



IRFFI/UNDG IRAQ TRUST FUND (UNDG ITF)

ANNUAL PROGRAMME NARRATIVE PROGRESS REPORT REPORTING PERIOD: 1 JANUARY – 31 DECEMBER 2010

Programme Title & Number

- Programme Title: Support for Enhanced Media Coverage and Monitoring of Electoral Processes
- Programme Number : G11-22
- MDTF Office Atlas Number: G11-22 (a +b)

Country, Locality and Thematic Area

- Iraq wide
- Governance

Participating Organizations

UNESCO (lead), UNDP

Implementing Partners

- National Counterparts: GoI, Iraq's High Electoral Commission (IHEC), Communication and Media Commission of Iraq (CMC), Iraq's professional media sector, NGOs, CSOs
- International Counterparts: Albany Associates, United States Institute of Peace, Canal France International, Internews, Institute for War and Peace Reporting, BBC World Service Trust, Al Mortaqa Foundation for Human Development, Stars Orbit

Programme/Project Cost (US\$)

MDTF Fund Contribution: 4,004,772

UNESCO: 3,000,000

UNDP : 1,004,772

Agency Contribution: *N/A*

Government Contribution: *N/A*

Other Contribution (donor):

Programme Duration (months) : 24

Start Date : 1 Dec 2009

End Date: 1 Dec 2011

Budget Revisions/Extensions:

One budget Revision and no-cost extension about to be submitted.

Operational Closure Date : 30/07/2012

Expected Financial Closure Date : 31/08/2012

Programme Assessments/Mid-Term Evaluation

Assessment Completed - if applicable *please attach*

es b Date: _____

Mid-Evaluation Report – if applicable *please attach*

es b Date: _____

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NARRATIVE REPORT

I. Purpose

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.

The project will be implemented through activities designed to:

- 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.

UNESCO and UNDP will emphasize capacity building for the IHEC, CMC and media professionals and institutions. The division of labor 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.

As this project will be part of ongoing IEAT activities supporting the institutional development of the IHEC, it will complement efforts undertaken so that IHEC can operate independently, efficiently and transparently in line with international best practice. It will work with IHEC and the International Election Assistance Team (IEAT) as part of the overall effort to develop the institutional capacity of the Public Outreach Department, specifically the External Media Unit, the Web Team, the Graphic Design Unit and the Voter Education Unit, especially as it applies to promoting media coverage of elections, thus enhancing voter awareness.

The project builds on ongoing UNDP-led capacity building activities as contained in the project G11-14 on Capacity Building for the IHEC, which was redirected in August 2008 following a determination by IHEC, in consultation with IEAT, that public outreach and media engagement activities proposed by UNDP represented ‘a capacity building priority in the current and forthcoming year,’ along with ongoing UNOPS support for the training of electoral observers.

The project builds on UNESCO’s and UNDP’s work with the IHEC, the CMC and professional media to promote fair and balanced coverage of electoral processes. It will also build on previous UNESCO initiatives to build the capacity of independent bodies including the CMC to monitor media coverage of the elections in accordance with international standards. Finally the project will work with media professionals and institutions to provide training on election reporting so that the media can facilitate the engagement of the voters in a timely, accurate and impartial way.

Based on their respective mandates, UNESCO is responsible for activities which engage media professionals and support the media regulatory framework. UNDP implements those activities that focus on capacity development of the IHEC.

While not an implementing agency, the role of UNAMI, based on its mandate extended through SCR 1936, is to coordinate all UN electoral support activities in Iraq. This includes management of the balance in focus between institutional development and operational activities arising from the constantly evolving electoral calendar. UNAMI also provides technical input through its advisors, as required.

This project is located within the Governance Sector and the focus is on Sector Outcome 1: Strengthened electoral processes in Iraq. The project focuses on galvanizing national dialogue and democracy through strengthening the electoral processes in Iraq and is in line with priorities identified in the International Compact with Iraq (ICI) Benchmarks (as per the Joint Monitoring Matrix 2008) 3.1.2 (Implementation of political/legislative timetable and 4.2.1 (Local and central institutions are accountable and have the capacity to make informed decisions and implement them in a transparent manner). In addition to this, the project objectives are in line with Pillar 4 as outlined within the National Development Strategy (NDS) for Iraq : Strengthening good governance and improving security; specifically articles (7) supporting the electoral commission, including voter registration and voter education; and (8) strengthening journalistic professionalism.

There are no specific media-specific MDG's but media development and strengthening of regulatory bodies regarding media and elections respond to, and support the achievement of all MDGs in playing a central role to advocacy, transparency, freedom of information and as a foundation to a healthy and participatory democratic state.

II. Resources

Participating UN Organization	Portion from Budget (US \$)
UNESCO	USD3,000,000
UNDP	USD1,004,772
Total Budget (USD)	USD4,004,772

Total budget (in USD):	USD4,004,772
Sources:	
▪ Government	USD
▪ ITF (earmarked EC)	USD 4,004,772
▪ ITF (un-earmarked)	USD
UN Core Sources	
▪ UN Org (UNDP)	USD

The project has been funded through USD 4,004,772.00, earmarked by the European Commission (EC) and through the Iraq Trust Fund (ITF) for strengthened electoral processes and the development of an independent, pluralistic and professional media as a fundamental infrastructure to contribute to the achievement of good governance, and the appropriate legislative and regulatory frameworks to enable this.

Of the USD 4,004,772.00:

UNDP was allocated USD1,004,772.00 to implement Output 1.1 : *IHEC has improved capacities to develop media related strategies, policies and implementation plans*

UNESCO was allocated USD3,000,000.00 to implement Output 1.2 : *CMC has improvement capacity to develop media related strategies, policies, and implementation plans* and Output 1.3 : *Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process*

As of the end of 2010 UNDP has delivered USD 545,757.00

As of the end of 2010 UNESCO has delivered USD 393,006.00

UNESCO:

Funds Committed	643,155.00	% of approved	21.44%
Funds Disbursed	393,006	% of approved	13.1%
Forecast final date	15 November 2011	Delay (months)	0

UNDP:

Funds Committed	USD 46,969	% of approved	4.6%
Funds Disbursed	USD 545,757	% of approved	54.57%
Forecast final date	15 November 2011	Delay (months)	0

UNESCO:

By June 2010 the UNESCO project officer identified several potential bottlenecks and has worked to mitigate any delays to project implementation:

One of the priority areas outlined within this project is to facilitate the dialogue between 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.

Constraints: limited access to key stakeholders and security.

- IHEC were unavailable prior to the 7 March, 2010 CoR elections, and until end of July 2010 due to the election recount. As soon as UNESCO was able to organize access to the IHEC, UNESCO presented the G11-22 Project at IHEC headquarters to the Board of Commissioners on 15 August 2010. The inauguration of the Project Steering Committee Board (now know as the Media Elections Advisory Board : MEAB) was subsequently convened at UNAMI in Baghdad with key representatives from IHEC, CMC, UNESCO, UNDP and IEAT. At the MEAB meeting it was requested by CMC and IHEC to have more information regarding the financial and programmatic details outlined within the project. A package including the following documents in English and Arabic translation were sent to all MEAB members by 1 September 2010: Official MEMO, MEAB ToR, and G11-22 Project Document.
- The next MEAB meeting was scheduled for 28 October, 2010 in order to receive feedback and recommendations by MEAB members. This meeting had to be re-scheduled four (4) times due to IHEC and CMC availability and security reasons. The second meeting was reconvened on 24 January 2011. In the interim, UNESCO sent all MEAB members ITF Quarterly Reports (1, 2 and 3) plus a UNDP/UNESCO past and planned Activities list in Arabic by COB 11 November 2010.

In order to continue meeting with key stakeholders, receive feedback on project activities, and to move forward with the implementation of the project, UNESCO initiated the following meetings with key stakeholders, namely IHEC and CMC:

3rd QTR:

- UNESCO project presentation to IHEC 15/08/2010: Baghdad (Amber Zone)
- Inaugural MEAB meeting: UNESCO/UNDP/IEAT/CMC/IHEC 16/08/2010: Baghdad (Green Zone)
- UNESCO attended UNAMI IHEC capacity Building workshop: 21/09/2010: Amman, Dead Sea
- UNESCO G11-22 Presentation to CMC: 30/09/2010 CMC HQ Baghdad (Red Zone)

4th QTR:

- UNESCO and UNDP met with IEAT and IHEC BoC to discuss G11-22: 19 October, IHEC HQ: Baghdad (Amber Zone)
- UNESCO Meeting with IHEC BoC : 8 November: IHEC HQ (Green Zone)
- UNESCO meeting with Commissioner Usama (IHEC): 9 November : IHEC HQ Baghdad, (Amber Zone)
- **UNESCO RED ZONE MOVE CANCELLED DUE TO FORMATION OF PARLIAMENT:** CMC HQ Meeting with Dr Burhan Al- Shawi: 11 November : Baghdad (Red Zone)
- UNESCO meeting with IHEC BoC 12/12/2010: Baghdad (Amber Zone)

1st QTR: 2011

- UNESCO meeting with Dr Burhan (CMC): 18/01/2011: Diwan: Baghdad (Green Zone)
- MEAB Meeting #2: UNESCO/UNDP/IEAT/CMC/IHEC 24/01/2011: Baghdad (Green Zone)
NB: At the close of this meeting CMC and IHEC expressed that they still wanted further information regarding the project. UNESCO and in collaboration with UNDP sent English and Arabic translation of 4th QTR ITF report, Minutes of Meeting (MoM) and the combined UNESCO/UNDP 2011 work-plan. The next MEAB scheduled for the 21 February and as agreed upon in the 24 January meeting was cancelled due to IHEC Commissioners travelling. This served to delay the project further. IHEC wanted to reconvene the MEAB in early March – but this was not possible given the restricted access for UN personal due to the planned Arab Summit in Baghdad, National protests, heightened security warning and subsequent decreased slot restrictions. However, CMC and IHEC did meet independently on Sunday 13, February to discuss UNESCO/UNDP workplan and recommendations. Were CMC and IHEC to make major changes to the project document – this would need review by the ITF. The next MEAB meeting was scheduled for 10 March, Baghdad (Green Zone)
- UNESCO has and continues to meet with Iraqi media outlets, journalists, media advocacy groups, NGOs, civil society, legislators, academics and public officials in order to build its relationship and database regarding implementation of activities as part of Output 1.3.
- UNESCO programme activity for 2010 was delayed as UNESCO wanted to ensure approval and seek any recommendations regarding the relevance of activities from key stakeholders prior to implementation. An RFP had been issued and contractor identified and evaluated as per UNESCO procurement protocol, and implementation was due to begin end of January 2011. However, given the resulting discussions at the 24 January 2011 MEAB, UNESCO's implementation was put on hold and waiting on CMC and IHEC input into the UNESCO/UNDP work-plan to be formalized March 10, 2011.
- UNESCO and UNDP met with CMC and IHEC on 10 March 2011 and went through the UNESCO/UNDP 2011 G11-22 activity work-plan. A meeting was reconvened for 13 March 2011 to finish going through the work-plan
- UNESCO and UNDP met with CMC and IHEC on 13 March to finish the revision of the UNESCO/UNDP 2011 G11-22 activity work-plan. The CMC did not attend, having cancelled the

morning of 13 March, 2011. A subsequent meeting was called for 14 March with IHEC to finish revising the work-plan.

- A Budget Revision and Eight (8) month No Cost Extension will be required.

UNDP:

No budget revisions were required and no significant problems were encountered relating to finances.

Human Resources:

UNESCO:

The Project team is made up of two (2) national staff (cost shared between UNESCO Communication and Information Sector's three (3) x ITF media development projects), two (2) international staff, and including one national G level staff working as administrative support for the entire UNESCO Communication and Information Sector.

- 1 x NPO 1 April to 1 June 2010: Amman : Position terminated (Programme)
- 1 x NPO 8 September to August 2010: Amman: Position terminated (Programme)
- 1 x NPO I January 2011- ongoing: Amman (Programme)
- 1 x Administration assistant 8 February 2011 - ongoing: Amman (Operations)
- 1 x NPO 6 March 2011- ongoing: Baghdad (Programme)
- 1 x International Project Manager : 15 January 2010 – ongoing : Amman- Baghdad : (Programme)
- 1 x UNESCO Media Development Sector Director : 7 September – ongoing : Baghdad : (Programme)

UNDP:

The project team consisted of:

- Project Manager, international (funded out of a different project)
- Project Associate, national

III. Implementation and Monitoring Arrangements

UNESCO:

- UNESCO's implementation of the G11-22 project is managed either through contractors and/or direct implementation depending on security constraints and in-house capacity. Given the heightened security risks in Iraq and the lack of movement for UN Staff within the country - and in order to ensure that most implementation occurs within and throughout Iraq, and in order to capitalize on timely implementation – UNESCO often works in partnership with implementing partners/contractors who are able to move freely on the ground and who have a at least 7 years prior experience working in Iraq within the areas of media development. Regarding any work undertaken with an implementing partner, UNESCO reserves the right to design activities and programme structure, and approve any key staff/trainers appointed by said contractor. Working through implementing partners allows maximum outreach for UNESCO planned activities nationwide, and impacting as many organizations

and media professionals as possible. UNESCO can implement directly by holding meetings and workshops in Baghdad (Green Zone and Amber Zones), Erbil, and or the surrounding Arab region as required. It must be noted however, that UNESCO prioritizes training to occur within Iraq.

- For any external contractor or specialized consultant brought in to implement various aspects and or activities as part of the G11-22 project, UNESCO is required to follow strict procurement procedures that detail that at least three bids must be received and evaluated on the basis technical proficiency and relevance, capacity of delivery and financial worth accordingly.
- For almost every activity conducted by UNESCO, be it directly or through an implementing partner, UNESCO requires that evaluation forms are filled in by participants/trainees with the aim that the quality of training exceeds 80% satisfaction in terms of relevance and usefulness. These evaluation forms are filed with relevant information extracted and tabled, and synthesized into a lessons learned reporting. In addition to this, UNESCO requires from all trainers and consultants and/or contractors detailed final report narratives and financial reports.
- Monitoring also occurs through direct contact between beneficiaries and National Programme Officers, and International staff through physical presence at activities, an ‘open door’ policy of feedback and communication via email and telephone, plus the use of social networking tools such as UNESCO’s Power of Peace Network.
- In the case that UNESCO is implementing through a partner organization, UNESCO will send a staff representative (either national or international) to monitor progress and feedback.

UNDP:

The programme is implemented as part of the portfolio of support, advice and assistance activities extended to the IHEC by the International Electoral Assistance Team (IEAT). The IEAT is headed by the Chief Technical Advisor (CTA) of the UNAMI Electoral Team. Various UN agencies, offices and programmes are members of the IEAT, including UNDP and UNESCO.

UNDP and UNOPS are the executing agencies for this programme, and therefore responsible for the implementation of all programme activities, standards and procedures agreed upon with the IHEC and UNAMI, and in line with UNDP and UNESCO financial and administrative policies, rules and procedures for contracting, procurement and recruitment.

Based on their respective mandates, UNESCO is responsible for activities which engage media professionals and support the media regulatory framework. UNDP implements those activities that focus on capacity development of the IHEC.

While not an implementing agency, the role of UNAMI, based on its mandate extended through SCR 1936, is to coordinate all UN electoral support activities in Iraq. This includes management of the balance in focus between institutional development and operational activities arising from the constantly evolving electoral calendar. UNAMI also provides technical input through its advisors, as required.

UNDP participates in the Media Elections Advisory Board, chaired by UNESCO, along with representatives of the IHEC and the CMC, which provides overall direction to the project. On a day-to-day basis, UN agency presence in Baghdad, through the IEAT, ensures regular coordination with the IHEC on planning and implementation of activities. On activities relating to the IHEC, UNDP also participates in the IHEC-UN Steering Committee for Electoral Support Projects, which is responsible for ensuring there is no duplication between projects and for policy guidance on activities directly targeting the IHEC as required.

UNDP Iraq follows the Financial Regulation and Rules (FRR) and the Procurement Manual posted under the Programme and Operations Policies and Procedures (POPP) which provides the framework to carry out procurement processes. The following bullets serve as guiding principles within the procurement process at UNDP Iraq. These principles are (i) Best Value for Money; (ii) Fairness, Integrity, Transparency; and (iii) Effective International Competition.

UNDP defines procurement as the overall process of acquiring goods, civil works and services which includes all functions from the identification of needs, selection and solicitation of sources, preparation and award of contract, and all phases of contract administration through the end of a services' contract or the useful life of an asset. UNDP has two primary documents, the Financial Regulations and Rules and Procurement Manual, which specify solicitation procedures for supply of goods, services, or works, including appropriate methods for evaluating and selecting awardees and possible contracts. The Regulations and Rules and Procurement Manual also indicate which conditions justify waiving the competitive tendering process in favor of direct contracting.

Further, in order to ensure compliance with UNDP regulations, rules, policies and procedures, all procurement activities at UNDP-Iraq are subject to a review and approval process prior to an award of a procurement contract.

In addition to ongoing monitoring and review of the project, additional activities are conducted out as follows:

1. The UNAMI Chief Technical Advisor (CTA) is present at all times as a permanent position in Baghdad. A policy of open discussions with the IHEC commissioners and senior staff is in place, whereby the IHEC provides the CTA with feedback on requirements for capacity building support.
2. Relevant IEAT Advisors (public outreach and media) provide M&E support to the programme to track realisation of the programme's outcome and the performance of relevant IHEC units.
3. The IHEC needs assessment was reviewed prior to start of programme activities. Rapid assessments (snapshots) are conducted periodically with focus on specific IHEC departments or units, in cooperation with the relevant IEAT advisors and the IHEC.
4. Lessons learned workshops are conducted after the implementation of each electoral event to evaluate IHEC performance and identify priority areas for capacity building support.

IHEC capacity building needs were reviewed in a comprehensive IHEC needs assessment, which took place in October-November 2009. This analysed the needs of all departments and sections of the IHEC at both National Office and Governorate Electoral Office level. It reviewed broadly areas requiring attention to conduct future electoral events, and recommended priorities for capacity building. This assessment included review of IHEC public outreach and media units and highlighted areas requiring improvement in its capacity to plan and implement effective public outreach campaigns and engage with the media.

Additionally, the IHEC and UN undertook a comprehensive lessons learned review process following the March 2010 Council of Representatives election. Through this, priorities have been further refined for capacity building support in the areas of media and public outreach. The lessons learned review process was completed in December 2010 and this included a five-day lessons learned workshop on the public outreach campaign, supported by the project, as well as a series of reports and debriefings on media and

public outreach activities. The workplan for 2011 has been developed on the basis areas identified as requiring improvement for future elections.

IV. Results

UNESCO:

- The summary of Programme activities from the project's inception to close of QTR 4 2010 is as follows:

Output 1.2: CMC improvement capacity to develop media related strategies, policies, and implementation plans

- Provision of Media Monitoring Training, Capacity Building and Consultancy to the Communications and Media Commission of Iraq (CMC). This training provided support and expert training in improving the CMC's capacity to monitor media within the context of elections/election processes in line with international standards and best practices. Intensive training sessions were convened in Erbil from 20-22 Feb 2010 and 24-26 Feb 2010 with remote post-election monitoring consultation lasting up to 12 May 2010. Sixteen (16) CMC media monitors were trained in total, eight (8) of which were women in line with UNESCO's mandate to ensure gender equity. Albany Associates were the implementing partners for this project and have worked with both IHEC and CMC, and have extensive experience working with media regulators both in Iraq and internationally in collaboration with UNDP and UNESCO.
- The printing and distribution of 2,500 colour guidelines entitled "Preventing media incitement - user guidelines for elections". These guidelines were developed in consultation with Iraqi journalists, media advocacy groups, regulators, academics and CSOs and distributed in hard copy and via electronic blast (in PDF form) to 4 international and 58 national media outlets, NGOs, and the CMC. Distribution occurred between 3-10 March 2010 and in Erbil, Basrah, Babil and Baghdad, Hilal, Misan, Mosul, Kirkuk. Media incitement and hate speech are of particular relevance in the Iraqi context given that much of Iraq's media outlets are factionalized, politically sponsored and thus often guided by political agendas. The United States Institute of Peace (USIP), in particular its civic peace-building programme was UNESCO's implementing partner in this activity, and has had extensive experience working on media incitement and peace-building issues in Iraq and globally with media, civil society and disenfranchised youth. This was guide line was the preliminary lead-up to the "Preventing Media Incitement to Violence in Iraq: a Content Analysis, Training and Style Guide" workshop.
- "Preventing Media Incitement to Violence in Iraq: a Content Analysis, Training and Style Guide" workshop: UNESCO in collaboration with USIP organized a training course aimed at building participants' theoretical and practical understanding of media incitement and content analysis methodology, and on increasing their awareness of how content analysis contributes to professional excellence in news coverage, media monitoring and media regulation. This training was also a first step in building developing stronger coordination mechanisms between IHEC, CMC and media on reporting on elections and elections processes. This activity targeted sixteen (16) media professionals, civil society groups, the News Director's of five (5) of Iraq's most watched Satellite Channels, and representatives from the CMC's Media Monitoring department and IHEC's Public Outreach and Complaints departments. The workshop was convened in Beirut from 7-12 October, 2010. Participants were given a ninety (90) day window in order to implement lessons learned during the training within their own organizations. The results are as follows:

- The News Director of Al Baghdadiya TV has proposed to fund a content analysis training for his station and other Iraqi TV channels.
- Al Mirat Center for Media Monitoring organized a content analysis training course in Shahrazad Hall in Babel to monitor coverage of women by the media.
- The participants representing IHEC and CMC would like to initiate follow-up training within their own organizations .

Proposed Action Pts to be developed by participating organizations:

- Al Sharqiya
 - Propose a debate program subject to content analysis standards that will run for 2-3 months.
- Human Rights Center in Kirkuk
 - Measuring results to improve the quality of news coverage through their content analysis of media monitoring for human rights violations.
- Al Mirat Media Monitoring Network
 - Hold another workshop
- Al Iraqiya
 - Negotiate with individuals within the organization who oppose the use of content analyses.
 - Teach correspondents in Baghdad about the information obtained at workshop
 - Make a list of elements to consider when writing a news story.
 - Create guidelines using the five measures of professional journalism (objectivity, accuracy, relevance, technical proficiency, diversity of sources).
 - Hang these guidelines in the correspondents' room.
- Al Baghdadiya
 - Share information from this workshop with others at the station.
 - Take daily notes about colleagues' work.
 - Repeat this workshop within the station.
 - Assist editors in discussing and reaching agreements on guidelines and measures.
 - Have participants evaluate themselves and their colleagues in terms of the five measures of professional journalism.
 - Focus on imparting lessons learned to new staff journalists.
 - Fund similar workshops in the future for other journalists from different stations.
- Al Sumaria
 - Conduct a content analysis for one news program for one or two weeks.
 - Repeat the content analysis at a subsequent time on the same program and measure any change.
- Al Hurra
 - Start doing content analyses.
 - Monitor each correspondent and work closely with them to correct mistakes.
- UNESCO
 - Support IHEC and CMC in their proposed steps forward and implementation of lessons learned
- IHEC
 - Would like UNESCO to do more trainings and similar workshops within IHEC including Public outreach and complaints, and to include representatives from various Iraqi media organizations
- CMC
 - Would like to procure equipment in order to effectively monitor more stations, across various media at once

A subsequent follow-up meeting was conducted in Baghdad with UNESCO and USIP on 31 January 2011 with the representatives from CMC and IHEC who participated in the aforementioned workshop. At the

31 January meeting, the CMC explained that the workshop brought new issues to light within their own media monitoring strategy and that they have transferred the content of the workshop to the 20 staff working within the media monitoring department. The CMC have observed that in their monitoring that the 5 most watched Iraqi satellite channels (present at the Beirut workshop) the broadcasters have incorporated the media incitement guidelines that were developed, and their broadcasting has subsequently changed. The CMC has since monitored the media and written reports on the Children's Rights, Human Rights and Civil Society and would like to begin to develop a study on women's programming in Iraqi media.

IHEC have produced a report within their external media departments using the content analysis training given to them in Beirut. The report was an analysis of Iraqi Newspapers in looking at what political issues are presently being raised and discussed in Iraqi media.

Both IHEC and CMC see the value in continued training in these areas, including the development of better coordination mechanisms between both organizations around elections issues.

All parties agreed that they would like to have another meeting with all participants who attended the Beirut workshop (CMC, IHEC, Media and Civil Society) to look at how they can better coordinate around outreach, elections, monitoring – and understand their respective roles in elections processes.

Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process

- Master Class in Broadcast Regulations for Elections: UNESCO Headquarters: Paris 24-26 March, 2010. UNESCO sent two (2) Directors of media outlets to attend the conference to be trained in new broadcast regulations and policies. The conference was led by Albany Associates. Broadcasters and regulators alike 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. Media regulation connected with elections departs from a perception about a role of the media in society and particularly a qualitative link between media and democracy. It is viewed in relation to a number of fundamental principles organized around two basic axes: freedom of expression and the right to participate in government. The “*Master Class in Broadcast Regulation for Elections*” explored all aspects of how a regulatory authority can and must play a part in upholding freedom of expression while balancing the rights and responsibilities of broadcasters to report on the democratic process of elections
- UNESCO organized a training on "Elements of election reporting for broadcasters and print reporters and editors": 16-18,19-21,23-24 February, 2010, Erbil. This workshop was convened in collaboration with Canal France International (CFI). Forty-seven journalists from print, broadcast media attended, of which 15 were women in line with UNESCO's mandate to ensure gender equity. Participants were from Baghdad, KRG and from central and southern governorates
The workshops were designed to raise awareness amongst Iraqi media on electoral issues, and improve media capacity to analyze and report on electoral events and institutions, processes and results in an impartial and professional manner and in line with international standards. The CMC Code of Conduct was used as a teaching tool. IHEC had been invited to participate through UNDP. The workshop conducted prior to the 7 March, 2010 CoR elections focused on the following areas:
 - The Code of Conduct for reporting on elections
 - Understanding and explaining the electoral process
 - Overview of the key institutional players, namely The Independent High Electoral Commission (IHEC) and The Communications and Media Commission (CMC). Workshops will address and refer to the initiatives and publications developed by said institutions with particular reference to their importance within the election reporting context as specific to Iraq.

- Reporting on the election campaign
- Reporting on Election Day
- Reporting on post election events
- Developing special features for election reporting
- Gender sensitivity training is provided to ensure that :
 - The inclusion of women's issues are reflected in the media coverage of electoral events.
 - The importance of gender equality within the journalistic profession is addressed
 - It was recommended that that the training seeks to address the importance of reflecting the voice of Iraqi youth in the media coverage of electoral events.

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	56	32%
Women	25	14%
Children	-	-
IDPs	-	-
Others (people with disabilities)	-	-
Indirect beneficiaries	62 (Media Outlets, CSOs)	62% (media incitement guide lines)
Employment generation (men/women)	-	-

- The targets based on PRODOC are: 100 CMC Officials, 100 Iraqi & Int'l Media Institutions, and 250 Journalists.

UNDP:

Output 1.1: IHEC has improved policies, implementation plans and capacity to implement effective public outreach campaigns and engage effectively with the media

i. Support to IHEC Media Campaign for the Council of Representatives Election

As part of preparations for the March 2010 Council of Representatives election, UNDP organized a seminar on Election Reporting Regulations and Public Service Broadcasting for representatives of the IHEC, Communications and Media Commission(CMC), the Iraqi Media Network (IMN) and Iraqi/KRG Bar Associations. This took place in Istanbul on 20-21 January 2010 and provided an introduction to the principles of election-related service broadcasting, political campaigns and media regulations.

In support of IHEC's media activities for the election, the programme provided technical assistance and advice to IHEC's Out of Country Voting Operation (OCV). The UNDP Media/Elections Project Manager was requested by UNAMI and the IHEC to lead the media engagement and public outreach for the UN support to the OCV programme. During preparations and conduct of the election, the Project Manager was based in the IHEC OCV Headquarters in Erbil and provided guidance and advice to all OCV media campaign activities.

As part of the media campaign for the OCV operation, the programme also supported development of IHEC's interactive website and a nationwide postal alert covering to all Iraqi residents in Denmark.

A further initiative in support of the election throughout Iraq was a media series on women and elections. This consisted of a series of print and audio interviews timed to coincide with International Women's Day on 08 March 2010 (one day after Election Day) with the aim of increasing the engagement of women with future electoral processes in Iraq.

ii. Support to follow up to the Council of Representatives election

Activities were undertaken to review public outreach and media activities for the Council of Representatives election in order to agree recommendations and define how to improve strategies for future elections. This is with the overall aim of extending public outreach to all stakeholders and thereby increasing understanding of electoral processes.

A survey of election outreach and advocacy on electoral processes was completed by Stars Orbit. This assessed election outreach by the key institutions of media, civil society organizations and the IHEC. A total of 6,000 interviews were conducted in all governorates of Iraq, targeting around 330 in each governorate. This included interviews with all political and representatives of educational establishments of all levels. Following finalization of the report, outcomes of the survey were presented to IHEC public outreach staff. Key recommendations arising from the survey include the need to increase emphasis on post-election follow-up coverage by the media, through targeted plans for incorporating ongoing coverage of election-related issues, even during non-election periods, in order to build a culture of political awareness, as well as conducting further research to determine how the media might play a more effective role in mobilizing those who abstained from the last election and encouraging them to vote.

Additionally, a five-day Lessons Learned Workshop was held on the Public Outreach Field Operation for the Council of Representatives election for the IHEC. This took place in Jordan from 26-30 September, and was attended by 40 IHEC staff of the public outreach department from both Governorate Electoral Offices and the National Office. The workshop reviewed the voter education campaign implemented throughout Iraq in order to develop recommendations for campaigns for future elections. Main topics covered the voter education operational plan and its core messages, partnerships with external stakeholders in the voter education campaign, internal management and coordination between the National Office and GEOs in the voter education campaign, and assessment of voter education materials.

Outcomes of the above two activities will be incorporated into IHEC plans for improving their voter education strategy for future elections, and opportunities will be created to discuss key recommendations with external stakeholders of media and relevant civil society organizations.

iii. Training to improve IHEC staff media skills

In response to a request from the IHEC, UNDP organized three training sessions on Managing Media Appearances, with the aim of improving IHEC staff skills in conducting effective interviews, managing interactions with the media and promoting strategic use of national media across all platforms.

The programme targeted 26 IHEC Commissioners, Heads of Governorate Electoral Offices and selected officials of the National Office, who have key responsibilities in liaising with the media. Training was delivered by specialized media trainers of the Iraqi training organization, the Al Mortaqa

Foundation for Human Development. Training consisted of 40 training hours over five or six days, followed by one day of putting skills into practice in a studio environment.

Sessions were as follows:

- Session 1: 25 – 30 January, Erbil, 7 IHEC participants (6 men, 1 woman)
- Session II: 29 May – 03 June, Erbil 10 IHEC participants (7 men, 3 women)
- Session III: 12 – 18 December, Dahuk – 9 IHEC participants (7 men, 2 women)
- A fourth session of training for 13 IHEC staff was scheduled to take place in Dahuk on 22-28 December 2010, but was postponed until January 2011, following a request by the IHEC, since Managers of Governorate Electoral Offices were required to be present in their governorates, to deal with potential unrest on government contractual issues.

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	298	30%
Women	28	42%
Children	-	-
IDPs	-	-
Others (people with disabilities)	-	-
Indirect beneficiaries	Iraqi voting public	
Employment generation (men/women)	-	-

Future Work Plan

UNESCO:

As stated previously, UNESCO and UNDP have been in consultation with IHEC and CMC on 10,13 and 14 March, 2011 regarding the 2011 work-plan sent 3 February, 2011. It is expected that a Budget Revision, and eight (8) month No Cost extension will be required in order to bring the project to a successful close.

Since the projects initial inception, significant changes and developments have taken place on the ground which may need revision, and such changes will be reflected within the scope of project activities. These might include:

Output 1.2.1: CMC Code of Conduct for the Media during Elections revised in accordance with international best practices.

As in every project, some planned activities are sometimes overtaken by events on the ground. This is the case with the Media and Elections project. The Communication and Media Commission, on its own initiative, produced a code of conduct for elections in the lead up to the 7 March plebiscite for the Council of Representatives.

Output 1.3.3: Code of Conduct on Reporting on Elections Safely developed by media professionals and institutions

Output 1.3.4: Media professionals and institutions develop advocacy campaign on media safety during elections

The safety training will come under a separate UNESCO project that has just been approved by the ITF, namely the 'Protection of Media Professionals, Human Rights Defenders and Members of the Academic Community in Iraq', and specifically designed for this purpose.

In the work-plan that UNESCO has submitted to IHEC and CMC and in collaboration with UNDP, the following activities have been proposed as part of Outputs 1:2 and 1:3 (NB: Invited IHEC participation in almost all activities pertaining to Outputs 1.2 and 1.3)

Planning 2011:

Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans :

- 1.2.1 : CMC/IHEC retreat on broadcast regulation and licensing
- 1.2.2: Retreat Follow Up Consultative meetings to address mutual concerns, to support coordination between IHEC and CMC and media. Consultative meetings to develop a coordination mechanism between IHEC and CMC, and media outlets to work with CMC and IHEC on developing successful media monitoring mechanisms of electoral campaigns and media performance in relation to electoral process .
- 1.2.3 : Procurement and delivery of equipment for CMC's Media Monitoring Unit and Reporting on procurement equipment and training of Media Monitoring Unit
- 1.2.4 : 1 x post procurement and training study evaluating the efficacy of the on the job training and assimilation of equipment into better monitoring practices and results; CMC will have improved capacity to provide relevant reports to IHEC, capturing more data across various media platforms
- 1.2.5: Develop promotional materials for IHEC and CMC. Promotional election resource materials produced and/or updated; Identifying, reviewing, editing, translating election resource materials ensuring legal validity; Printing election resource. The general public is better informed about the CMC and IHEC's roles and responsibilities
- 1.2.6: Training CMC and IHEC staff to produce innovative resource materials on electoral coverage for media : 3x Resource materials developed and produced (either three publications, or two publications and one website).
- 1.2.7: Asses the current CMC website and update to be more user friendly. User baseline test; website assessment; content updates website; technical updates; user beta test.
- 1.2.8 : Training to capacity build the CMC and IHEC on developing evidence based public outreach campaigns aimed at Iraq's general public and media.
- 1.2.9: Workshops for CMC and IHEC to create three successful public outreach campaigns.
- 1.2.10: A pilot Reality TV series focused on Iraqi youth (ages 14-18) , and social networking website based on a peace-buildng curriculum as developed by the United States Institute of Peace and UNESCO.
- 1.2.11: Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms.
- 1.2.12: Content Analysis Training: Training sessions to develop a media monitoring strategy and media monitoring mechanism.
- 1.2.13: Practical applications of media monitoring, including media awareness training.
- 1.2.14: Workshops on gender sensitive election monitoring to ensure the CMC's capacity to integrate gender criteria.
- 1.2.15: Analysis of media laws as they may have implications on the electoral process .

Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process

- 1.3.1: Equipment audit and needs assessment for key Iraqi media institutions, and/or independent media outlets that are licensed.
- 1.3.2: Study published for International UNESCO release on current internet policy issues in Iraq that could affect the electronic media, with particular reference to elections and new media tools such as twitter, social media platforms, and internet websites as used for campaign messaging.
- 1.3.3: Forums for CMC, IHEC, media, media outlet owners, editors and managers on electoral processes and institutions.
- 1.3.4: Discussion fora and trainings for media professionals and CMC representatives to ensure that the revised CMC Code of conduct is taking the media’s experience into account and including trainings in new regulations and policies.
- 1.3.5: Study visits for journalists to key Iraqi electoral institutions, and Iraqi and International media institutions engage with the work of IHEC and the CMC.
- 1.3.6: In house trainings (Baghdad, Erbil, Basra) for media professionals and institutions on election reporting and reporting on electoral institutions with a particular focus on rights, policies and regulations.
- 1.3.7: Election regulation trainings for media professionals and CMC representatives ensuring journalists’ capacity to take the revised CMC Code of Conduct into account.
- 1.3.8: Trainings for media professionals on producing election materials and innovative election reporting content.
- 1.3.9: Workshops on gender sensitive election reporting to ensure women’s issues are reflected in media coverage of events.
- 1.3.10: A Code of Conduct for Gender Sensitive Elections Reporting (GSER) is developed by media professionals and institutions and is produced and distributed.
- 1.3.11: Trainings on the use of alternative media in election reporting.

2011 Support for Enhanced Media Coverage and Monitoring of Electoral Processes Budget

PROGRAMME BUDGET	ESTIMATED UTILIZATION OF RESOURCES (US\$)
CATEGORY	Year : 2011
1. Supplies, commodities, equipment and transport	\$353,342
2. Personnel (staff, consultants and travel)	\$638,011
3. Training of counterparts	\$0
4. Contracts	\$1,363,299
5. Other direct costs	\$96,873
Total Programme Costs	\$2,451,525
Indirect Support Costs	\$155,469
TOTAL	\$2,606,994

UNDP:

Output 1.1: IHEC has improved policies, implementation plans and capacity to implement effective public outreach campaigns and engage effectively with the media

Planned activities are as follows:

- i. Training on Commissioning Public Opinion Surveys for 14 – 16 staff of the IHEC Public Outreach Department by an established social research company
- ii. A three-day seminar on Right to Access Freedom of Information Policy for 12 IHEC Commissioners, members of senior management and managers of the Public Outreach Department
- iii. As requested by the IHEC, a final (fifth) seven-day training session on Managing Media Appearances for up to 14 IHEC Commissioners and Director Generals of the National Office and Governorate Electoral Offices.

2011 Support for Enhanced Media Coverage and Monitoring of Electoral Processes Budget

PROGRAMME BUDGET	ESTIMATED UTILIZATION OF RESOURCES (US\$)
CATEGORY	Year : 2011
1. Supplies, commodities, equipment and transport	0
2. Personnel (staff, consultants and travel)	\$19,926
3. Training of counterparts	\$278,140.00
4. Contracts	\$71,000
5. Other direct costs	\$18,253
Total Programme Costs	\$385,320
Indirect Support Costs	\$23,957
TOTAL	\$411,277

V. Performance Indicators

See V111.

V11. Abbreviations and Acronyms

- CFI – Canal France International
- CMC - Communications and Media Commission
- CoR - Council of Representatives
- CSO - Civil Society Organizations
- CTA – Chief Technical Advisor
- EC - European Commission
- GoI - Government of Iraq
- ICI - The International Compact with Iraq
- IEAT - Electoral Assistance Team to Iraq (UNAMI)
- IHEC - Independent High Electoral Commission
- IMN - Iraqi Media Network
- ITF - Iraq Trust Fund
- KRG - Kurdistan Regional Government
- MEAB- Media Elections Advisory Board (UNESCO/UNDP/IEAT/CMC/IHEC)
- MoM - Minutes of Meeting
- NGO - Non Governmental Organization
- NDS - National Development Strategy
- UNAMI United Nations Assistance Mission to Iraq
- UNESCO United Nations Educational, Scientific and Cultural Organization
- UNDP - United Nations Development Programme
- USIP - United States Institute of Peace

Annexes

- G11-22 work-plan as provided to CMC and IHEC (in both English and Arabic) by 3 February, 2011.
- UNESCO Preventing media incitement - user guidelines for elections (PDF)

VIII. INDICATOR BASED PERFORMANCE ASSESSMENT

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance	Source of Verification	Comments (if any)
UNCT Outcome: Strengthened governance institutions and processes for political inclusion, accountability, rule of law and efficient service delivery.							
Sector Outcome: Strengthened electoral processes in Iraq							
JP Output 1.1: IHEC has improved capacity to develop media related strategies, policies, and implementation plans	1.1.1 Number of IHEC staff (disaggregated by sex) trained on commissioning opinion polls	0	5 staff trained including one woman				
	1.1.2 Percentage of trained IHEC staff satisfied with quality of training in terms of relevance and usefulness	To be developed	80%				
	1.1.3 Number of surveys to assess effectiveness of web campaigns.	0	1 baseline survey and one post-election survey	1 survey on electoral media and outreach activities for the CoR election		Final Report	
	1.1.4 Number of press events organized in coordination with Office of the Spokesman	0	At least one strategic press event a month	1 Media Series on Women and Elections		Final Report	
	1.1.5 Number of IHEC officials and media professionals trained in media engagement policy	3 reports	25 of relevant GEO and POD staff trained	26 IHEC Officials trained 40 participated in public outreach lessons learned workshop		2 Expert Final Reports	
	1.1.6 Percentage of trained IHEC staff satisfied with quality of training in terms of relevance and usefulness	NA	80%	95%		2 Evaluation Reports	
	1.1.7 FOI policy developed	No	Draft policy developed for approval by Board				
	1.1.8 Number of IHEC officials and media professionals (disaggregated by sex) trained in FOI issues	0	25 relevant staff trained				

	1.1.9 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%				
	1.1.10 Media Regulation 8 (2008) revised draft produced	No	Yes	Yes			
	1.1.11 IHEC Media Accreditation policy (2008) for local and international media revised draft produced	No	Yes	Yes			
	1.1.12 Number of IHEC officials trained in on how to use the website (including some programming)	2	5 web team staff trained				Technical assistance and advice to IHEC OCV Executive Office and Country Offices to support media activities for the out-of country voting operation for 2010 CoR elections. In addition to IHEC software development, design, hosting and content management and timely support to the IHEC web team.
	1.1.13 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%	80%			Evaluation report
JP Output 1.2: CMC has improved capacities to develop media related strategies, policies, and implementation plans	1.2.1 CMC Code of Conduct for the Media during Elections revised in accordance with international best practices	Existing Code of Conduct	Revised Code of Conduct for the media during elections is produced.	NA	NA	NA	To be dropped from current work plan.
	1.2.2 Number of media coverage policies revised	0	50	0			UNAMI & UNESCO met and it was clarified that 50 media law policies do not exist, revision to be discussed with UNAMI.
	1.2.3 Number of CMC officials and media professionals trained in new regulations and policies.	0	100	69			-Training Reports -Mission Reports
	1.2.4 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%	80%			-Evaluation Reports -Post

						Training Participants' Assessment		
	1.2.5 Number of Public Outreach Campaigns undertaken	0	3				2011 activity	
	1.2.6 Number of scoping studies on media coverage of elections	0	3				2011 activity	
	1.2.7 Number of resource materials developed on electoral coverage	0	5	1		-Distribution List -Final Report		
	1.2.8 Number of Iraqi and international media institutions engaged with the work of IHEC and CMC	25 international & 100 Iraqi media institutions	100	47 Journalists 5 national satellite stations		-Final Report		
	1.2.9. Number of cooperation meetings held between IHEC and CMC	0	4	3		-2 MEAB MoM -1 independent meeting between CMC and IHEC MoM		
JP Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process	1.3.1 Number of media professionals and institutions trained on rights, policies and regulations	0	50 Institutions 250 journalists and media professionals	-47 Journalists		-Training Report		
	1.3.2 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%	80%		-Evaluation Report		
	1.3.3 Code of Conduct on Reporting Elections Safely developed by media professionals and institutions	No	Yes	NA	NA	NA	To be dropped from current work plan.	
	1.3.4 Media professionals and institutions develop advocacy campaign on media safety during elections	No	Yes				To be dropped from current work plan.	
	1.3.5 Code of Conduct for Gender Sensitive Elections Reporting developed by media professionals and institutions	No	Yes				2011 activity	
	1.3.6 Number of media professionals trained on producing election materials	UNESCO project report	50 media professionals	51			-Training Reports	
	1.3.7 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%	80%			-Participants Assessment Reports	