

United Nations Development Group Iraq Trust Fund
Project #:G11-22
Date and Quarter Updated: 01 July - 30 September 2012 (3rd Quarter)

Participating UN Organisation: UNESCO lead , UNDP **Sector: Governance/ Priority Area Two: Inclusive Economic Growth**

Government of Iraq – Responsible Line Ministry: Independent High Electoral Commission (IHEC) / the Communications and Media Commission

Title	Support for Enhanced Media Coverage and Monitoring of Electoral Processes				
Geo. Location	Nationwide				
Project Cost	USD 4,004,772 (UNESCO allocation : 3,000,000 and UNDP allocation : 1,004,772)				
Duration	24 Months				
SC Approval Date	18/11/2009	Starting Date	01/12/2009	Completion Date	01/12/2011 extended to 01/12/2012
Project Description	<p>This project supports the electoral process in Iraq by building the capacity of three key institutions – the Independent High Electoral Commission (IHEC), the Communications and Media Commission (CMC) and the professional media – so they can play their respective and complementary roles in providing stakeholders with timely, accurate and impartial information.</p> <p>The project will be implemented through activities designed to:</p> <ul style="list-style-type: none"> • build public confidence in these three key institutions; • facilitate dialogue among these three key institutions; • strengthen regulatory frameworks (including self-regulatory mechanisms) relating to Article 19 freedoms of expression and access to information; • ensure evidence-based public outreach and advocacy for the IHEC and the CMC. <p>UNESCO and UNDP will emphasize capacity building for the IHEC, CMC and media professionals and institutions. The division of labour will be shared according to agency mandates and expertise. It will enable a mix of upstream and downstream activities that will benefit the key stakeholder institutions and enhance the democratic process in Iraq.</p>				

Development Goal and Immediate Objectives

National priority or goals (NDS 2007- 2010 and ICI):

NDS:

- Pillar 4: Strengthening good governance and improving security; specifically articles (7) supporting the electoral commission, including voter registration and voter education; and (8) strengthening journalistic professionalism.

ICI Benchmarks (as per the Joint Monitoring Matrix 2008):

- 3.1.2 Implementation of political/legislative timetable
- 4.2.1 Local and central institutions are accountable and have the capacity to make informed decisions and implement them in a transparent manner.

Sector Team Outcome(s):

- Strengthened electoral processes in Iraq;

Joint Project Outcome:

1. Strengthened electoral processes in Iraq;

Outputs, Key activities and Procurement

Outputs	<p>JP Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans (UNDP led)</p> <p>JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led)</p> <p>JP Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process (UNESCO led)</p>
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<p>Activities</p> <p>UNDP:</p>	<p>1.1.1 Provide support to the IHEC to build capacity to commission surveys, opinion polls and other associated products.</p> <p>1.1.2 Provide support to the Graphic Design department to build on successful digital public outreach initiatives, including training on analyzing web trends. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.3 Provide support and training to the External Media Unit and the Office of the Spokesman to develop a strategic plan for staffing and training in various aspects of public outreach and media engagement, including the commissioning and monitoring of national and international multi-media public awareness and advocacy campaigns, the organization of press events and information management. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.4 Provide support and training to the Governorate Electoral Offices media liaison units to develop strategic plans for staffing and training in various aspects of public outreach and media engagement, including the commissioning and monitoring of local multi-media public awareness and advocacy campaigns, the organization of press events and information management. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.5 Provide support and training to the Board of Commissioners to develop a Freedom of Information policy for the IHEC and to mainstream it through institutional policies, practices and training programmes.</p> <p>1.1.6 Provide support and training to the Board of Commissioners to develop and implement appropriate media regulations and policies in line with international standards and in consultation with the CMC.</p> <p>1.1.7 Provide support to the Web Team to build on successful digital public outreach initiatives, including training on analyzing web trends. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.8 Provide support to stakeholders to develop gender sensitive policy and regulations and to ensure that women are involved in all aspects of policy development. This includes the provision of a training plan based on the electoral calendar so as to minimize disruption to electoral operations.</p>
<p>Activities</p> <p>UNESCO:</p>	<p><u>JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led)</u></p> <p>1.2.1 Producing a consolidated Code/Manual for media and the Iraqi constituency during elections</p> <p>1.2.2 Revision of CMC Draft Law</p> <p>1.2.2 Analysis of media laws and their implications on the electoral process.</p> <p>1.2.2 Study on internet policy issues in Iraq</p> <p>1.2.3 Training for CMC to produce innovative resource materials on electoral coverage for media.</p> <p>1.2.5 Training to capacity build the CMC on developing 3 evidence based public outreach campaigns aimed at Iraq's general public and media.</p> <p>1.2.5 Content analysis training sessions for CMC Media Monitors to develop media monitoring strategy and media monitoring mechanisms</p> <p>1.2.6 Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms.</p> <p>1.2.6 Workshops on gender sensitive election monitoring for CMC</p> <p>1.2.7 Development of promotional materials for CMC</p> <p>1.2.8 Study visits for journalists to key Iraqi electoral and regulatory institutions: CMC and IHEC; and Iraqi and international media institutions engage with CMC's and IHEC's work</p> <p>1.2.9 number of cooperation meetings held between IHEC and CMC</p> <p>Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process</p> <p>1.3.1 Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions</p>

	<p>1.3.1 Discussion for media professionals, CMC and IHEC representatives to ensure that the media's experience in new regulations and policies is taken into account.</p> <p>1.3.3 Training on safety awareness for media outlets</p> <p>1.3.4 Advocacy campaign on media safety during elections</p> <p>1.3.5 Workshops on 'socially sensitive election reporting'</p> <p>1.3.5 Produce and distribute a Code of Conduct for Gender Sensitive Elections Reporting</p> <p>1.3.6 Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions</p> <p>1.3.6 Trainings within media organizations on 'professional' election reporting, and reporting on electoral institutions regulations</p> <p>1.3.6 Election regulation field trainings</p> <p>1.3.6 Trainings on producing election materials and innovative reporting content.</p> <p>1.3.6 Trainings on the use of alternative media in election reporting</p> <p>Supplies, commodities, equipment and transport Equipment</p>
Procurement	UNDP: No major items were procured in the reporting period.
Procurement	UNESCO procured audio video equipment for news TV Studio for training purposes at the college of Media/ Baghdad University in Iraq. In addition to procuring technical furniture for the studio.

UNDP:

Funds Committed	USD 984,475	% of approved	98 %
Funds Disbursed	USD 984,475	% of approved	98 %
Forecast final date	Operationally closed 30 November 2011	Delay (months)	0

UNESCO:

Funds Committed	2,537,140	% of approved	84.6 %
Funds Disbursed	1,356,166	% of approved	45.21 %
Forecast final date	1 December 2012	Delay (months)	12

UNDP:

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	-	-
Women	-	-
Children	-	-
IDPs	-	-
Others (people with disabilities)	-	-
Indirect beneficiaries	Iraqi voting public	
Employment generation (men/women)	-	-

UNESCO:

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	741	100%
Women	225	100%
Children	N/A	-
IDPs	N/A	0
Others		
Iraqi and international media institutions and NGOs	125	100%
Indirect beneficiaries: Iraqi News Consumers and Iraqi Public (Dissemination and awareness raising on current Iraqi Media legislation)	Iraqi Public	
Employment generation (men/women)	N/A	0

UNDP:

Quantitative achievements against objectives and results		% of planned
Output 1.1: IHEC has improved capacity to develop media strategies, policies and implementation plans	No further achievement during the reporting period. As the component is operationally closed since 30/11/2011.	100%

UNESCO:

Output 1.2.2	Number of media coverage policies revised	100%
Output 1.2.3	Number of CMC officials and media professionals trained in new regulations and policies	100%
Output 1.2.5	Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms.	100%
Output 1.2.6	Number of resource materials developed on electoral coverage	100%
Output 1.3.1	Number of media professionals and institutions trained on rights, policies and regulations	100%
Output 1.3.6	Number of media professionals trained on producing election materials	100%

UNDP:**Qualitative achievements against objectives and results**

There have been no further activities during the reporting period. This component of the project is operationally closed since 30 November 2011.

UNESCO:**Qualitative achievements against objectives and results****1.2.2 Analysis of media laws and their implications on the electoral process.**

Research and analysis started during June 2012. A draft publication entitled "Toward Free and Fair Elections: Confirming Independent Institutions and Good Governance for Media and Communications in Iraq" was submitted to UNESCO in July for review. The final report was launched in August 2012. The review discusses the pressing need to address the policies affecting the regulation and governance of Iraqi media and communications and provides recommendations for preserving the current regulatory framework.

1.2.3 Training for CMC and IHEC to produce innovative resource materials on electoral coverage for media.

The training took place between 9-10 July and 17-18 July at Lebanese Center in Baghdad and covered the following subjects:

- The concept of monitoring during elections,
- Broadcast regulation in the elections period,
- Private/ Public channels monitoring,
- Media strategy, qualitative and quantitative analysis,
- Elections coverage report,
- Balanced and equitable elections reporting,
- Procedures for involvement the public in the monitoring process,
- Complaints mechanism,
- Difference in the role of the CMC and IHEC in periods of elections,
- Channels of communication between the media, IHEC and the CMC.

The training was attended by all Media Monitors at CMC (13 for the first training and 11 for the second training). Subsequent discussion forum between the media and the CMC took place over 4-7 September 2012. The training aimed at discussing and finalising proposed amendments to Iraq's Code of Professional Practice and Regulations of Broadcasting and Transmission (Code of Conduct). The roundtable meeting was organized with the aim to provide a platform to share ideas and opinion regarding deliverables of innovative resource materials on electoral coverage for media. The meeting is attended by 15 CMC's members and selected members of the media. Compromise and agreement was reached over the text of the amended Code of Conduct. Further, the workshop gave an opportunity to present the generic Strategic Communications Plan for CMC public outreach aimed at explaining processes and promoting the work of the CMC.

1.2.5 Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms.

Three scoping studies are finalized, namely:

- Work has been conducted in relation to the first scoping study, namely the **CMC's ability to monitor media during elections campaigns across both traditional and new media platforms and in line with international best practices in July 2012**. The findings in the study will be discussed with the CMC, the media and UNESCO and the final version of the study is planned to be submitted in September.
- Ideas regarding the second scoping study, namely **CMC's ability to respect the principles of Access to Information and how this is reflected in their media monitoring strategy surrounding electoral processes**, have been submitted and discussed with UNESCO in July 2012, .
- The third scoping study, namely **gender sensitive election monitoring is reflected in CMC media monitoring strategy and practices**, is produced during gender sensitive training under activity and submitted to UNESCO in September.

The scoping studies were created in order to provide more transparency and insight of the organisations' processes and work

environment.

In addition, it's been prepared two add- on studies included in the booklet as Annexes. The first Annex discusses CMC Procedures of Urgent Complaints during the Elections and the second one provides suggestions for modification of the Code for Media during Elections.

The above documents are currently being translated to English and will be forwarded for design and print in the beginning of October 2012.

1.3.1 Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions.

150 journalists were chosen based on an advertisement that was published in local newspapers, NGOs websites and social media. Three round table discussions and meetings were implemented in 12, 16 and 19 July 2012 for one hundred and fifty (150) journalists in Baghdad, Basra and Erbil. The discussions focused on the position, rights and obligations of media with reference to elections coverage, within CMC and IHEC mandates and Code of Conduct and results achieved in the Erbil Retreat of June 2011. This enhances the understanding of the media professionals on elections coverage within the Code of the CMC and IHEC Codes of Conduct to better perform their jobs within the professional guidelines and to better inform the public of the electoral processes and procedures.

1.3.6 Trainings on producing election materials and innovative reporting content.

Five (5) trainings on the production and writing of elections related stories and reports. Seventy Five (75) journalists will be trained, three (3) trainings in Baghdad, one (1) in Erbil and one (1) in Basra from various media outlets; including broadcast, print and electronic media. Reports and stories are to be published in the respective organizations and are to be collated by the contractor and presented to UNESCO. The training target is to improve public understanding of the electoral processes and campaigns through the capacity building of journalists in elections reporting. This leads to a well informed electorate able to actively participate in elections. The trainings took place in 9-19 July 2012.

UNDP:

Main implementation constraints & challenges (2-3 sentences)
N/A

UNESCO:

Main implementation constraints & challenges (2-3 sentences)
N/A