

**United Nations Development Group Iraq Trust Fund**  
**Project #:G11-22**  
**Date and Quarter Updated: 01 January - 31 March 2012 (1st Quarter)**

**Participating UN Organisation:** UNESCO lead , **Sector: Governance**  
 UNDP

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

<b>Title</b>	Support for Enhanced Media Coverage and Monitoring of Electoral Processes				
<b>Geographic Location</b>	Nationwide				
<b>Project Cost</b>	USD 4,004,772 (UNESCO allocation : 3,000,000 and UNDP allocation : 1,004,772)				
<b>Duration</b>	24 Months (One budget Revision and 12 months no-cost extension is submitted and approved, the new project end date is 1 December 2012)				
<b>Approval Date (SC)</b>	18 November 2009	<b>Starting Date</b>	2 December 2009	<b>Completion Date</b>	1 December 2012
<b>Project Description</b>	<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"> <li>• build public confidence in these three key institutions;</li> <li>• facilitate dialogue among these three key institutions;</li> <li>• strengthen regulatory frameworks (including self-regulatory mechanisms) relating to Article 19 freedoms of expression and access to information;</li> <li>• ensure evidence-based public outreach and advocacy for the IHEC and the CMC.</li> </ul> <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**

<b>Outputs</b>	<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</p>
----------------	---

	<p>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>
<p><b>Activities</b></p> <p><b>UNDP:</b></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><b>Activities</b></p> <p><b>UNESCO:</b></p>	<p><u>JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led)</u></p> <p>1.2.1 Producing a consolidated Code/Manual for media and the Iraqi constituency during elections</p> <p>1.2.2 Revision of CMC Draft Law</p> <p>1.2.2 Analysis of media laws and their implications on the electoral process.</p> <p>1.2.2 Study on internet policy issues in Iraq</p> <p>1.2.3 Training for CMC to produce innovative resource materials on electoral coverage for media.</p> <p>1.2.5 Training to capacity build the CMC on developing 3 evidence based public outreach campaigns aimed at Iraq's general public and media.</p> <p>1.2.5 Content analysis training sessions for CMC Media Monitors to develop media monitoring strategy and media monitoring mechanisms</p> <p>1.2.6 Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms.</p> <p>1.2.6 Workshops on gender sensitive election monitoring for CMC</p> <p>1.2.7 Development of promotional materials for CMC</p> <p>1.2.8 Study visits for journalists to key Iraqi electoral and regulatory institutions: CMC and IHEC; and Iraqi and international media institutions engage with CMC's and IHEC's work</p> <p>1.2.9 number of cooperation meetings held between IHEC and CMC</p>

	<p>Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process</p> <p>1.3.1 Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions</p> <p>1.3.1 Discussion for media professionals, CMC and IHEC representatives to ensure that the media's experience in new regulations and policies is taken into account.</p> <p>1.3.3 Training on safety awareness for media outlets</p> <p>1.3.4 Advocacy campaign on media safety during elections</p> <p>1.3.5 Workshops on 'socially sensitive election reporting'</p> <p>1.3.5 Produce and distribute a Code of Conduct for Gender Sensitive Elections Reporting</p> <p>1.3.6 Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions</p> <p>1.3.6 Trainings within media organizations on 'professional' election reporting, and reporting on electoral institutions regulations</p> <p>1.3.6 Election regulation field trainings</p> <p>1.3.6 Trainings on producing election materials and innovative reporting content.</p> <p>1.3.6 Trainings on the use of alternative media in election reporting</p>
<b>Procurement (major items)</b> <b>UNDP:</b>	No major items were procured in the reporting period.
<b>Procurement (major items)</b> <b>UNESCO:</b>	No major items were procured in the reporting period.

**UNDP:**

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

**UNESCO:**

<b>Funds Committed</b>	2,003,997	<b>% of approved</b>	67 %
<b>Funds Disbursed</b>	993,411	<b>% of approved</b>	33 %
<b>Forecast final date</b>	1 December 2012	<b>Delay (months)</b>	12

**UNDP:**

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

**UNESCO:**

<b>Direct Beneficiaries</b>	<b>Number of Beneficiaries</b>	<b>% of planned (current status)</b>
Men	741	8%
Women	225	11%
Children	N/A	-
IDPs	N/A	0
Others		
Iraqi and international media institutions and NGOs	125	50%
Indirect beneficiaries: Iraqi News Consumers and Iraqi Public	Iraqi Public	20%

(Dissemination and awareness raising on current Iraqi Media legislation )		
Employment generation (men/women)	N/A	0

#### UNDP:

Quantitative achievements against objectives and results			
Output 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.	<b>% of planned</b>	100%

#### UNESCO:

Output 1.2.2	Study on Internet Policy Issues in Iraq The first draft will be submitted by 3 <sup>rd</sup> of May 2012.	<b>% of planned</b>	30%
Output 1.2.8:	Journalists' selection is completed for the first activity (first study visit for Iraqi Journalists to CMC).		30%
Output 1.2.9:	Representatives from CMC met with UNESCO, Albany and Internews to review the procedural process for the project implementation and the proposed work plans.		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
<p><b>1.2.9: Coordination meeting held between CMC, UNESCO and two implementers</b> UNESCO met the parties involved in the Media Elections Project; namely UNESCO, the Communications and Media Commission (CMC) and the two implementers, Albany Associates and Internews (in addition to Aswat Al Iraq Organization) to discuss and agree on the procedural process for the implementation of the project activities. The following main key points were highlighted and agreed upon:</p> <ul style="list-style-type: none"> <li>• The potential candidates for each activity</li> <li>• Means of measuring the success of each activity</li> <li>• The limited time and budget available to implement all activities, the overlapping activities between the two implementers and the best use of resources to come up with best benefit and fruitful results.</li> <li>• The mechanism of correspondence and reporting between the implementers and UNESCO.</li> </ul> <p><b>1.2.2 Media Policies :</b></p> <ul style="list-style-type: none"> <li>• <b>Study on Internet Policy Issues in Iraq</b> UNESCO approved the proposed consultant's CV by Internews who will implement an in-depth study and analysis on the current internet policy issues in Iraq. The study is already started and the first draft of recommendation will be presented on the celebrity of World Press Freedom Day of Iraq on 3<sup>rd</sup> May 2012. The study will present the current policy and compare it with the best international practices.</li> </ul> <p><b>1.2.8 Number of Iraqi and international media institutions engaged with the work of IHEC and CMC</b> UNESCO is working closely with CMC and media profession which will strength the synergies between both parties and that will be reflected on the outcomes of journalists work and will improve quality of coverage.</p>

**UNDP:**

<b>Main implementation constraints &amp; challenges (2-3 sentences)</b>
N/A

**UNESCO:**

<b>Main implementation constraints &amp; challenges (2-3 sentences)</b>
<ul style="list-style-type: none"><li>• Restrictions of movement within Red Zone (CMC Headquarters) and to Amber Zone (IHEC Headquarters)</li><li>• Stakeholders were not available during certain periods due to travel arrangements</li></ul>