



United Nations
Educational, Scientific and
Cultural Organization

IPDC THE INTERNATIONAL PROGRAMME FOR THE DEVELOPMENT OF COMMUNICATION

CI-14/CONF.202/8
30 September 2014

Agenda item:

UNESCO'S INDICATORS FOR MEDIA DEVELOPMENT, MEDIA SUSTAINABILITY, GENDER AND MEDIA, SAFETY OF JOURNALISTS, MEDIA AND INFORMATION LITERACY, AND INTERNET DEVELOPMENT

SUMMARY CONTENT OF DOCUMENT

This document presents a brief update on the status of IPDC's standard-setting and monitoring activities related to the development and application of indicators on various aspects of media development. These include:

- The UNESCO/IPDC Media Development Indicators (MDIs);
- Planned Indicators on Media Sustainability;
- The Gender-Sensitive Indicators on Media (GSIM);
- The Journalists' Safety Indicators (JSIs);
- The Media and Information Literacy (MIL) Indicators;
- Possible Indicators of Internet Development.

UNESCO'S INDICATORS FOR MEDIA DEVELOPMENT, MEDIA SUSTAINABILITY, GENDER AND MEDIA, SAFETY OF JOURNALISTS, MEDIA AND INFORMATION LITERACY, AND INTERNET DEVELOPMENT

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1. BACKGROUND AND PURPOSE

- **The UNESCO/IPDC Media Development Indicators (MDIs)**

Developed through an extensive consultation process and endorsed by the IPDC Intergovernmental Council in 2008, the UNESCO/IPDC Media Development Indicators (MDIs) are today recognized by major media development actors as an important tool for assessing the state of the media at national level. The MDIs are firmly grounded in international legal standards and good practices. They cover all the main aspects of media development and are structured around five categories of indicators:

- ✓ The legal and regulatory framework governing media;
- ✓ The degree of plurality and diversity of the media;
- ✓ The capacity of media to function as a platform for democratic discourse;
- ✓ Professional capacities;
- ✓ Technical capacities.

Together, they provide an aspirational picture of the media ecology to be constructed in order to ensure media freedom, pluralism and independence as the foundations for media's optimum democratic performance. As such, the indicators can assist both state and non-state actors working in the area of media development to target their interventions and guide the formulation of media-related policies.

- **Planned Indicators on Media Sustainability**

The issue of media sustainability is a gap in the current MDI framework, and one of growing importance as Internet and mobile telephony continue to challenge traditional models of economically viable media. The proposed extension of the MDIs into a 6th category of indicators to do justice to this issue would make the issue integral to future MDI assessments. There will be some 5-6 key indicators on media sustainability, broken down into relevant sub-indicators.

- **The Gender-Sensitive Indicators on Media (GSIM)**

UNESCO, in cooperation with the International Federation of Journalists and many other partners, elaborated a comprehensive framework of Gender-Sensitive Indicators for Media (GSIM) to guide professional journalism, broadcasting, advertising and related academic and training institutions in the development of workplace policies that promote gender equality and women's empowerment, and strengthen monitoring of content to improve representation of women in the media. The aim is to facilitate enabling conditions for women's equal participation in the employment ranks as well as in the production of all types of media content, and to remove stereotypes and negative portrayal of women in the media.

- **The Journalists' Safety Indicators (JSIs)**

In pursuance of the *UNESCO Work Plan on the Safety of Journalists and the Issue of Impunity*, endorsed by the 191st session of the UNESCO Executive Board in April 2013, a set of indicators was developed for measuring journalists' safety. The Journalists Safety Indicators (JSIs) focus in particular on the efforts being undertaken, by both national and international actors, to promote a safe working environment for media workers and to combat the impunity of those who carry out crimes against them. The tool is expected to help monitor progress in the implementation and reporting of the *UN Plan of Action on the Safety of Journalists and the Issue of Impunity*.

- **The Media and Information Literacy Indicators (Global MIL Assessment Framework – Country Readiness and Competencies)**

Citizens are playing an increasing role in media development processes. The UNESCO Global Media and Information Literacy Assessment Framework – Country Readiness and Competencies (MIL Indicators) offers UNESCO Member States methodological guidance and practical tools for assessing country readiness and competencies regarding media and information literacy among citizens at the national level. It is one dimension of a comprehensive strategy to achieve media and information literacy for all. On the basis of the assessment results, countries can make informed decisions for interventions aimed at the further development of MIL.

- **Possible Indicators of Internet Development**

Recognizing the role of the Internet in the building of Knowledge Societies and its potential to contribute to the achievement of the Post-2015 Sustainable Development Agenda, UNESCO introduced the draft concept of "Internet universality", which summarizes the Organization's positions about the principles that should shape the development of

the Internet. It is based on four key principles within UNESCO resolutions: respect of human rights online, openness, accessibility and multi-stakeholder participation. To explore the applied utility of this concept, with relevance to the Internet in its dimension as media, UNESCO in 2014 initiated research into a draft set of indicators of Internet development to assess the realities and the extent to which the four principles are reflected in Internet development.

2. APPLICATION AND IMPACT

- **The UNESCO/IPDC Media Development Indicators (MDIs)**

Since their endorsement, the MDIs have been applied in the countries below to identify media development priorities through nationally-driven assessments, usually carried out in partnership with a local media research institution or group of experts. The assessments are based on a combination of research methods, including desk-based research, analysis of laws and regulations, wide-ranging consultations, and in many cases a survey.

Completed MDI assessments	MDI assessment reports undergoing finalization	Ongoing MDI assessments
Benin*	Bolivia (Plurinational State of)	Colombia
Bhutan	Brazil	Côte d'Ivoire
Croatia	Curaçao	Dominican Republic
East Timor	Libya (<i>partial assessment</i>)	Iraq
Ecuador	Mongolia	Liberia
Egypt	Regional project: Croatia, Serbia, FYR Macedonia*	Madagascar
Gabon	South Sudan (<i>interim assessment</i>)	Morocco
Jordan (<i>partial assessment</i>)		Myanmar
Maldives		Swaziland
Mozambique		Togo
Nepal		Uganda
Palestine		Uruguay
Somalia (<i>partial assessment</i>)		
Tunisia		

The assessments marked with an asterisk () were not carried out by UNESCO

Training for the national research teams involved in the studies is now systematically provided, with recent examples including training workshops in Curaçao, the Dominican Republic, Madagascar, Morocco and Myanmar. In addition, a regional training workshop targeting senior media experts from the Arab region was organized in Jordan in March 2014, in view of developing a pool of potential partners for MDI assessments planned in the Arab states.

Research conducted by the IPDC Secretariat during 2013 revealed following ways in which the MDIs have positively contributed to enhancing knowledge-driven media development:

- ✓ Contribution to government policy
(*eg. in Tunisia: Establishment of an independent broadcasting authority, HAICA, in 2013 and adoption of constitutional guarantees for freedom of expression and the right to information in 2014, in line with key recommendations of the MDI report*).
- ✓ Advocacy tool, guide for programming and convincing donors on media development priorities

(eg. in Gabon: the MDI study was useful for civil society stakeholders to successfully argue for a revision of the Media Law to include an emphasis on the role of community media).

- ✓ Enhancing dialogue among the variety of stakeholders involved in the media sector
(eg. in Palestine: The assessment process opened a process of discussion and collaboration between the national authorities, public and private media, the Palestinian Journalists' Syndicate, NGOs and universities in both Gaza and the West Bank, and resulted in a report that was validated by all major media actors in the country)
- ✓ Building media research capacities and developing a better understanding about international media standards across the media community
(including through partnerships with national research institutions such as the University of Antananarivo (Madagascar), the University of Curaçao (Curaçao), the National Management College (Myanmar), etc.
- ✓ Guiding UNESCO's strategic programming based on the needs expressed by national stakeholders
(eg. in Tunisia: UNESCO carried out a series of trainings for security forces on freedom of expression, following a recommendation of the MDI report.)

- **Planned Indicators for Media Sustainability**

In partnership with the Deutsche Welle Akademie, the IPDC Secretariat is initiating a process of consulting on this area of indicators. The process will include expert consultations online and expert workshops, as well as piloting.

- **The Gender-Sensitive Indicators on Media (GSIM)**

UNESCO's Gender-Sensitive Indicators for Media (GSIM) research instrument has been translated into French, Spanish, Italian, Albanian, Chinese and Vietnamese. During the current biennium, the GSIM indicators have been tested successfully in Liberia and the Democratic Republic of Congo and have inspired consultative discussions and activities in Congo, Djibouti, Malawi, Mongolia and Thailand.

Since 2012, UNESCO worked closely with regional broadcasters in all regions to carry out in-depth analysis of workplace policies and challenges in content monitoring using the GSIM. Organizations such as Commonwealth Broadcasting Association (CBA), the Caribbean Broadcasting Union (CBU) and the Arab Broadcasting Union (ABU) are benefitting from IPDC's support towards the application of the indicators particularly for training. In the last biennium, 21 media organizations carried out self-assessments based on the GSIM, and 20 also adapted the indicators to facilitate training and to take steps towards developing relevant policies and strategies, which remains ongoing.

Recent examples include UNESCO's partnership with the Southern African Broadcasting Association (SABA) and the Caribbean Broadcasting Union (CBU) which facilitated executive workshops in support of gender and media policy development and content monitoring. Other ongoing activities include sensitization of South-East European public broadcasters to the indicators through a UNESCO-supported workshop to be held in Vienna on 25 and 26 November. GSIM is also being applied in south-east Asia by UNESCO, UN Women and the International Federation of Journalists.

- **The Journalists' Safety Indicators (JSIs)**

In 2013, UNESCO launched pilot assessments based on the JSIs in Guatemala, Honduras and Pakistan. These studies will be replicated in other regions, with a particular focus on the countries which have been selected to pilot the first phase of implementation of the *UN Plan of Action on Safety* (Iraq, Nepal, Pakistan, Mexico and South Sudan).

- **The Media and Information Literacy Indicators (Global MIL Assessment Framework – Country Readiness and Competencies).**

The application of the MIL Indicators is just commencing. Three survey questionnaires have been prepared and are ready for use to assess country readiness. The UNESCO Communication and Information Sector is working closely with the UNESCO Institute for Statistics to develop a primary survey instrument which will be needed to facilitate the adaptation process at the competencies level. In 2015 a pilot survey involving six countries will be carried out.

- **Possible Indicators of Internet Development**

In partnership with the Brazilian Internet Steering Committee and the Latin America and Caribbean Network Information Centre (LACNIC), UNESCO has commissioned a background paper aimed at supporting the launch of a possible broad international consultation to define the indicators of Internet development. The paper was discussed at a consultation meeting organized in São Paulo in April 2014 attended by the Deputy Director-General of UNESCO, Getachew Engida. As further work on Indicators of Internet Development has yet to be finalized, it is premature to speak about application and impact.

3. CONCLUSION

The scope of the MDI initiative is steadily increasing and the research carried out by the IPDC Secretariat has demonstrated a variety of ways in which the MDI reports have impacted on media development efforts in the countries concerned. Follow-up activities are key to generate attention and debate among stakeholders and policy makers, and to maximize impact. The increased emphasis on follow-up should therefore be maintained and appropriate resources allocated for this purpose. The elaboration of additional standards for Gender, Safety and Media and Information literacy, have provided specialised tools that bring international experience to bear in research around these issues. The extension of the MDI into Media Sustainability will renovate the relevance of this instrument, and the exploration of possible indicators for Internet Development will demonstrate UNESCO's responsiveness to the rapid changes within the media landscape.

4. COUNCIL ACTION

Having considered this status report, the IPDC Council is invited to endorse UNESCO's continued work in standard-setting through the elaboration and application of indicators relevant to media development.