

## GENERAL INFORMATION FOR PROJECT SUBMITTERS

*(This is not a part of the project submission form)*

### **Why does IPDC support media development?**

The objective of IPDC, according to the statutes adopted by the UNESCO General Conference, is *“to support the development of electronic and print media”*. Please avoid any project proposals that do not fall under this core mandate. (“Electronic” can include digital media, although normally these should be extensions of media institutions rather than stand-alone initiatives). For UNESCO, “media development” means contributing to a media system that is free, pluralistic and independent, as well as safe for journalists.

### **Which projects are eligible for IPDC support?**

Projects which demonstrate clear compliance with the IPDC’s focus on contributing to at least one of the IPDC’s priorities, namely:

- Supporting media pluralism (particularly community media) and independence (improving self-regulation and professional standards)
- Promoting the safety of journalists
- Countering hate speech in media and social media, promoting conflict-sensitive journalism practice and/or promoting cross-cultural/cross-religious dialogue among journalists
- Supporting law reform fostering media independence
- Conducting media assessments and research based on UNESCO’s Media Development Indicators (MDIs), the Gender Sensitive Indicators for the Media (GSIM) or the Journalists’ Safety Indicators
- Capacity building for journalists and media managers, including improving journalism education (using UNESCO’s Model Curricula for Journalism Education).

NB: Media research can be considered in the form of proposals to implement the UNESCO Media Development Indicators, or parts thereof, such as the Journalists’ Safety Indicators, and with a motivation showing how such research will have a direct and measurable impact on media development in a given country. The same principle applies to the Gender Sensitive Indicators for Media (GSIM): applications for funds to implement this instrument should be motivated in terms of the contribution of the exercise to the bigger picture of media development in the given country. An example would be application of the GSIM in the biggest broadcaster, or in one or more community radio stations that serve as models within a wider initiative in this sector to promote gender equality.

### **Which features will enhance chances of project selection:**

- Projects that dovetail with UNESCO expected results and benchmarks
- Projects which entail wider lessons or learning outcomes (incorporated in the project design), including strategic research that will contribute to knowledge

development and dissemination around media development, such as the Media Development Indicators (or a relevant aspect thereof).

- Projects with potential impact at national or regional level.
- *Endogenous* media development efforts, i.e. projects of local media organizations rather than organizations that are not based in the country (except in the case of regional projects, in which case preference is given to media organizations based in the region).

### **Which projects does the IPDC not normally support?**

- Projects which do not demonstrate gender-sensitivity as regards the ultimate beneficiaries (for instance, which fail to disaggregate how many men and how many women will benefit).
- Projects that do not demonstrably have editorial independence of owners or authorities are not eligible for consideration.
- Projects where any support provided might give an undue advantage to the submitter over other competitive media organizations in the same location.
- Projects entailing the creation of stand-alone content websites, audio streaming, blogs, audio-visual archiving etc. (unless these are part of existing print or electronic media systems and serve to extend the media services of those organizations).
- Projects involving stand-alone seminars (unless they are an essential part of building sustainable networks of media organizations and professionals).
- Support will not be provided to specific audiovisual television productions/films and communication campaigns.
- IPDC will not normally provide support to conferences, unless they are clearly a programmatic part of a wider and ongoing initiative.
- Usually, IPDC does not support proposals that cover the institutional and maintenance costs of organizations.
- IPDC does not usually provide support for the establishment costs of media NGOs.

### **Who is eligible to submit projects?**

- Projects are considered only if submitted by editorially-independent media organizations, professional associations of media workers, or institutions offering regular media development services.
- In the case of training projects, these should be based in organizations/institutions that offer regular, systematic and model courses for working and future journalists.
- As far as community media are concerned, community organizations and NGOs working in the community media sector, such as community radio, can submit proposals. The involvement and contribution of the community must be ensured from the inception of the community media project. IPDC will not support projects if such support gives an undue advantage to the submitter over other competitive media organizations in the same location.

- Individuals are not eligible to submit proposals.
- All submitting organizations should have a credible status, and preferably have a working relationship with UNESCO offices. All media NGOs that have no previous record of IPDC support should fill the *UNESCO NGO Assessment Form* which can be obtained from the relevant UNESCO Field Office.
- Only two projects per developing country are normally approved for financing, with exceptions such as those projects that could have much wider relevance (e.g. development of an online training course that can transcend country borders).

### **Does IPDC support production houses that are not an integral part of the media?**

IPDC does not support specific audiovisual television productions or films. Nor does it provide support to develop independent media production houses which are not a part of existing media organizations. IPDC does not consider support to subject-specific programme productions as a priority, since other UN agencies specialized in areas such as HIV/AIDS, agriculture, health, etc. can provide the necessary support; however IPDC does support projects to train journalists to acquire disciplinary knowledge in specific subject areas such as science journalism, business journalism, environmental journalism, etc., since such projects are considered as contributing to the capacity building of media professionals.

### **Are non-media NGOs eligible to submit projects?**

IPDC does not normally encourage the submission of projects by non-media NGOs wishing to offer training courses to journalists as an ad-hoc activity. The eligibility of non-media organizations to receive IPDC support depends on the existence of credible evidence that the submitting organization can offer meaningful and high-quality training with the participation of working journalists from operational media institutions. Exceptions are made for NGOs working in the area of human rights and democracy that wish to obtain support to facilitate a dialogue between media, civil society, elected representatives and government officials, as long as the proposal can be interpreted as aligning with IPDC priorities, and the participation of the media sector can be assured. In these cases, IPDC Field Officer will verify the track record of the concerned NGO.

### **What about sustainability?**

In all the cases, it is necessary to assess the contribution of the beneficiary organization in order to assess the credibility of the commitment of the submitting organization. Beneficiary contributions should cover all the recurrent costs, regular staff salaries, project coordination and transaction costs. In short, applicants should not seek to cover their ongoing institutional costs in budgets. Whenever a project proponent requests overhead costs to be paid by IPDC, the capacity of the organization to implement the project is put into question.

## **How to submit projects to the IPDC Secretariat**

All proposals should be submitted through the dedicated on-line submission platform. To be granted access rights, please contact the relevant UNESCO Field Office. The professionals from the Communication and Information (CI) Sector who are responsible for submitting the finalized projects to the IPDC Secretariat are based in the UNESCO Field Offices. Contact details are available [here](#).

The role of the UNESCO Field Office is to ensure that the project document contains all the information necessary to enable the IPDC Bureau to make its decision. The Field Office is entitled to reject a proposal when it does not include all the requested information, when the submitter has not accomplished the preparatory work to the satisfaction of the UNESCO Field Office, when the credibility of the submitter has not been evidenced, or when the project does not fall within IPDC's mission to support the development of free, independent and pluralistic media.

Project proposals should genuinely promote the development of media, and the situation prevailing in the country should therefore be taken into account. Proposals from the Least Developed Countries (LDCs) and countries in transition receive particular attention from the IPDC. Only one public sector media project from each country will be considered by IPDC for support, and in line with the Windhoek Declaration, editorial independence from the government is a precondition. The IPDC Secretariat, in consultation with the UNESCO Field Office, will decide on the projects to be submitted to the Bureau when there are too many proposals coming from the same country. Usually, one national project will be submitted to the Bureau, except in the case of LDCs and countries in transition, and one regional project by cluster office. These considerations help UNESCO optimize the distribution of limited budget.

All project proposals should be submitted in one of the two UNESCO working languages, English or French, with amounts specified in US\$.