

United Nations Development Group Iraq Trust Fund
Project #:G11-22
Date and Quarter Updated: July - 30 September 2011 (3rd Quarter)

Participating UN Organisation: UNESCO lead , UNDP **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				
Approval Date	18.11.2009	Starting Date	01.12.2009	Completion Date	01.12.2011
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>
Activities	<p>1.1.1 Provide support to the IHEC to build capacity to commission surveys, opinion polls and other associated</p>

<p>UNDP:</p>	<p>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>NB: MEAB refers to Media Elections Advisory Board comprised of representatives from key stakeholders, and also signatories to this ITF project (UNESCO, UNDP, IAET, CMC and IHEC)</p> <p>1.2.1 CMC Code of Conduct for the Media during Elections revised in accordance with international best practices N/A Change of Scope CoC revised in 2009 and continues do do so, now in coordination with IHEC through the newly appointed IHEC/CMC Coordination Committee as having been created as a result of the UNESC Erbil CMC/IHEC Retreat 14-17 June, 2011</p> <p>1.2.2 Number of media coverage policies revised</p> <ul style="list-style-type: none"> • <u>1.2.15: (as per MEAB endorsed work-plan)</u> Analysis of media laws and their implications on the electoral process. <ul style="list-style-type: none"> - Penalty law - Draft Law on Freedom of Expression, Peaceful Assembly and Demonstration - Informatics Crimes Law (Information Technology Crimes of Iraq) - Right to Information draft legislation (RTI) - Freedom of Information draft law - Revision of the Iraqi Constitution: Article 38: Freedom of Expression - Advertising laws and regulations - Intellectual property laws and regulations - Access to information law and regulations - Privacy laws and regulations - Internet laws and regulations (and its effect on new media use and Freedom of Information) - Copyright laws and regulations - CMC draft law (CPA Order 65) - Communications and Information law - ICT Crimes law - Journalism Protection Law - Draft Law on Freedom of Expression, Peaceful Assembly and Demonstration

- Informatics Crimes Law (Information Technology Crimes of Iraq)

NB: Consultation will include CMC, IHEC and media professionals.

IHEC has suggested that the activity should look primarily at the CMC and IHEC legal framework, and, that this activity should be used to teach the media how to adhere to CMC and IHEC legislation. The amendments to draft legislations may take precedence depending on current parliamentary priorities. Media coverage policies may not only refer to legislation directly affecting the CMC, but legislation that affects media professionals and civilians for example: Right to Information Legislation, Article 38 of the Iraqi Constitution, Right to Internet Access

- **1.3.2: (as per MEAB endorsed work-plan)** 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.

1.2.3 Number of CMC officials and media professionals trained in new regulations and policies.

1.2.4 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness

- **1.2.6: (As per MEAB endorsed work-plan)** Training CMC and IHEC staff to produce innovative resource materials on electoral coverage for media (this activity will also be a means to address the mutual concerns of IHEC and CMC in developing resource materials for professional media on elections coverage and elections issues)

1.2.5 Number of Public Outreach Campaigns undertaken

- **1.2.7 (As per MEAB endorsed work-plan)** Training to capacity build the CMC and IHEC on developing 3 x evidence based public outreach campaigns aimed at Iraq's general public and media (CMC and IHEC staff trained in public outreach, message development, interaction with voters. Strengthen the CMC and IHEC's capacity to independently design their own public outreach campaigns. By improving the capacity of the CMC and IHEC to better design their outreach, voters are better informed about the electoral processes
- **1.2.12 (as per MEAB endorsed work-plan)** Content Analysis Training: Training sessions to develop media monitoring strategy and media monitoring mechanisms: (This will include a focus on CMC and IHEC's capacity to monitor media, develop successful public outreach, effectively deal with licensing, complaints: *NB stakeholder consultations, and past trainings have concluded that both CMC and IHEC's media monitors lack the required experience and/or knowledge of professional media practices in order to be able to analyze media and public opinion accurately and effectively.*

1.2.6 Number of scoping studies on media coverage of elections

- CMC Media monitors trained February 2010, prior to 7 March 2010 elections : PLS view 1st QTR ITF 2010
- Beirut Workshop 6-12 October, 2010: PLS 4th QTR ITF 2010
- **1.2.11 (as per MEAB endorsed work-plan)** Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms: (Baseline research resulting from past monitoring materials; On- the-job evaluations; Interviews with stakeholders; Producing 3 x scope studies focussed on a) the CMC's (and IHEC's) ability to monitor media during elections campaigns across both traditional and new media platforms and in line with international best practices, b) the CMC's (and IHEC's) ability to respect the principles of Access to Information and how this is reflected in their media monitoring strategy surrounding electoral processes, c) if gender sensitive election monitoring is reflected in CMC (and IHEC's) media monitoring strategy and practices.
- **1.2.14: (as per MEAB endorsed work-plan)** Workshops on gender sensitive election monitoring to ensure the CMC's and IHEC's capacity to integrate gender criteria *NB: Women's issues (and gender) are generally under-reported both in the media and in relation to elections issues such as campaigns and candidates.*

1.2.7 Number of resource materials developed on electoral coverage

- **1.2.5: (As per MEAB endorsed work-plan)** Development of promotional materials for IHEC and CMC

1.2.8 Number of Iraqi and international media institutions engaged with the work of IHEC and CMC

- **1.3.5: (as per MEAB endorsed work-plan)** Study visits for journalists to key Iraqi electoral and regulatory institutions such as CMC and IHEC, and Iraqi and international media institutions engage with the work of IHEC and CMC,

1.2.9. Number of cooperation meetings held between IHEC and CMC

- 16 August 2010
- 24 January 2011
- 13 February 2011
- 10,13,14 March 2011
- 18 July 2011
- 24 August 2011
- 26 September 2011 (Inaugural IHEC/CMCCoordination Committee Meeting)
- 24 October 2011 (IHEC/CMCCoordination Committee Meeting)

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

1.3.2 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness

- **1.3.3: (as per MEAB endorsed work-plan)** Interactive sessions on coordination and outreach: Discussion round-tables for institutions, media, media outlet owners, editors and managers on electoral processes and institutions, including comparisons with other experiences.

1.3.3 Code of Conduct on Reporting Elections Safely developed by media professionals and institutions N/A Change of scope already covered by HRD Project

1.3.4 Media professionals and institutions develop advocacy campaign on media safety during elections N/A Change of scope already covered by HRD project

1.3.5 Code of Conduct for Gender Sensitive Elections Reporting developed by media professionals and institutions

- **1.3.9: (as per MEAB endorsed work-plan)** Workshops on ‘socially’ sensitive election reporting to ensure that women’s and social issues are reflected in the media coverage of events.
- **1.3.9: (as per MEAB endorsed work-plan)** Workshops on ‘socially’ sensitive election reporting to ensure that women’s and social issues are reflected in the media coverage of events.
- **1.3.10: (as per MEAB endorsed work-plan)** A Code of Conduct for Gender Sensitive Elections Reporting (GSER) is developed by media professionals and institutions and is produced and distributed.

1.3.6 Number of media professionals trained on producing election materials

1.3.7 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness

- 47 media professionals trained February 2010, prior to 7 March 2010 elections : PLS 1st QTR ITF 2011
- **1.3.3: (as per MEAB endorsed work-plan)** Interactive sessions on coordination and outreach: Discussion round-tables for institutions, media, media outlet owners, editors and managers on electoral processes and institutions, including comparisons with other experiences.
- **1.3.6: (as per MEAB endorsed work-plan)** In house trainings within media organizations (“live experience”) for media professionals and institutions on ‘professional’ election reporting and reporting on electoral institutions with a particular focus on rights, policies and regulations.
- **1.3.7: (as per MEAB endorsed work-plan)** Election regulation field trainings for media professionals and with CMC/IHEC participation ensuring journalists’ capacity to take the revised CMC Code of Conduct and elections regulation into account.
- **1.3.8: (as per MEAB endorsed work-plan)** Trainings for media professionals on producing election materials and innovative election reporting content.

Some activities will be changed in the request for extension: Needs assessment and procurement of hand-on training facilities for Baghdad Media College and Media College in KRG (as yet needs to be identified) as agreed by MEAB members instead of procuring equipment for CMC and Professional Media

Procurement	UNDP: No major items were procured in the reporting period.
Procurement	UNESCO: No major items were procured in the reporting period.

UNDP:

Funds Committed	USD 892,722	% of approved	88.8 %
Funds Disbursed	USD 770, 292	% of approved	76.7 %
Forecast final date	0.12.2012	Delay (months)	12

UNESCO:

Funds Committed	926,008.19	% of approved	30.87 %
Funds Disbursed	752,510.14	% of approved	25.08 %
Forecast final date	01.12.2012	Delay (months)	12

UNDP:

Direct Beneficiaries	Number of Beneficiaries	% of planned (current status)
Men	8	-
Women	2	-
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	N/A	-
Women	N/A	-
Children	N/A	-
IDPs	N/A	0
Others Coordination meetings between IHEC and CMC	9	220%
Indirect beneficiaries	Iraqi News Consumers and Iraqi Public	N/A Dissemination and awareness raising on current Iraqi Media legislation
Employment generation (men/women)	N/A	0

UNDP:

Quantitative achievements against objectives and results		% of planned
Ouput 1.1: IHEC has improved capacity to develop media strategies, policies and implementation plans	UNDP implemented a workshop to develop an access to information policy for the IHEC, and put in place arrangements for a final training course in managing media appearances, and training on social media.	84%

UNESCO:

Quantitative achievements against objectives and results		% of planned
JP Output 1.2.9: Number of cooperation meetings held between CMC and IHEC	Representatives from IHEC and CMC met with UNESCO and the IEAT on 26 September 2011, to convene the inaugural IHEC/CMC Coordination Committee meeting. This Committee was set up as a result of the Erbil Retreat and is tasked to create mechanisms for both commissions to coordinate during and outside of elections periods in order to facilitate public understanding of, and support fair and transparent elections	220%

UNDP:

Qualitative achievements against objectives and results
<p>During the reporting period, UNDP organized a workshop to draft policies on public access to information for the IHEC. This was held in Erbil on 12-15 September and was attended by 15 relevant IHEC officials, including Commissioners, senior managers, staff the public outreach department and IHEC legal units. The workshop aimed to initiate discussions within the IHEC on developing an appropriate access to information policy in order to ensure appropriate information provision to all electoral stakeholders. This would thereby increase IHEC's accountability to all stakeholders and the transparency of electoral processes as a whole. The workshop was facilitated by Canadian Leaders in International Consulting (Clic-Consultants), an international management consultancy, which works in the Middle East and Africa to provide strategic policy advice, capacity development and training with a focus on good governance, transparency and accountability. Expert inputs were also provided by IREX-Iraq. The activity was highly successful in initiating discussions amongst IHEC staff on transparency and accountability to stakeholders, an issue not previously considered in detail against international best practices. Follow up sessions are currently taking place in Baghdad to further refine the draft policy and procedures for presentation to the Board of Commissioners.</p> <p>Following a request from the IHEC for an additional training session on managing media appearances, activities during this period also focused on making arrangements for this to take place. This entails a final training course in media appearances, interview skills and strategic communications for IHEC Director Generals and members of the External Media and Public Relations Sections,</p>

who have key responsibilities in liaising with the media. The Iraqi training organization Al Mortaqa Foundation for Human Development was contracted to deliver the training, which is scheduled for October 2011.

Discussions also took place for support to a series of IREX-Iraq trainings in cooperation with UNDP on how to best utilize social media. This is planned to take place in the next quarter.

UNESCO:

Qualitative achievements against objectives and results

A consolidated effort between UNDP and UNESCO to work together to mobilize coordination between key stakeholders CMC, IHEC and Media.

- UNESCO will begin full implementation of all G11-22 activities as of end of November 2011, and will request a 12 month no-cost extension and change of scope as per consultation with key stakeholders in order to successfully close the project.

1.2.9: Number of cooperation meetings held between CMC and IHEC

- Media Elections Advisory Board Meeting convened 18 July and 24 August, 2011. A Coordination Committee composed of IHEC and CMC representatives (legal, licensing, media monitoring, public outreach, and capacity building) will be inaugurated at a meeting held at Diwan on 26 September in 2011 to formalise coordination mechanisms and draft MOU between both commissions regarding cooperation during elections, and on elections issues, outreach and media.
- Representatives from IHEC and CMC met with UNESCO and the IEAT on 26 September 2011, to convene the inaugural IHEC/CMC Coordination Committee meeting. This Committee was set up as a result of the Erbil Retreat and is tasked to create mechanisms for both commissions to coordinate during and outside of elections periods in order to facilitate public understanding of, and support fair and transparent elections
Five key priority areas were identified:
 1. Coordination mechanisms for media monitoring
 2. Coordination mechanisms regarding complaints, and complaints procedures
 3. Unification of Codes of Conduct
 4. Joint public outreach
 5. Capacity building/skills building

NB: The next coordination committee (CC) meeting is due to take place 24 October 2011. Minutes of meeting were sent in English and Arabic to CC members on 5 October, 2011

1.2.2 Number of Media Coverage Policies Revised:

- Journalism Protection law, UNESCO recommendations taken into account and “Journalism Rights Law” passed 9 August, 2011

UNESCO is currently working on amending the:

- Draft Law on Freedom of Expression, Peaceful Assembly and Demonstration
- Informatics Crimes Law (Information Technology Crimes of Iraq)
- Right to Information draft legislation (RTI)
- CMC Draft Law
- **One day Conference : “Freedom Of Expression and Information : the Future for Iraq”: 28 November: Baghdad.**
The Ministry of Human Rights (MoHR) along with UNESCO and UNAMI HRO will invite Iraqi and international experts to discuss on the following issues: Freedom of Expression (FOE) and Right to Information (RTI), as well as a comparative analysis on current policy with international treaties, covenants and best practices. Invited guests would include representatives from the Council of Representatives, Ministries, the Prime Minister’s Office, the United Nations, Civil Society, Media (local and international), Human Rights Groups (local and international), Universities, Media Advocacy groups, Media Professionals (local and international) and donors. The conference would address the following:
 - To raise awareness on freedom of expression and information;
 - To better understand the compatibility of Iraqi laws with international human rights obligations; with particular focus on the current draft legislation dealing with Freedom of Information and Freedom of Expression.
 - To assist stakeholders in creating a ‘task-force’ comprised of nominated members of the workshop/conference participants with representatives from Parliamentary Committees, The Prime Minister’s Office, Ministry of Communication and the

Media and Communications Commission, the Ministry of Human Rights, Media Advocacy Groups and Human Rights Watch organizations. This task-force as put forth by stakeholders would be created in order to continue discussing media regulation in Iraq, and work together to draft regulation as appropriate to Iraq's future needs.

- **One day Conference : “The Role of an Independent Convergent Regulator in Iraq” : 22 November: Baghdad at CoR with participation of CMC, MoC, Legal, Services and Culture Committees)** The Communications and Media Commission of Iraq (CMC) was established in June 2004. It is currently operating under the legal provisions of Coalition Provisional Authority (CPA) Order 65 until superseding communications legislation is passed. The CMC has exclusive authority to license and regulate telecommunications, broadcasting and information services in the country. The CMC is an independent regulator and is, as such, not tied to any government administration, thus reducing the likelihood of political interference in broadcast media and communications.

The Council of Representatives is currently considering legislation to regularize the CMC under Iraqi law. The 22 November conference will address the following:

- Raising awareness and understanding among key policymakers, and stakeholders about the important role of an independent and converged regulator in Iraq through an official presentation, based in part on a recently UNESCO commissioned White Paper on this subject.
- To offer support to stakeholders in participating at the workshop/conference as a representative of UNESCO in offering advice as to international best practices with regards to media regulation.
- To support stakeholders in being able to offer expert advice on the ‘limitations’ and ‘positive outcomes’ of any suggestions made by said stakeholders.
- To assist key policy makers and stakeholders in their ability to draft legislation with regards to the CMC's authority and mandate in line with international best practices, and in particular to clarify:
- The respective roles of the Government and specifically the Ministry of Communications (MoC), the Iraq Media Network (IMN) and the CMC regarding broadcast policy and regulation.
- The CMC's role in reference to its original mandate as outlined in CPA Order 65 with the aim of consolidating the CMCs responsibility and function as an independent regulatory body within the current legislative, legal and political landscape of Iraq in 2011
- To assist stakeholders in creating a ‘task-force’ comprised of nominated members of the workshop/conference participants with representatives from the Services and Culture Committees, The Prime Minister's Office, Ministry of Communication and the Media and Communications Commission. This task-force as put forth by stakeholders would be created in order to continue discussing media regulation in Iraq, and work together to draft regulation as appropriate to Iraq's future needs.

UNDP:

Main implementation constraints & challenges (2-3 sentences)

The security factor remains the main obstacle to effective support to the IHEC. However, access of UN personnel to the IHEC building, which had been limited in the first two quarters of 2011, improved during the reporting period. This enabled increased time spent with IHEC counterparts in the IHEC National Office in Baghdad. The holy month of Ramadan resulted in delays to implementation, but additional time was spent on reviewing current status and planning of activities for the next quarter.

UNESCO:

Main implementation constraints & challenges (2-3 sentences)

- Restrictions of movement within Red Zone (CMC Headquarters) and to Amber Zone (IHEC Headquarters)
- CoR in recess as of 11 October 2011
- Stakeholders were not available during certain periods due to travel arrangements