E-learning project, the call for participation will be made a month and a half in advance, through ARTICLE 19 social networks accounts: facebook and twitter as well as one our two different websites: www.articulo19.org and <http://coberturaderiesgo.articulo19.org/cursos/> for the Mexican journalists group.

The courses for journalists groups from Guatemala, Honduras and El Salvador are going to be publicized in their social networks and webpages of CERIGUA, C-libre and APE.

12. EVALUATIONS CARRIED OUT:

- Evaluations of the courses in Toluca have been made by ARTICLE. Every year, the training is adapted to the needs of journalists and the evolution of the context.
- Three projects in common have been realized with CERIGUA, C-libre and APE financed by the FCO: “Crossing Borders: Regional Campaign to Protect Journalists”, the embassy of Netherlands: “Security Courses for Journalists” and Free Voice: “Promoting Freedom of Expression and Access to Information in Central America”.

13. FRAMEWORK OF BENEFICIARY AGENCY’S REPORTING:

The person in charge of submitting the reports on a four months basis as well as the final report is Dario Ramirer, director of the organization, with the help of the project manager: Géraldine May. The project progress will be reported on a quarterly basis to the Adviser for Communication and Information, UNESCO San Jose. Final report, certified financial statement and other deliverables will be submitted according to the contractual arrangements.

C. ADDITIONAL INFORMATION

In the breakdown of the beneficiary agency's contribution, ARTICLE 19 office for Mexico and Central America will provide 2000 US\$ for "5-day training for trainers in Toluca", thanks to the financial support of the US Department of State.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)

Flights for trainers from Guatemala, Honduras and El Salvador	2,000
2-day accommodation and food in Mexico City for trainers from Guatemala, Honduras and El Salvador	1,000
Technician for the e-learning platform	8,000
Salary for ARTICLE 19, CERIGUA, C-libre and APE workers (one per each organization) to work on the 2 months e-learning platform and interact with trainees as well as correcting their work	4,000
Consultant worker for making visual material for the training	8,000
Courses with SocialTIC for 4 trainers to use the platform	2,000
TOTAL	US\$ 25,000

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)

5-day training for trainers in Toluca	2,000
20% of the project manager's working time	2,400
10% of the assistant of Freedom of expression area's working time	1,000
20% of the assistant of Protection to journalists area's working time	2,400
10% of the administration assistant working time	1,000
Meetings facilities in Mexico City	1,200
TOTAL	US\$ 10,000

PART V

EUROPE

REGIONAL

A. PROJECT IDENTIFICATION		
1.	PROJECT TITLE	BUILDING CAPACITY FOR SCIENCE JOURNALISM IN THE BALKAN REGION – AN ONLINE TRAINING COURSE
2.	NUMBER	IPDC/58 EUR/01
3.	MEDIA DEVELOPMENT INDICATORS' CATEGORY	CATEGORY 4: Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity
4.	IPDC PRIORITY AREA	Human resource development
5.	SCOPE	Regional (Balkan and South-eastern Europe)
6.	TYPE OF ASSISTANCE REQUESTED	Training support
7.	TOTAL COST OF PROJECT	US\$ 26,000
8.	AMOUNT REQUESTED FROM IPDC	US\$ 16,400
9.	BENEFICIARY BODY	Balkan Association of Science Journalists - BASJ Melenacki drum 35, Zrenjanin, Serbia Contact person: Srđan Papić Đurić – president of BASJ Phone number: +381 692253533 e-mail: basj.network@gmail.com
10.	IMPLEMENTING OFFICE	UNESCO HQ
11.	PROJECT LOCATION	Online: Multimedia platform of BASJ – Balkan Association of Science Journalists
12.	PROJECT PREPARED BY	Nora Hicko Board member at BASJ – Balkan Association of Science Journalists
DECISION OF THE BUREAU:		

B. PRESENTATION

1. PROJECT JUSTIFICATION:

This project proposal addresses the lack of professional capacities of science media workers and the lack of science media associations in the Balkan region. As a regional journalist association BASJ is to establish itself as an independent entity. BASJ is striving to improve the standards of science journalism in the Balkan region and South East Europe in printed and electronic media, through focusing on cross-border exchange and implementation of good practice. By organizing formal and informal education for young science journalists, BASJ will promote online education, and will enable active online cooperation with other international and regional organizations and institutions in: Moldova, Romania, Hungary, Bulgaria, Macedonia, Kosovo, Albania, Turkey, Montenegro, Bosnia and Hercegovina, Croatia, Slovenia and Serbia.

This project will upgrade skills of 20 journalism trainers, educate 110 new science journalists and future mentors through a 6 months training methodology course. This will also capacitate the 20 journalism trainers to teach new media competencies. The training is to be held online through our Science Media Network platform, through webinars and online lectures. As a result, 130 young journalists, scientists, and other interested participants will gain informal education in quality science journalism, as well as an online platform on which they can continue working on together. The established and operationalised sustainable online platform will not only create a cross-border network, but will strengthen cooperation, build capacities for the standards, and raise awareness on the necessary standards of media and science literacy. This network will establish databases and web communication network of scientists and science journalists from the region. Furthermore, it will create a network of science associations, organizations, media and institutions on BASJ Science media platform. The online platform will be a useful channel and source for multimedia literacy among the citizens of the region, especially the youth, experts and journalists to be able to participate in exploring online educational environments and tools for the expression of their ideas and information.

2. DESCRIPTION OF THE TARGET GROUP:

The project targets young journalists and media savvy scientists/researchers between 18 and 35 years old, from the Balkan region. The number of participants is estimated to 130(ten participants per country), together with the project team of 20 - including the program team, online educators, future mentors, and IT experts. It is planned that the gender representation will be 50-50%.

3. DEVELOPMENT OBJECTIVE:

Development of a knowledge-based society within the countries of the Balkan region and SEE through this e-learning platform and providing new IT solutions and services for science and science journalists

4. IMMEDIATE OBJECTIVE:

An established strong professional capacity for science journalism in the Balkan region.

5. PROJECT OUTPUTS:

- An established online classroom and e-learning environment on the BASJ multimedia platform www.balkanasj.com
- A strong network of science journalists from the whole Balkan region, connected through the multimedia platform www.balkanasj.com
- 20 online informally educated science journalism mentors

- 110 online informally educated science journalists from the Balkan region in the following subjects: journalism, communication of science to the public, writing, online tools, online editing tools, science media management, editorship.
- 130 online educated young journalists for the use of multimedia tools (photo, audio, video) for further individual work
- 50 multimedia science news contents created by participants and published on the BASJ news portal www.balkansciencereport.com

6. **ACTIVITIES:**

- Inviting participants will be accomplished by sending out online invitations through friendly civil organisations which have youth for their target group, and are focused on youth programmes, information and youth education in the Balkan region
- Buying and adjust audio-video equipment and techniques needed for journalists work
- Creating the network will be accomplished by establishing cooperation with media, journalists, and institutions of higher education in the Balkan region, and creating an online data-base of target institutions and individuals.
- Promotion of the network and multimedia platform through social networks, friendly websites, and similar organisations in the region.
- Online meetings and webinars for coordinators and participants: editors, mentors, journalists and educators, to make arrangements on future cooperation, and project implementation.
- Creating the online classroom on the Science Media Platform at www.balkanasj.com , by an established and practical e-learning model and system maintenance – direct cooperation with DOBA – Faculty of Applied Business and Social Studies, Maribor, Slovenia
- An online two week set of webinars for mentors, educators, editors and coordinators in E-learning
- Creating online courses in science journalism by the coordinators, editors, and mentors through online collaboration, discussions and webinars on the existing platform www.balkanasj.com
- Online mentorship – networking of smaller groups (up to 20) of targeted participants/journalists and introducing them with the process of online education, courses, and course schedules.
- Two training courses, lasting for 6 weeks in a 6 month period, one theoretical and one practical in the designated fields for participants
- Creating 50 multimedia science news contents through online collaboration of participants and mentors, educators, and editors.
- Publishing the multimedia contents – as results, on BASJ news portal www.balkansciencereport.com , social networks, friendly websites and on websites with similar affiliations.
- Preparation and printing of CD/DVD's with the online courses, and instructions on how to use the multimedia platform for networking.
- Preparation and printing of participant certificates
- Evaluation of the project (general and financial)

7. **PROJECT INPUTS:**

- The Balkan Association of Science Journalists – BASJ already has the multimedia platform ready for users at www.balkanasj.com , as well as www.balkansciencereport.com, where the project activities are to be implemented.
- Purchase of an E-learning software from online Faculty DOBA Maribor, Slovenia for the project activities
- One online platform administration/maintenance expert: Jovana Gaspar, More than 10 years working as a web developer and designer. In addition, dealing with 3-D design and video editing.

- One IT expert for setting up the online classroom: Bogdan Škof - Maribor, Slovenia, DOBA – Faculty of Applied Business and Social Studies, Maribor, Slovenia
- Two lecturers for the E-learning webinars
- 20 Online mentors
- Two course trainers:
- Purchase of 200 CD/DVD
- Purchase of paper materials, design and printing of Certificates of attendance for mentors and journalists
- Purchase of materials, design and printing of programme brochures

8. WORK PLAN:

ACTIVITIES / MONTHS	1	2	3	4	5	6	7	8	9	10	11	12	13	14	15	16
Recruitment of participants and promotional activities	■	■														
Buying and adjust audio-video equipment and techniques needed for journalists work		■	■													
Creating the regional science journalist network and online database on the BASJ multimedia platform			■													
Creating the online clasroom			■	■												
Webinars for mentors and creating online courses for science journalists				■	■											
Mentorship for participants					■	■	■	■	■	■	■	■	■	■		
Mentorship for mentors					■	■	■	■	■	■	■	■	■	■		
Online training courses						■	■	■	■	■	■					
Creating 50 multimedia science news contents											■	■	■	■		
Publishing the multimedia contents													■	■		
Preparation and printing of CD/DVD's with the online courses														■	■	
Preparation and printing of participant certificates															■	
Evaluation of the project (general and financial)															■	■

9. INSTITUTIONAL FRAMEWORK:

As a newly established international journalist association, BASJ's mission is to interconnect science journalists regionally, to strengthen mutual cooperation through international and regional projects, advocacy of journalists, partnership with regional and international institutions, experts and organizations involved in science, research and education, and other journalist associations.

BASJ is also striving to improve the standards of science journalism in the Balkan region and South East Europe in printed and electronic media, through focusing on cross-border exchange and implementation of good practice, organising formal and informal education for young science journalists, promoting online education, and to enable active online cooperation with other international and regional organisations and institutions.

The organisation consists of an Executive Board, Program Board, and its members – mostly journalists. BASJ is a partner organisation with Pannonian Activist Organisation – PAOR who is also giving logistical, expert, and financial assistance. BASJ is since recently an official member of the World Federation of Science Journalists – WFSJ, who acts as a provider of educational, logistical and consulting support.

10. SUSTAINABILITY:

This capacity building project will be in service of science, and science journalists, as a regional network of science journalists, and as a platform that is to become a permanent e-school for journalists in the region. After the implementation of this project, the platform will continue to serve its purpose as an educational channel for multimedia literacy, especially for young journalists, and experts from the region to be able to upgrade their skills, to participate in the platform, through discussions, workshops and online sessions.

11. FRAMEWORK OF MONITORING AND COMMUNICATION STRATEGY:

The activities are to be communicated through our existing multimedia platform, both as in our news section, and on the network, and other social networks, as this is a valuable way of promoting the project, and introduce it to a wider public. While our implementation success will be evaluated partially by the participants – through the forum/discussion panel on our platform, but mainly through the multimedia contents produced as a result of the training. These contents will be published on our news platform – www.balkansciencereport.com. The project will be monitored by UNESCO, and by a WFSJ representative as well.

12. EVALUATIONS CARRIED OUT:

As a prior evaluation, BASJ have carried out a regional survey, which included media workers and journalists. The objective of this survey was to get statistics on how much media space is given to science topics in media regionally, and to what extent are journalists educated (formally or informally) for science topics. Media and journalists that have participated proved that science writing, reporting and science topics are on a very low scale of representation in the media. Reasons: lack of science literacy, lack of specialized education for science journalists, and a low interest rate by the general public for science topics. BASJ month in May 2013, initiated important, Regional Studies. It is still in progress. BASJ month in May 2013, initiated important, Regional Studies. It is still in progress. Journalists and the media in the region of South-Eastern Europe, BASJ send questionnaires. According to the results so far, the media poorly report on scientific topics and journalists are not specialized or trained to work on scientific topics.

13. FRAMEWORK OF BENEFICIARY AGENCY'S REPORTING:

The Balkan Association of Science Journalists – BASJ, as a submitter and beneficiary will be reporting on the progress of the project to the relevant UNESCO Office, on a four month basis. BASJ will write a comprehensive final report after the projects implementation, on the extent to which the immediate objective of the project was achieved. These tasks are designated by BASJ to Nora Hicko – BASJ Board member and treasurer.

C. ADDITIONAL INFORMATION

BASJ has prepared and operationalised the multimedia platform at www.balkanasj.com which will serve as a basis for carrying out the project activities.

BASJ as a submitter has not received an IPDC support before.

D. BUDGET

BREAKDOWN OF IPDC CONTRIBUTION (in US dollars)	
Two Trainer (\$250 per day x 6 days training x 2 trainer):	3,000
Training material and rental of training equipment:	800
Local travel (\$30 x 20 mentors + \$200 for two trainer):	800
Preparation and printing of CD/DVD's (200 x \$5)	1,000
Renting internet and programming platform	2,000
equipment costs	
Equipment transport costs:	1,500
Equipment installation costs:	2,000
DVC Pro Camcorder AJ-D610WBPS1 from Panasonic	2,200
Wireless Microphone Systems	600
Camera Light	300
Windows PC Software (Matrox RT.Xtreme Pro, PCI graphics card included)	1,000
Apple Mac	1,200
Total equipment costs	8,800
TOTAL	US\$ 16,400

BREAKDOWN OF THE BENEFICIARY AGENCY'S CONTRIBUTION (in US dollars)	
Project coordinator (16 months)	2,400
Communication costs (16 months)	1,800
Studio and station building renovation	1,700
Vehicle maintenance and local transport costs	2,000
Contingencies	1,000
Project reporting	600
TOTAL	US\$ 9,600

