



United Nations  
Educational, Scientific and  
Cultural Organization

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

**REPORT OF THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF  
COMMUNICATION (IPDC) ON ITS ACTIVITIES (2014-2016)**

**OUTLINE**

**Source:** Article 10 of the Statutes of the International Programme for the Development of Communication (IPDC).

**Background:** This report is submitted to the Intergovernmental Council of the International Programme for the Development of Communication (IPDC) in pursuance of Article 10 of its Statutes adopted at the 21st session, which stipulates that the Director-General shall submit to the Council, at each of its sessions, a report on the implementation of the Programme.

**Purpose:** The present report covers IPDC's activities during the period between the 29th (2014) and 30th (2016) sessions of the Council. It provides an overview of the Council's decisions and initiatives, IPDC projects and the financial situation of the Programme.

**Decision required:** No decision is required on this document.

## 1. INTRODUCTION

The International Programme for the Development of Communication (IPDC), which was created in 1980, is the only intergovernmental programme in the UN system mandated to mobilize international support in order to contribute to media development in developing countries and countries in transition. IPDC's **unique role** has been continuously reaffirmed, including in *Resolution A/RES/70/93 A-B "Information in the service of humanity"*, adopted on 15 December 2015 at the 70<sup>th</sup> session of the General Assembly.

The overall responsibility for the Programme lies with the **Intergovernmental Council of the IPDC**, which meets every two years to assess the work carried out by the Programme. It consists of representatives from 39 countries elected by the General Conference of UNESCO.

## 2. 29<sup>th</sup> SESSION OF THE INTERGOVERNMENTAL COUNCIL OF THE IPDC AND THE FOLLOW-UP TO ITS DECISIONS

The 29<sup>th</sup> session of the Intergovernmental Council of the IPDC was held at UNESCO Headquarters, Paris from **20 to 21 November 2014**, and the **Bureau of the IPDC Intergovernmental Council** was elected as follows:

<b>Chairperson:</b>	Ms. Albana Shala (The Netherlands)	<b>Vice-Chairpersons:</b>	Algeria Bangladesh Peru
<b>Members:</b>	Denmark Niger Poland	<b>Rapporteur:</b>	Ms. Diana Heymann- Adu (Ghana)

The fourth Report by the Director-General on the Safety of Journalists and the Danger of Impunity was presented at this 29<sup>th</sup> Council session. It provided background information on UNESCO's work in this area and covered developments over 2012-2013, since the previous report to the IPDC Council was submitted. It also provided a cumulative update of the 593 killings of journalists between 1 January 2006 and 31 December 2013 for which UNESCO's Director-General requested respective Member States to voluntarily submit information on judicial follow-up.

After consideration of the report, the IPDC Council stated that it was deeply disturbed by the ongoing frequency of acts of violence against journalists, media workers and social media producers, and urged Member States to take advantage of the knowledge, experiences and opportunities available through participation in the UN Plan of Action on the Safety of Journalists and the Issue of Impunity which encourages the development of national processes and mechanisms involving all stakeholders to achieve an environment for the safe exercise of free expression. Moreover, the Council invited its Bureau to continue to give priority to projects that further the objectives of the UN Plan, and encouraged the Director-General and the Member States to continue their efforts in mobilizing additional extra-budgetary funding for this core area of competence of UNESCO.

IPDC Council also discussed IPDC's contribution to the post-2015 development agenda and urged Member States to ensure that freedom of expression, free, independent and pluralistic media, and media development, are integrated into the Post-2015 Development Agenda. Although this outcome was not achieved, the issues involved are implicit in the Sustainable Development Goal 16, on "public

access to information and fundamental freedoms in accordance with national legislation and international agreements". IPDC led UNESCO's advocacy efforts in this regard, which contributed to the UN Statistical Commission selecting two indicators, one including the safety of journalists, and the other on guarantees of access to information (for which UNESCO has been designated as custodian agency for global reporting).

The Council also heard from invited experts on the issue of "On-line privacy and freedom of expression" and endorsed IPDC's Special Initiatives in the fields of journalism education, knowledge-driven media development and media development indicators, including indicators related to media and gender, journalists' safety, media viability and internet development.

### **3. 59<sup>TH</sup> AND 60<sup>TH</sup> BUREAU MEETINGS: 122 NEW PROJECTS APPROVED FOR FINANCING**

As is customary, most Member States on the Bureau continue to be represented by experts from civil society, media and ministries of information or communications. This enables informed discussion and assessment of project applications and other business of the Bureau.

**The 59<sup>th</sup> IPDC Bureau was organized on 26-27 March 2015.** Out of 92 projects submitted to the IPDC, 71 were approved in 65 countries for a total amount of **US\$ 1,198,392**. Twenty-nine of the projects approved were in Africa, 6 in the Arab region, 15 in Asia and the Pacific, 17 in Latin America and the Caribbean and 4 in Europe.

Projects approved focused inter alia on improving the safety of journalists, empowering women journalists, and increasing quality reporting on climate change. Special attention was given to media development projects submitted by Ebola-affected countries. The 59<sup>th</sup> IPDC Bureau also decided on further support to IPDC's flagship special initiatives, namely the assessments based on UNESCO/IPDC's Media Development Indicators (MDIs) and the Knowledge-Driven Media Development Initiative. A partnership was approved with the Information for All Programme in convening the international Conference on Youth and the Internet: Fighting Radicalization and Extremism.

The 59<sup>th</sup> IPDC Bureau also decided on new priorities for the Programme, particularly the work in the area of safety of journalists as well as safety-related areas such as countering hate speech, promoting conflict-sensitive reporting and the promotion of cross-cultural, cross-religious dialogue. Under the leadership of IPDC Chair, Ms. Albana Shala, Bureau members also expressed a strong commitment to further champion the programme with donors and relevant authorities at national levels to mobilize the necessary support for the Programme.

**The 60<sup>th</sup> IPDC Bureau was organized on 17-18 March 2016.** Out of more than a hundred submissions received, 59 met IPDC's quality standards and were submitted to the Bureau for consideration. Fifty-one projects were finally approved in 46 countries for a total amount of **US\$ \$721 000**. Seventeen of the projects approved were in Africa, 5 in the Arab region, 17 in Asia and the Pacific, 11 in Latin America and the Caribbean and one of an international scope.

At the 60<sup>th</sup> session, most projects had important gender-sensitive components – a clear response to the IPDC's implementation of a gender checklist in project submission. From improving journalists' capacity for election coverage in Chad to conducting policy reform on community media in Nepal, the new set of IPDC-supported projects addresses a wide range of issues, with the most recurrent being the safety of journalists, capacity building for community media, coverage of elections, media self-regulation, media law/policy reform and access to information.

The IPDC Bureau meeting also decided to consolidate the programme's flagship special initiatives, including by enhancing the IPDC's unique monitoring and reporting system on the safety of journalists and impunity issues. In this regard, the Bureau underscored the need for the IPDC to provide opportunities for Member States to pilot national protection and reporting mechanisms on safety, along with conducting new national assessments based on the Journalism Safety Indicators (JSIs). The Bureau members also stressed follow-up action in the emerging areas of combatting radicalization and media and migration.

#### 4. ALLOCATIONS

In 2014-2016, some 192 project proposals were submitted by media organizations worldwide to the IPDC. The IPDC Bureau approved **122 projects** for a total amount of **US\$ 1,919,392**.

<b>DISTRIBUTION OF IPDC FINANCIAL SUPPORT IN 2014-2016 BY REGION</b>			
<b>REGIONS</b>	<b>NUMBER OF PROJECTS</b>	<b>TOTAL FUNDS (IN US\$)</b>	<b>% BY REGION</b>
<b>AFRICA</b>	<b>46</b>	<b>760,570.6</b>	<b>40%</b>
<b>ASIA AND THE PACIFIC</b>	<b>32</b>	<b>487,364.4</b>	<b>25%</b>
<b>LATIN AMERICA AND THE CARIBBEAN</b>	<b>28</b>	<b>394,542.8</b>	<b>20%</b>
<b>ARAB REGION</b>	<b>11</b>	<b>165,185</b>	<b>9%</b>
<b>EUROPE/INTERREGIONAL</b>	<b>5</b>	<b>111,730</b>	<b>6%</b>
<b>GRAND TOTAL</b>	<b>122</b>	<b>1,919,392.8</b>	<b>100%</b>

Additionally, an amount of **US\$ 180,000** as allocated to IPDC Special Initiatives as detailed below:

<b>SPECIAL ALLOCATIONS APPROVED BY THE 59<sup>TH</sup> BUREAU IN 2015</b>	
• SUPPORT TO CONDUCT ASSESSMENTS USING UNESCO&IPDC'S MEDIA DEVELOPMENT INDICATORS (MDI)	<b>US\$ 40,000</b>
• SUPPORT TO SPECIAL INITIATIVE ON KNOWLEDGE-DRIVEN MEDIA DEVELOPMENT	<b>US\$ 10,000</b>
• INTERNATIONAL CONFERENCE ON YOUTH AND THE INTERNET	US \$10,000
<b>TOTAL</b>	<b>US\$ 60,000</b>

<b>SPECIAL ALLOCATIONS APPROVED BY THE 60<sup>TH</sup> BUREAU IN 2016</b>	
• CAPACITY-BUILDING OPPORTUNITIES FOR MS TO IMPROVE NATIONAL MONITORING SYSTEMS: FORMULATION AND LAUNCHING OF A PILOT PROJECT IN A SELECTED COUNTRY	<b>US\$ \$20,000</b>
• JOURNALISTS SAFETY INDICATORS (JSI) SPECIAL INITIATIVE	<b>US\$ \$30,000</b>
• FOLLOW-UP INITIATIVES ON FIGHTING RADICALIZATION AND EXTREMISM	<b>US\$10,000</b>
• FOLLOW-UP TO MEDIA AND MIGRATION	<b>US\$10,000</b>
• EXPLAINING IPDC'S MONITORING MECHANISM TO CIVIL SOCIETY	<b>US\$20,000</b>
• COMPILATION AND BEST PRACTICES IN MONITORING, REPORTING ON AND PROMOTING THE SAFETY OF JOURNALISTS	<b>US\$30,000</b>

<b>TOTAL</b>	<b>US\$120,000</b>
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Details on the implementation of IPDC's Special Initiatives (1. Safety of journalists, 2. Global initiative for excellence in journalism education, 3. Knowledge-driven media development: Follow-up to SDGs, and 4. Media-related indicators), can be found in document CI-16/COUNCIL – 30/7.

## 5. FINANCIAL CONTRIBUTIONS TO THE IPDC

The Bureau allocates funds to projects on the basis of financial contributions made prior to the proceedings.

59 <sup>th</sup> Bureau (26-27 March 2015)	60 <sup>th</sup> Bureau (17-18 March 2016)
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1.	<b>Andorra</b>	<b>12,706</b>	<b>8,417</b>	
2.	<b>Bangladesh</b>		<b>1,000</b>	
3.	<b>European Union</b>		<b>800,000</b> <b>Euros FIT</b>	
4.	<b>Finland</b>	<b>271,740</b>	<b>221,238</b>	
5.	<b>Germany</b>	<b>126,112</b> <b>(FIT)</b>		
1.	<b>Ghana</b>		<b>2,500</b>	
2.	<b>Latvia</b>		<b>10,989</b>	
3.	<b>Netherlands</b>	<b>65,876</b>	<b>52,910</b>	
4.	<b>Norway</b>	<b>467,006</b>	<b>277,166</b> <b>262,657</b> <b>(FIT)</b>	
5.	<b>Sweden</b>		<b>25,571</b>	
6.	<b>IMS</b>	<b>21,648</b>		
	<b>TOTAL</b>	<b>965,088</b>	<b>862,448</b> <b>US\$ +</b> <b>800,000</b> <b>Euros</b>	<b>Total = 1,827,536</b> <b>US\$</b> <b>+ 800,000 Euros</b>

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

In addition to the above-mentioned contributions made by donors, interest income and remaining unspent amounts from previous cycles were transferred to the IPDC Special Account to finance the new batch of projects. The IPDC Chair has met with numerous delegations in an effort to raise further funds for IPDC. More details on this and the results of fundraising can be found in the document CI-16/COUNCIL-30/9.

## 6. EVALUATIONS OF IPDC PROJECTS

A shortage of funds has prevented the commissioning of external evaluations of IPDC projects in the past biennium. However, implementation reports on each project provide a basis for a level of assessment. These are available on the IPDC website, which has been updated during 2016 to remedy a hiatus for the years 2014 and 2015. Based on the implementation reports, the IPDC 59<sup>th</sup> and 60<sup>th</sup> Bureau has received from the Secretariat overview analysis reports on implementation.

**For its 59<sup>th</sup> session**, the IPDC Secretariat selected a total of 26 reports, out of the 63 implementation reports received from field offices, as part of a *purposive sub-sample* for an in-depth analysis. The criteria for their selection included their geographical-regional representation, thematic coverage and general comprehensiveness of reporting. The detailed analysis was complemented with a theoretical review of emerging literature on media development. Of the 63 project reports studied, almost half dealt with capacity building, while 37% covered promotion of freedom of expression and press freedom (including the safety of journalists), pluralism (particularly community media, youth and gender dimensions), and independence (self-regulation and professional standards). A total of 46% had an explicit reference to gender issues. The implementation report raised the issue of an obligatory need to include in beneficiaries' reporting the issue of how the implementation of the activity reflects the generality or specificity of UNESCO's Global Priority Gender Equality in a given cultural context.

The Implementation Report further noted that a number of projects were making a direct contribution in enlisting journalism to realise social, economic and environmental sustainability. For example, several projects expressly linked journalistic practice to the realisation of national policies aimed at mitigating and preventing climate change as well as raising journalistic awareness about 'ethical coverage of emergencies and disasters'. It stressed in addition the need for community radio projects to incorporate greater community mobilisation and participation. As regards, media research, it was learnt that time frames should not be underestimated.

**For its 60<sup>th</sup> session**, a total of 53 implementation reports were analyzed by the IPDC Secretariat and form the basis of this implementation overview. The analysis is primarily aimed at highlighting key achievements measured in terms of the expected results of a random sample of the implementation reports submitted by field offices. Implementation reports are made available on-line for public consultation.

This overview represented some 35% of the implementation picture of IPDC's 2014-2015 projects. Individual implementation reports are available online and they give a fuller, more individualized assessment of each project reported on, including pictorial and audio-visual anecdotes of impact. More importantly, they demonstrate how IPDC support is making a difference in the communities in which the projects are undertaken.

Four key observations and lessons arising from this analysis include:

- While there is increasing focus on gender disaggregation in reporting in some projects, such reporting still remains absent in other projects, suggesting that submitters should, through the IPDC project reporting template, be compelled to include the aspect of gender disaggregation more explicitly.
- While unexpected developments in a country may derail the implementation of a particular project, it can also provide an opportunity to implement activities in response, as was the case in Tunisia, where the implementer used the media coverage of the terrorist attack on the Bardo

Museum to effectively undertake training on ethical reporting. By way of a lesson, this could be used as an example of how threats to project implementation could, in fact, be innovatively turned into opportunities for effective implementation.

- Given the fact that several projects on community radio focused on the issue of sustainability, an important lesson would be to encourage collaboration among project submitters working in this field, with the possibility that they might develop a joint multi-country/regional project that the IPDC could support as part of its continued engagement in this area of work. This could also feed into work on IPDC's Media Viability Indicators.
- Several projects, particularly those focused on training for reporting specialized issues (e.g. disaster preparedness) implicitly benefitted from UNESCO's publications on specialized journalism syllabi (in some cases, project proposals included references to such publications). However, many reports do not explicitly make the link between such projects and the publications, suggesting the need for the IPDC to emphasize to project submitters that they should include this aspect in their reporting. This would help demonstrate the impact of such UNESCO publications on project implementation in particular and on the larger society in general.