

United Nations Development Group Iraq Trust Fund
Project #:G11-22
Date and Quarter Updated: 01 October - 31 December 2012 (4th Quarter)
OPERATIONALLY CLOSED

Participating UN Organisation: UNESCO lead ,
UNDP

Priority Area: Governance & Human Rights / Sector:
Governance

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 + 12 months extension				
Approval Date (SC)	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 1.3.4 Advocacy campaign on media safety during elections 1.3.5 Workshops on 'socially sensitive election reporting' 1.3.5 Produce and distribute a Code of Conduct for Gender Sensitive Elections Reporting 1.3.6 Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions 1.3.6 Trainings within media organizations on 'professional' election reporting, and reporting on electoral institutions regulations 1.3.6 Election regulation field trainings 1.3.6 Trainings on producing election materials and innovative reporting content. 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: The procured equipment and furniture for news TV Studio at the college of Media/ Baghdad University is installed and handed over to Baghdad University.

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	2,860,887	% of approved	95.36 %
Funds Disbursed	2,039,281	% of approved	67.98 %
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		
Ouput 1.1: IHEC has improved capacity to develop media strategies, policies and implementation plans	No further achievement during the reporting period. This component is operationally closed since 30 November 2011.	100%

UNESCO:

Output 1.2.7	Development of promotional materials for CMC	100%
Output 1.3.1	Training IMN journalists in professional practice and election coverage (Additional Activity).	100%
Output 1.3.4	Advocacy campaign on media safety during elections.	100%
Output 1.3.5	Produce and distribute a Code of Conduct for Gender Sensitive Elections Reporting	100%
Additional Activity	Development of Media Index for Iraq	80%
Equipment	Supply and Install TV Studio for Media College at Baghdad University	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****1.2.7 Development of promotional materials for CMC**

Produced 3 promotional election resource materials of 10 pages each, identifying, reviewing, editing, translating election resource materials ensuring legal validity.

Over 4 -7 September 2012 Albany Associates convened a discussion forum for members of the Iraqi Communications and Media Commission (CMC) and selected members of the media, notably from public service broadcasters, representatives of The Iraqi High Electoral Commission (IHEC) were also invited to attend, and they however declined the invitation. The roundtable meeting was organized with the aim to provide a platform to share ideas and opinions regarding deliverables drafted under Activities 1.2.7 and 1.2.6 of the project, attended by some 15 people. Throughout these discussions, a systematic appraisal of the amended Code of Media During Elections was conducted. Compromise and agreement was reached over the text of the amended Code of Media During Elections. the resource materials developed under this activity are published under one booklet entitled: “The Role of the Elections Commission, the Communications and Media Commission (CMC) and the Media during the Electoral Campaigns”. The booklet has been designed in both English and Arabic and printed out and distributed in November 2012.

1.3.1 Training IMN journalists in professional practice and election coverage (Additional Activity).

Four-day Election Reporting training conducted in Erbil, Iraq for 20 members of the Iraqi Media Network (IMN) during 11-14 November 2012. The training aimed to create a high calibre of journalists specialized on elections coverage and improve the professional skills of IMN reporters to inform citizens on all areas of public concern, including investigative and provocative reports that serve as a watchdog for government. It also aimed to train broadcasters to play an integral part in making sure that elections are both run and reported on in a balanced and objective manner thus contributing to a free and fair outcome and build their skills pertaining to the elections process in Iraq and regulations. The training included a Training of Trainers component (TOT) aimed to teach the trainees how to teach others.

1.3.4 Advocacy campaign on media safety during elections

Conference on “Cyber law and its impact on Freedom of Expression and the Digital Space” conducted on 22 December 2012 in Baghdad. The conference attended by 150 participants, included representatives from the Council of Representatives, Ministries, the Prime Minister’s Office, the United Nations, Civil Society, local and international Media, local and international Human Rights Groups and NGOs, the Iraqi Universities, Media Advocacy groups and local and international Media Professionals. The conference had five panelists namely: the Higher Judicial Council panel, Media panel, Press panel, the Higher Federal Court panel and Academic and Bloggers panel. UNESCO along with the Iraqi experts and officials discussed the Freedom of Expression (FOE) law, Right to Information (RTI) law and Cyber Law. The panels during the discussions focused on the Cyber law and its impact on freedom of expression in Iraq. The conference objective is to raise awareness among stakeholders and media professionals and civil society on the current media draft laws in Iraq and support

the main stakeholders to review and revise the current draft media legislation specially the Freedom of Information and Freedom of Expression draft law to meet the international standards. The conference also aimed to raise awareness between the media outlets on their role of sharing the information with Council of Representatives to come up with fair and promising laws, enabling the freedom of expression and protecting the journalist rights.

1.3.5 Produce and distribute a Code of Conduct for Gender Sensitive Elections Reporting

Panel of 18 Iraqi media professionals and institutions such as the CMC, IHEC and local NGOs collaborated during the meeting that has been held during the period 14-16 July 2012 to design a set of guidelines for gender equality in elections coverage. Using case studies from previous Iraqi elections and international educational materials, the panel drew on lessons learnt from previous experiences in Iraq, and implemented international standards and best practices to a draft of the guidelines. These guidelines are being discussed with representatives of media organizations, women's rights groups, the CMC and IHEC. Comments from these discussions have produced a final draft that is presented in November 2012 to the CMC to be adopted.

Additional Activity: Development of Media Index for Iraq

The overall objective of the activity is to conduct a comprehensive media assessment based on qualitative and quantitative research, using UNESCO's Media Development Indicators (MDIs). The objective to increase international and local understanding of the media environment for the ultimate benefit of stakeholders on the ground. The media development study that International Media Support Organization (IMS) undertaken in 2011 is served as a baseline index to the comprehensive research, in addition to the basic market research study that is currently undertaken by IMS which provides a basis for the comprehensive media assessment.

The comprehensive research under this activity that took place during the reported quarter aimed to provide:

- An analysis of the overall media development by using the Media Development Indicators and possibly Media Development Index (as designed by UNESCO) on a qualitative and quantitative basis. The current MDIs will be reviewed and consolidated to make the exercise manageable and relevant to the Iraqi context. They will also be expanded to incorporate indicators for the internet and digital media, as well as indicators of financial viability.

The findings of the research will be published in Hand Book designed in both English and Arabic and will be a public publication to be released as resource material on April 2013.

Equipment: Supply and Install TV Studio at Baghdad University.

During the reported period, all procured equipment and furniture was installed during November 2012, the system is 100% installed, commissioned, powered up and tested. Following the completion of installation and testing, four days of on-site training was delivered for Baghdad University staff. The system thereafter handed over officially to Baghdad University.

UNDP:

Main implementation constraints & challenges (2-3 sentences)

N/A

UNESCO:

Main implementation constraints & challenges (2-3 sentences)

N/A