



Amman Office
مكتب عمان

United Nations
Educational, Scientific and
Cultural Organization

منظمة الأمم المتحدة
للتربية والعلم والثقافة



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UNESCO Amman Office

Communication and Information Unit

Media development enhances freedom of expression and contributes to peace. As the UN agency with the specific mandate to promote “the free flow of ideas by word and image,” UNESCO strives to create an enabling regulatory and institutional environment while developing the capacity for an independent, quality-based media sector serving the entire population.



Sustainable
Development
Goals

World Press Freedom Day

Every year, May 3rd marks a day of celebration of the fundamental principles of press freedom and to evaluate press freedom around the world. UNESCO leads the worldwide celebration by identifying the global theme and organizing the main event in a different part of the world each year. In Jordan, the UNESCO Amman office has been organizing the annual World Press Freedom Day festivities in partnership with key media organizations.

In 2019, in collaboration with Jordan Press Foundation (Al Rai), UNESCO commemorated this year's World Press Freedom Day with a series of workshops for youth and an evening event, in Amman. This year's global theme of "Media for democracy: journalism and elections in times of disinformation", provoked discussion surrounding the current challenges faced by media in elections, along with the media's potential in supporting peace and reconciliation processes. HE Jumana Ghunaimat, former Minister of State for Media Affairs, delivered a keynote address, emphasizing the Government's commitment to empowering media outlets. The public event fueled a national conversation on social media about how journalism can rise above disinformation and fake news. In total, more than 130 participants, including representatives from civil society, media, professional associations, universities and embassies attended the event.

"Press freedom is the cornerstone of democratic societies. At a time of growing discourse of mistrust and delegitimization of the press and journalism, it is essential that we guarantee freedom of opinion through the free exchange of ideas and information based on factual truths."

- Audrey Azoulay, Director-General of UNESCO,
on the occasion of World Press Freedom Day 2019



UNESCO's Work



The UNESCO Amman office, through the Communication and Information team, provides specialized technical assistance and capacity development to media practitioners, journalists and national institutions while developing journalism education and empowering individuals as informed producers and consumers of information.

UNESCO believes that free, independent and pluralistic media in print, broadcast and online are needed in order to ensure the free flow of ideas, optimize progress and build knowledge societies.

Current Projects

YOUTH EMPOWERMENT

This project focuses on Media and Information Literacy (MIL) as a holistic response to promote the safe and ethical use of the media and the internet, building upon the pilot initiative carried out under UNESCO's "Support to Media in Jordan" project. The project works to strengthen the MIL capacities of public institutions (universities and schools), media and education professionals across the Irbid, Zarqa, Ma'an, and Mafrq governorates. It also works to promote active engagement of young people through information and communication technologies. In close collaboration with the Ministry of Education and the Ministry of State for Media Affairs, UNESCO is working to convene and mobilize national authorities, schools, local radio stations and civil society organizations to empower youth with MIL skills.



MEDFILM: ENHANCING A GENDER RESPONSIVE FILM SECTOR

Promoting a non-stereotyped female representation in film and fostering female film professionals are essential components to combat gender-based stereotypes in the film industry and enable freedom of expression as a fundamental human right. This regional project is another component of UNESCO's ongoing work to promote gender equality and support freedom of expression throughout countries in the MENA region.

PRESERVING DOCUMENTARY HERITAGE IN JORDAN

UNESCO has been working in collaboration with the Ministry of Culture to enhance the preservation of documentary heritage in Jordan and implement the Memory of the World Programme (MoW) at the national level. The Memory of the World Committee is an international initiative launched by UNESCO to facilitate the preservation of documentary heritage and facilitate access to documentary sources around the world, while increasing awareness of the importance of this vital type of heritage. The Jordanian MoW committee was established in March 2018, representing an important achievement towards the preservation of documentary heritage. Committee members hold preservation expertise and are responsible for establishing and maintaining the Jordanian MoW Register. Chaired by the Minister of Culture, the national committee seeks to encourage, receive and assess nominations for documentary heritage for inclusion in the national register.



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TOOLKIT ON FREEDOM OF EXPRESSION FOR JORDANIAN JUDGES

The toolkit is part of the UNESCO initiative to generate empowerment among judicial systems and ensure protection and promotion of freedom of expression, access to public information and the safety of journalists. It is organized in six thematic modules presenting both international standards and relevant provisions in Jordanian law, highlighting areas of divergence as well as opportunities for positive interpretation. It also provides a range of learning activities, assessment tools, and didactic resources, with the aim of becoming a dynamic component of basic and advanced training for judges in Jordan.



The 2030 Agenda for Sustainable Development

UNESCO globally promotes the advancement of public access to information, the safety of journalists, youth and gender equality in and through media, diversity and plurality in media, improved professional standards and the empowerment of people with media and information literacy. Communication and media lie at the heart of sustainable development.

The UNESCO Amman office Communication and Information team is striving to mainstream the SDGs into ongoing projects:

Goal 16: Promote just, peaceful and inclusive societies.

- **Target 16.10:** Ensure public access to information and protect fundamental freedoms, in accordance with national legislation and international agreements.

In 2019, UNESCO contributed to the thematic review of SDG 16, showcasing Jordan's efforts to contribute to peace, justice or inclusion as enablers of sustainable development, featuring case studies focused on Jordan's media literacy and access to information efforts. The report provides an overview of country level actions and progress on SDG 16+ across different regions and development contexts and highlights key trends and findings on SDG 16+ implementation globally. It was presented at the High-Level Political Forum in New York in July 2019.



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Sustainable
Development
Goals



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Sustainable Development Goals

Stay in touch

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