

United Nations Development Group Iraq Trust Fund
Project #:G11-22
Date and Quarter Updated: 01 April - 30 June 2012 (2nd Quarter)

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| Participating UN Organisation: UNESCO (lead), UNDP | Sector: Governance |
| Government of Iraq – Responsible Line Ministry: Independent High Electoral Commission (IHEC) Communications and Media Commission | |

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| Title | Support for Enhanced Media Coverage and Monitoring of Electoral Processes | | | | |
| Geo. Location | Nationwide | | | | |
| Project Cost | TOTAL: USD 4,004,772 (UNESCO USD 3,000,000 – UNDP USD 1,004,772 | | | | |
| Duration | 24 Months + 12 months extension | | | | |
| SC Approval Date | 18.11.2009 | Starting Date | 01.12.2009 | Completion Date | 01.12.2011 extended to 01.12.2012 |
| Project Description | <p>This project supports the electoral process in Iraq by building the capacity of three key institutions – the Independent High Electoral Commission (IHEC), the Communications and Media Commission (CMC) and the professional media – so they can play their respective and complementary roles in providing stakeholders with timely, accurate and impartial information.</p> <p>The project is 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 have been working to build the capacity of the IHEC, CMC and media professionals and institutions. The division of labour is shared according to agency mandates and expertise. A mix of upstream and downstream activities was envisaged to benefit the key stakeholder institutions and enhance the democratic process in Iraq.</p> | | | | |

| Development Goal and Immediate Objectives |
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| <p>National priority or goals (NDS 2007- 2010 and ICI): NDS:</p> <ul style="list-style-type: none"> ▪ 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. <p>ICI Benchmarks (as per the Joint Monitoring Matrix 2008):</p> <ul style="list-style-type: none"> ▪ 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. <p>Sector Team Outcome(s):</p> <ul style="list-style-type: none"> ▪ Strengthened electoral processes in Iraq; <p>Joint Project Outcome:</p> <ul style="list-style-type: none"> ▪ 1. Strengthened electoral processes in Iraq; |

| Outputs, Key activities and Procurement |
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| <p>Outputs</p> <p>JP Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans (UNDP led)</p> <p>JP Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led)</p> <p>JP Output 1.3: Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process (UNESCO led)</p> |

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| <p>Activities</p> <p>UNDP:</p> | <p>1.1.1 Provide support to the IHEC to build capacity to commission surveys, opinion polls and other associated products.</p> <p>1.1.2 Provide support to the Graphic Design department to build on successful digital public outreach initiatives, including training on analyzing web trends. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.3 Provide support and training to the External Media Unit and the Office of the Spokesman to develop a strategic plan for staffing and training in various aspects of public outreach and media engagement, including the commissioning and monitoring of national and international multi-media public awareness and advocacy campaigns, the organization of press events and information management. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.4 Provide support and training to the Governorate Electoral Offices media liaison units to develop strategic plans for staffing and training in various aspects of public outreach and media engagement, including the commissioning and monitoring of local multi-media public awareness and advocacy campaigns, the organization of press events and information management. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.5 Provide support and training to the Board of Commissioners to develop a Freedom of Information policy for the IHEC and to mainstream it through institutional policies, practices and training programmes.</p> <p>1.1.6 Provide support and training to the Board of Commissioners to develop and implement appropriate media regulations and policies in line with international standards and in consultation with the CMC.</p> <p>1.1.7 Provide support to the Web Team to build on successful digital public outreach initiatives, including training on analyzing web trends. This includes the provision of specialized equipment and software and a training plan for the unit which will be based on the electoral calendar so as to minimize disruption to electoral operations.</p> <p>1.1.8 Provide support to stakeholders to develop gender sensitive policy and regulations and to ensure that women are involved in all aspects of policy development. This includes the provision of a training plan based on the electoral calendar so as to minimize disruption to electoral operations.</p> |
| <p>Activities</p> <p>UNESCO</p> | <p>Output 1.2: CMC has improved capacities to develop media related strategies, policies and implementation plans (UNESCO led)</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</p> |

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| | <p>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> |
| Procurement | UNDP: No major items were procured in the reporting period. |
| Procurement | UNESCO: No major items were procured in the reporting period. |

UNDP:

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

UNESCO:

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|----------------------------|-----------------|-----------------------|--------|
| Funds Committed | USD 2,115,982 | % of approved | 70.5 % |
| Funds Disbursed | USD 1,123,115 | % of approved | 37.4 % |
| Forecast final date | 1 December 2012 | Delay (months) | 12 |

UNDP:

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

UNESCO:

| Direct Beneficiaries | Number of Beneficiaries | % of planned (current status) |
|--|--------------------------------|--------------------------------------|
| Men | 741 | 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 (Dissemination and awareness raising on current Iraqi Media legislation) | Iraqi Public | 20% |
| Employment generation (men/women) | N/A | 0 |

UNDP:

| Quantitative achievements against objectives and results | | |
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| 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. | 100% |

UNESCO:

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| Output 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. | 100% |
| Output 1.2.5 | Content analysis training sessions for CMC Media Monitors to develop media monitoring strategy and media monitoring mechanisms | 100% |
| Output 1.2.2 | Study on internet policy issues in Iraq | 100% |
| Output 1.2.8 | Number of Iraqi and international media institutions engaged with the work of IHEC and CMC | 100% |
| Output 1.2.6 | Workshops on gender sensitive election monitoring for CMC | 100% |
| Output 1.2.6 | Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms. | 30% |
| Output 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. | 100% |
| Output 1.3.6 | Trainings within media organizations on professional election reporting and reporting on electoral institutions regulations | 100% |
| Output 1.3.6 | Election regulation field trainings | 100% |
| Output 1.3.5 | Workshops on 'socially sensitive election reporting' | 100% |
| Output 1.3.6 | Trainings on the use of alternative media in election reporting | 100% |

UNDP:

| Qualitative achievements against objectives and results |
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| 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 |
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| <p>1.2.2 Study on internet policy issues in Iraq UNESCO in collaboration with Internews Europe started in April 2012 an Internet Study in Iraq, the study was completed in June 2012. The objective of the Internet Study was to analyze how new media technologies are used before and during the forthcoming national elections in Iraq. It focused on use of social media by different stakeholders - including Iraqi citizens, political actors, and mainstream and traditional media. The study included a demographic breakdown of the data, and an analysis of regional trends in the use of social media for political participation. The expert interviewed local Iraqi and international media and other experts who worked in Iraq and in the region on media and media law. The outcome of these interviews will be the identification of the main problems, in Iraq and in the region, with regard to media law and internet law. The experts' opinion will be also taken into consideration, together with the legal expert advice, to finalize the study/research. First draft submitted in May 2012. The final study recommendation was submitted in June 2012.</p> <p>1.2.5 Training to build capacity of the CMC on developing 3 evidence based public outreach campaigns aimed at Iraq's general public and media. The training is aimed at enhancing the PR skills of the CMC and their knowledge on how to deal with media and how to design an effective media campaign. By improving the capacity of CMC and IHEC to better design their outreach, voters are better informed about the electoral processes. Three trainings were conducted in Baghdad on 22-24 Apr, 25-29 Apr and 30 Apr – 3 May 2012 for 38 CMC staff members, of which 10 were women.</p> <p>1.2.5 Content analysis training sessions for CMC Media Monitors to develop media monitoring strategy and media monitoring mechanisms. - The training is aimed at developing a media monitoring strategy and a media monitoring mechanism.</p> |

Two training sessions were conducted in Baghdad on 6-7 May and 8-9 May 2012 for 24 CMC staff members, of which 11 were women.

- Between 13-29 May 2012, in-house training conducted to improve CMC staff's quality and quantity of work and how to make CMC's work more interesting, appealing and varied. 24 CMC staff members participated all of which are media monitoring staff, 11 members were women.
- Participation in media and communications regulation master class and field visits to Ofcom and BBC Arabic. Three representatives of the CMC and one UNESCO representative attended a Master-class in communications regulations in Cambridge, UK. The participants engaged in a highly interactive scenario-based programme with broadcast, telecommunication, new media and regulation professionals from all over the world.

1.2.6 Workshops on gender sensitive election monitoring for CMC

Workshops on gender sensitive election monitoring for 20 CMC staff to ensure CMC's capacity to integrate gender criteria. Three-day training for Gender Sensitive Election Monitoring is delivered in the period 15-17 July 2012 for twenty (20) CMC Media Monitoring Department Staff.

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

On the job evaluations interviews with stakeholders started by Albany's consultant in May 2012. Information will be used to prepare three scoping studies on:

- a) Monitor media during elections campaigns,
- b) Respect the principles of Access to Information,
- c) Gender sensitive election monitoring.

The final study with details of the above activities will be provided in August 2012.

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

Five (5) study visits to the CMC for 189 Iraqi media professionals are being successfully implemented. The visits are arranged as one-day field visit for journalists to the CMC to learn and observe working methods and structure within the institution. Study visits started in April 2012, 89 journalists from Iraqi media organization spent one day at the CMC to learn about the structure and procedure of this commission. Another five (5) study visits for an additional 100 journalists is completed during June 2012.

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.

Two (2) trainings in Baghdad and Erbil (30 participants each) are held for media professionals to interact with CMC and IHEC representatives directly to educate the former on new media legislation pertaining to elections coverage. To improve knowledge of media professionals of new media legislation and their impact on the electoral process. The seminars are completed in June 2012.

1.3.5 Workshops on 'socially' sensitive election reporting for 60 journalists:

Three (3) trainings workshops, one (1) in Baghdad, one (1) in Erbil and one (1) in Basra, to focus on gender and socially sensitive elections issues covered in the media. Sixty (60) journalists are participated. The training objective is to improve the coverage of women's interests and other gender related social issues during elections. Features are to be produced and published accordingly. The training objective is to raise awareness of journalists to gender and socially sensitive issues arising during elections thus better informing the public on matters that are usually not raised in the media. The trainings took place during 09-16 July 2012.

1.3.6 Trainings within media organizations on 'professional' election reporting, and reporting on electoral institutions regulations

In House Training (live experience) for 100 journalists:

Ten (10) trainings in-house courses of the media staff within their organizations on professional elections reporting, (five (5) in Baghdad, three (3) in Erbil and two (2) in Basra). Trainees have to be reporters and editors. Training is focused on reporting in a workshop format during the electoral process with focus on election rules and regulations and electoral institutions. There was a training of trainer component for ten (10) of the participants. The training aimed to improve public understanding of the electoral and campaigning processes through enhanced performance of reporters and editors in media organizations. One hundred (100) journalists were trained; the trainings are carried out in June 2012.

1.3.6 Election regulation field trainings for media professionals and with CMC and IHEC participation.

Three (3) trainings courses for journalists in Baghdad, Erbil and Basra on the revised CMC Code of Conduct

and elections regulations for forty five (45) media professionals. Workshops are to train the journalists on the CMC Code components through better understanding of the issues raised at times of elections within the Code and its violations. The training objective is to increase knowledge of the CMC Code of Conduct for the journalists during elections and ability to identify Code violations. Trainings are conducted during July 2012.

1.3.6 Trainings on the use of alternative media in election reporting

Trainings in Social networking, mobile telephone, internet and citizen journalism for 60 journalists:

Four (4) trainings of Training of Trainers on the latest new media tools and their optimal use in elections coverage, two (2) in Baghdad, one (1) in Erbil and one (1) in Basra. In total 60 journalists are trained. Training was focused on the use of alternative media in election reporting; including social networking, mobile phones, internet, citizen journalism, blogging and Skype. Participants are trained to train their colleagues on these tools during elections. The training is enhanced knowledge of trainers/participants to make optimal use of new media tools into their work and their ability to train others on up to date tools/skills in elections coverage. The trainings are completed in June 2012.

UNDP:

Main implementation constraints & challenges (2-3 sentences)

N/A

UNESCO:

Main implementation constraints & challenges (2-3 sentences)

- Arab Summit in Baghdad 29 March 2012, caused to close Baghdad International Airport for five days, unavailability of venues to conduct any activities in Baghdad, curfews in Baghdad. Therefore any movement in and out of Baghdad was stopped, which forced UNESCO to change the venue of meeting of the implementing partners to Erbil and delayed the implementation of activities.
- Meeting over Iran nuclear (Five plus One) held in Baghdad caused a closing of Baghdad and huge security blockage one week before the event which delayed the implementation of the programme activities.
- 13-16 June 2012 Baghdad had a religious festival “visit of Imam Mousa Al Khadem, Khadimiyyah, 15 June 2012” Baghdad had a strict security blanket all over the city which caused a delay in implementation of activities.