



IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

Agenda item for discussion IPDC fundraising and communication

INFORMATION NOTE

SUMMARY CONTENT OF DOCUMENT

The Council is invited to discuss current fundraising and communication strategies and take into account the Bureau's recommendation in this field.

Setting targets for fundraising and communication

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1. BACKGROUND

At its 60th meeting in March 2016, the Bureau decided to:

- Request the Chair and the Secretariat to continue current efforts to fundraise for IPDC, analyze current priorities of the most important media donors and approach them with IPDC proposals; extend efforts to include private foundations and the private sector; go beyond permanent delegations and prepare fund-raising missions to the capitals of strategic countries; and explore EU funding for thematic/regional FIT grants.
- Request the Secretariat to give more visibility to the real impact of IPDC micro funding of projects, and to highlight their results-based focus as well as their cost-effectiveness.
- Request the Secretariat to strengthen IPDC's Special Initiatives and further position the Media

Development Indicator (MDI) assessments so that they continue to be recognized as key foundations for national media development plans. Ensure follow-up to the MDI assessments so that each stakeholder can identify and play its role.

- Request the Secretariat to promote more actively the uniqueness of IPDC’s reporting mechanism on safety of journalists and impunity issues and improve the IPDC branding of this important initiative.
- Remind Bureau and Council members to actively advocate to their respective governments to fund the IPDC through both its established modalities: IPDC’s Special Account (voluntary contributions or contributions to earmarked projects) and FIT, even through symbolic contributions and/or by seconding personnel.
- Remind Bureau and Council members to act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.
- Bring this issue to the attention of the Council with a view to further mobilizing the support of Council members, highlighting the potential for resources so that IPDC can function at its optimum level of potential, scale and impact.

2. LATEST DEVELOPMENTS IN FUNDRAISING

The amount of contributions received over the past six years is shown in the table below.

		55 th Bureau, (2011)	56 th Bureau, (2012)	57 th Bureau (2013)	58 th Bureau (2014)	59 th Bureau (2015)	60 th Bureau (2016)
1.	Andorra	52,344	42,368	12,870	13,587	12,706	8,417
2.	Bangladesh						1,000
3.	Belgium	142,653 (FIT)	-				
4.	Denmark	275,000	275,000	275,000	50,206		
5.	European Union						800,000 Euros FIT (<i>implement ation to be confirmed</i>)
6.	France	27,127	38,000				
7.	Finland	267,738	266,666	259,740	530,472	271,740	221,238
8.	Germany					126,112 (FIT)	
9.	Ghana						2,500

10.	India	530,000	-				
11.	Israel	15,052	-				
12.	Latvia						10,989
13.	Netherlands	-	66,666	64,767	65,189	65,876	52,910
14.	Norway	166,945	174,709	196,100	324,480	467,006	277,166
			276,420 (FIT)	161,816 (FIT)			262,657 (FIT)
15.	Spain	443,787	130,000				
16.	Sweden	36,737	103,656	30,000	15,585	15,585	25,571
17.	Switzerland	482,456	-				
18.	Thailand				1,000		
19.	USA	200,000	264,143				
	TOTAL	2,639,839	1,637,628	1,000,293	1,000,519	959,025	862,448 US\$ + 800,000 Euros

*Note: The figures above include Programme Support Costs (10%).
Figures shown in US\$ (except for funds from EU)*

The current number of donors is 9, while it was 6 in 2015, so the increase of the overall number of contributors is to be acknowledged. In addition to this, in 2016 two new donors, Lithuania and Malaysia, made contributions for specific activities, namely the IPDC Talks and a FIT project on journalism and climate change, which brings the total figure to 11.

In 2015-2016, IPDC Chair, with the assistance of the Secretariat, continued to meet with Member States in order to brief them about the achievements of the Programme, as well as the challenges ahead. In two years, the IPDC Chair has visited more than 30 delegations and requested them to consider contributing to IPDC. After the meetings, tailored project proposals and concept notes were sent by the IPDC Secretariat as a follow-up.

Moreover, IPDC's Chair participated in Commission V of the 38th of the General Conference, and briefed Member States on the latest achievements of the Programme. IPDC's results were praised by many delegations, which requested that the Programme continues to be reinforced within the overall action of the Organization's Communication and Information Sector. At the request of Member States, the CI Programme has reflected IPDC in a tailored Expected Result (number 3), which raises the visibility of the Programme and allows for clearer reporting on the Programme's achievements and specific contributions to the Strategic Objective of CI and the relevant Main Line of Action.

3. LATEST DEVELOPMENTS REGARDING COMMUNICATION STRATEGY

Since the communication strategy was discussed by the 59th meeting of the IPDC Bureau, IPDC has been visible in most CI organized events, such as workshops, seminars and roundtables, both in the field and in HQ. In addition to this, IPDC publications (or those which have stemmed from IPDC's Special Initiatives) have been systematically displayed and distributed to event participants and relevant parties. UN conferences, CI Information Meetings with Member States, visits of the IPDC Chair and events related to media development have all been occasions to continue to raise IPDC's profile.

IPDC supported the International Conference on *Youth and the Internet: Fighting Radicalization and Extremism*, organized by UNESCO on 16 June 2015, as well as the International Conference entitled *News Organizations standing up for the safety of media Professionals* held at UNESCO Headquarters, Paris, on 5 February 2016, with the Chair speaking on both occasions.

IPDC participated in the Global Media Forum (GMF), organized by Deutsche Welle Akademie in Bonn in June 2015. IPDC's Chair participated in a workshop on "70 years of the UN – From the past to the future: Fit for the purpose in the age of digital media?", while IPDC Secretariat organized a session on "What is media viability and how is it relevant to foreign policy?", where IPDC/DW's Media Viability Indicators (MVI) were presented.

Similarly, IPDC's Chair participated in the Conference on Rapprochement of Cultures: One Humanity beyond Diversity, organized within the framework of the fifth International Forum of NGOs with formal relations with UNESCO, in Beijing, in July 2015, making two contributions on "Youth facing radicalization" and "Digital culture, cyber space for knowledge and dialogue". In July 2016, the Chair raised the profile of IPDC at the annual congress of the International Association for Media and Communication Research.

The Chair also participated in the Women with the Wave Forum, Broadcasting for All, organized by ABU in Istanbul, in October 2015, where she was as a speaker in a panel with key representatives of UN organizations focusing on the inclusion of women in media and society. The Chair was also a participant in the UNESCO-convened conference of the Global Alliance for Media and Gender in Geneva, where she moderated the final discussion during the International Development Cooperation meeting. Moreover, two IPDC-supported projects were discussed during the GAMAG General Assembly in December 2015. In September 2016, the Chair represented IPDC in New York at a meeting on Gender Equality Assessment Standards, organized by UN Women and GAMAG, and another other of the GAMAG Steering Committee. (as part of an IPDC grant).

Also in September, the IPDC Chair spoke in Jakarta at UNESCO's technical workshop on SDG indicator of 16.10.2, where IPDC work resulted in UNESCO being designated as custodian agency, and also at a session on Funding Trends during the Global Forum for Media Development.

On 26 September 2016, the IPDC hosted a day-long event titled "Powering sustainable development with public access to information". The event, termed the "IPDC Talks", which enlisted an association with the Information for All Programme (IFAP), drew special funding from The Netherlands and Lithuania. It was held with the purpose of celebrating the first International Day for Universal Access to Information, and highlighted the key importance of access to information in the success of implementation of the SDGs. It consisted of a series of innovative and dynamic talks in which philosophers, journalists, intellectuals, entrepreneurs, academics and community leaders, including the President of Ghana, working towards the achievement of different SDGs reflected on the key role of access to communication in their efforts. The event saw an audience of about 100 members of delegations, media experts, journalism professionals, NGO workers and students among others come together to discuss and exchange on such key matters. It furthermore drew great interest on social media, with the hashtag #IPDCtalks trending in 5th place in France, with an estimated reach of over 2.3 million people

according to an assessment of the numbers of followers of tweeters and retweeters. From around the world, the Talks could be followed live via webcast, and key moments of the event were additionally followed live on UNESCO's Facebook account. The interest generated by the event was illustrated by the significant traffic registered on the event website throughout the day. Most importantly, awareness was raised among member states, experts and the general public on the critical role played by access to information in the achievement of the SDGs, the first-ever International Day for Universal Access to Information was celebrated and highlighted, and great visibility was achieved on the IPDC's and on UNESCO's work and expertise on matters of access to information and freedom of press.

As for IPDC's on-line resources, these have been consistently kept up to date and promoted with partners. Numerous articles and pictures have been published on the implementation of IPDC projects and on general IPDC events. Field offices have also promoted IPDC on their respective web pages. Information on projects and project-related activities has become easily retrievable and presented in an attractive form on the CI and IPDC websites.

A new on-line system for project submission management was established in 2015. The new system facilitates the submission, implementation and evaluation process, as well as the on-line archiving of project documents, and other useful automated procedures.

A database of IPDC contacts was also finalized to facilitate the e-mailing of relevant news items and information to IPDC partners and beneficiaries. IPDC continued to promote the transparency of the Programme by ensuring all reporting, evaluations and documents are systematically made available online. A new IPDC brochure was published in order to explain IPDC in a visually appealing way, and inform relevant parties about the Programme's objectives and actions.

Social media communication, however, has been lacking due to the loss of a dedicated assistant in the IPDC Secretariat at the end of 2013. However, special efforts have made, in cooperation with the Bureau of Public Information, during the organization of high-visibility events, such as the recent IPDC Talks.

Efforts are continuing to secure Associate Experts, seconded staff and interns who can assist in IPDC communications.

4. CONCLUSION

Based on the discussions on fundraising and communication developments, as well as the recommendation of the Bureau, the Council may wish to decide to:

- Actively lobby their respective governments to fund the IPDC through both its established modalities: IPDC's Special Account (voluntary contributions or contributions to earmarked projects) and/or Funds-in-Trust (FIT), even through symbolic contributions and/or by seconding personnel.
- Act as champions of IPDC, promoting its work and raising its international and national profile, wherever and whenever possible.