



United Nations
Educational, Scientific and
Cultural Organization

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

Draft

**Speech by Outgoing Chairperson on
the occasion of the 29th Session of the IPDC Council**

UNESCO, 20 November 2014

Your Excellencies,

The Representative of the Director-General,

Distinguished invited guests,

Ladies and Gentlemen,

It gives me great pleasure to address this session of the Council. My tenure as chairperson of this body has been a privilege and I thank Member States of the Council for having elected me in 2012.

At the same time, I would like to express my sincere congratulations to the person you will choose as my successor. I wish him/her well in his/her future role as a new chair and champion of the IPDC.

Next, I would like to set out some remarks concerning IPDC's work over the past biennium. These are elaborated in the Director-General's report that will be discussed shortly, and which will be introduced by the Deputy Director-General, Mr Getachew Engida.

During my term of office, IPDC continued its media development record over more than 30 years, which has seen this mechanism mobilise and channel over US\$ 105 million to over 1700 media development projects in some 140 countries, responding to grassroots-level demand. This is a remarkable co-operative effort in the name of the international community, and it represents the recognition by the community, of the importance of media for peace, democracy and development.

In 2013 and 2014, the IPDC supported 143 projects at a cost of US 2,287,000 million. The projects included 77 countries, with Africa accounting for 41% of the funding, in response to the Organization's Global Priority Africa imperative. In the 2013-2014 period, a total of 219 project proposals were submitted for the Bureau's consideration by media organizations worldwide. Among the 143 projects approved, 123 were national and 20 were regional projects, benefitting 77 countries

Nevertheless, even with this record of success, more can be done – and needs to be done – in order to respond to the need for the services and support that the IPDC offers, building further on to its worldwide networks, reputation, systems and expertise.

So, allow me to turn to the thorny issue of how our much-needed efforts are constrained by the inadequate levels of funding available. Although

there has been an approximate 30 percent improvement on the funds available to the Bureau which met in March this year, I must underscore the fact that this was only made possible by the generosity of seven Member States.

Therefore, it is absolutely essential that we expand the IPDC's donor base and thus ensure a higher – and more secure – level of contributions.

An important part of my activities as IPDC Chair has therefore been to meet with traditional and potential donors in view of mobilizing adequate support for the Programme. In June 2012, I chaired an informal donor meeting to which the representatives of 24 UNESCO Member States were invited. During this meeting I highlighted the strategic relevance of the IPDC Programme as well as its funding requirements. I followed up this meeting with a series of bilateral meetings with the permanent delegations of Canada, the Netherlands and Brazil in November 2012. The Secretariat continued these efforts in 2013 by organizing fundraising meetings with permanent delegations of other potential donor countries, including Indonesia, Kazakhstan, Nigeria, Peru, Spain, Tanzania and Thailand.

We need to reach out to more potential donors. In this regard, I would like to reiterate the call for more Member States to come forward and financially support the role of the IPDC as a unique expression in the name of the international community to promote media development in developing countries.

I would also signal that under my chairship, the IPDC Bureau has adopted a new streamlined procedure for selecting projects, and this step represents continuing progress towards enhancing the effectiveness of the IPDC and the global standing of this intergovernmental co-operation.

IPDC's responsiveness was also evident earlier this year, when, in response to a general audit of UNESCO's governance structures, we were amongst the first of UNESCO's bodies to submit completed two questionnaires about IPDC. These have been made available for this meeting should you wish to discuss them later in the agenda.

Let me conclude by reminding us that, today, we meet in a context of global interest in the post-2015 development agenda as well as the review of the ten years since the World Summit on the Information Society.

In this regard, let me recall that the 37th session of the UNESCO General Conference adopted a Resolution on the post-2015 sustainable development agenda that highlighted the importance of promoting freedom of expression, advancing universal access to knowledge and its preservation, and supporting free, pluralistic and independent media, both offline and online.

We on this Council can all agree that media is essential to broader development. We can be proud of IPDC's contribution to delivering media development in practice. We can further be pleased that IPDC also enriches scientific knowledge about media development – by our reporting on journalists' safety, by our work on journalism education, and

by our development and application of indicators. IPDC has also been playing a leading role in advocating for the importance of media development being recognised as integral to development.

At this point, it is appropriate for me to single out Mr Valeri Nikolski who, since 1986, has helped to build IPDC into what it is today. He retires at the end of this month, having dedicated almost 30 years of his professional life to the cause of the IPDC.

Ladies and gentlemen,

The Director-General's report on IPDC activities, which will be presented to you later this morning, is emphatic when it comes to the IPDC's success in mobilizing international support for media development. It is why, in the years ahead, IPDC should merit the support of each of our countries, and be capacitated to make even more difference to media development around the world.

I thank you for your attention!