



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item for discussion Status Report on the Knowledge-Driven Media Development (KDMD) Initiative, incorporating the post-2015 development agenda

INFORMATION NOTE

SUMMARY CONTENT OF DOCUMENT

This document presents an update on activities undertaken within the framework of the Knowledge-Driven Media Development (KDMD) Initiative endorsed as such by the 57th IPDC Bureau. It also includes lines of action aimed at leveraging knowledge gained from IPDC's media support to advocate for the inclusion of free, independent and pluralistic media in the post-2015 development agenda.

Status Report on the Knowledge-Driven Media Development (KDMD) Initiative (February 7, 2014)

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1. BACKGROUND

This status report is for the information of the 58th IPDC Bureau on work carried out since the endorsement of the *Knowledge-Driven Media Development* (KDMD) Initiative in March 2013. As part of that update, the report also aims to inform the Bureau of its ongoing campaign to use its evolving media development knowledge base to advocate for the inclusion of free, independent and pluralistic media in the emerging Sustainable Development Goals for the post-2015 development agenda.

2. UPDATE

Key activities included the following:

- The IPDC Secretariat collaborated with the Permanent Delegation of Germany, the German Commission for UNESCO and Deutsche Welle to host a public lecture under the title *Forging an Agenda for Knowledge-Driven Media Development*. Speakers included Getachew Engida, UNESCO's Deputy Director-General, who spoke on behalf of the UNESCO Director-General Irina Bokova. Others were Günter Nooke, Personal Representative of the German Chancellor for Africa at the Federal Ministry for Economic Cooperation and Development (BMZ), Peter Limbourg, newly appointed Director-General of Deutsche Welle, Danny van Heck, General Manager of SAP's Public Services in Europe, the Middle East and Africa (EMEA), and Verena Metze-Mangold, Vice-President of the German Commission for UNESCO. The lecture was attended by over 60 participants, including representatives of the UNESCO Permanent Delegations of Canada, Brazil, Gabon, Lithuania and Zambia.
- In its effort to build a coalition of international media development organisations to promote a shared understanding of media development, the IPDC cooperated with the World Association of Newspapers and News Publishers (WAN-IFRA) and the World Bank Institute to develop non-binding *Media Development Data Sharing Principles* as an attempt at shaping the way the international development community shares data holdings on their respective media development efforts. These Principles are available at: http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/IPDC/Media_Development_Data_Sharing_Principles_FINAL.pdf. In terms of the Initiative's potential to contribute to the post-2015 development agenda, such a *data*-based approach is significant, in that the question of reliable data is prominently raised by the report of the High-Level Panel of Eminent Persons on the Post-2015 Development Agenda, which calls for “a data revolution for sustainable development”.
- An *Analytical Report* was prepared on the basis of IPDC implementation reports received for the purpose. As part of that effort, the format of these implementation reports was revised to reflect the focus of the KDMD. The analytical report will contribute towards the emerging body of knowledge on media development, and will be shared broadly with other actors in the field of media support, thereby living up to our undertakings spelt out in the *Media Development Data Sharing Principles*.
- The IPDC project database continues to be enhanced with new features that reflect the focus of the KDMD Initiative.

3. MEDIA DEVELOPMENT IN THE POST-2015 DEVELOPMENT AGENDA

The Sector has already been involved with this process, authoring in 2013 a Think Piece on the role of media in strengthening democracy and development. It formed part of the Sector's contribution to the first round of the “World We Want 2015” e-consultations in January 2013 during Phase 1: *What should be the governance building blocks for a post-2015 agenda?* This contribution can be accessed at: www.worldwewant2015.org/governance.

Furthermore, via the Bureau of Strategic Planning (BSP), the Sector submitted its position for possible inclusion in the MDG framing paper, under the auspices of the Steering Group meeting of the post-2015 Environmental Sustainability consultation, co-chaired by UNDP and UNEP. A more physical manifestation of our intellectual contribution was when the bulk of our Think Piece was used in a paper presented by the Director of the UNESCO Regional Science Bureau for Asia and the Pacific at a panel session on “Taking more action for sustainable development: can media help?” during the Asia Media Summit (2013) in Manado. This event was attended by high-level government officials, including the Indonesian and the Cambodian Minister of

Communication and Information, several ambassadors, and prominent media experts. In this regard, it must be recalled that H.E. Mr. Susilo Bambang Yudhoyono, President of Indonesia (where the 2013 AMS took place), is one of the Co-Chairs of the Secretary-General's High-Level Panel of Eminent Persons on the Post-2015 Development Agenda.

Therefore, building on the foregoing and using the IPDC's *Knowledge-Driven Media Development* framework, the IPDC will seek to use its *knowledge* about media development, derived from analytical reports on its support for media projects globally, to continue to make the case for the correlation between free, independent and pluralistic media and sustainable development. Policy briefs will be prepared, as part of this process.

Furthermore, the IPDC will seek to collaborate with the Council of Europe and other strategic partners to undertake research into safety of journalists as a possible indicator of development, the results of which could inform ongoing discussions about the importance of data in measuring Sustainable Development Goals (SDGs).

Finally, the IPDC will continue to broaden its existing relations with WAN-IFRA (World Association of Newspapers and News Publishers) and the World Bank Institute to include other global actors, such as the Global Forum for Media Development (GFMD), OECD, African Media Initiative (AMI), etc.

4. CONCLUSION

The IPDC, by contributing evidence-based insights to the ongoing consultation on sustainable development beyond 2015, has an opportunity to demonstrate global intellectual leadership on the role of free, independent and pluralistic media as a catalyst for human development. The focus on *knowledge* could pave way for the international media development community to become more visible to the key architects of international development policies, and thus enrich the mainstream sustainable development debate.

8. BUREAU ACTION

The Bureau, having discussed this document, may wish to:

- *Note* the status report, especially the focus on the post-2015 development agenda.