

United Nations Development Group Iraq Trust Fund
Project # 66955 (C9-26)
Date and Quarter Updated: 1 January - 31 March 2012 - 1st Quarter 2012

Participating UN Organisations: UNDP

Sector: Governance

Government of Iraq – Responsible Authority: Communication and Media Commission

Title	Support the Media in its Role of Fostering Peace and Democracy			
Location	Baghdad, Erbil, Suleymanieh and Basrah			
Project Cost	USD 6,131,285			
Duration	24 months + months extensions			
Approval Date	04.12.2008	Starting Date	08.12.2008	Completion Date
Project Description	08.12.2010 extended to 31.05.2012 This Project promotes the development of an independent, pluralist and professional media. The project has three broad areas of intervention: (1) to develop or strengthen participatory processes leading to sustainable media self/co-regulatory mechanisms and legislative frameworks; (2) to support the development of local content; and (3) to identify the key institutions (e.g. training institutions, regulatory bodies and professional entities) for targeted capacity building to enhance professionalism.			

Development Goal and Immediate Objectives

Project Outcome:

Independent civil society and media enabled through legal and regulatory frameworks, professional development and strengthened institutions.

Objective 1: **Support regulatory frameworks to build capacity of an independent, pluralist and professional media leading to the articulation and/or enhancement of sustainable media self/co-regulatory mechanisms and legislative frameworks to protect fundamental human rights including the rights to freedom of expression, access to information and data protection.**

Objective 2: Support to key institutions – e.g. training institutions, regulatory bodies and professional entities for targeted training and capacity building to enhance professionalism.

Objective 3: Development of local content to support national dialogue and reconciliation through targeted training.

Outputs, Key activities and Procurement

Outputs	<ul style="list-style-type: none"> 1.1 Increased dialogue and advocacy related to A38 legislation and A19 freedoms through establishment of a media law working group. 1.2 Increased understanding by government and media on right to know, data protection, and freedom of expression. 1.3 Increased dialogue and reconciliation at community level through the provision of six small grants to community-based media. 1.4 Increased exposure of media professionals to global media development through the provision of seven small grants for scholarships and study tours. 1.5 Availability of self-regulatory monitoring mechanisms at CSOs and media institutions. 1.6 Availability of quality media curricula at four media institutes and mass communication faculties. 1.7 Availability of media data setting the baseline for the media sector – UNESCO lead. 1.8 Increased capacity of independent news agency as a model for media in Iraq
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	<p>towards self-sufficiency.</p> <p>1.9 CMC functions within a strategic plan.</p> <p>1.10 Identified gaps and opportunities related to performance of Iraq Media Network (IMN).</p>
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Outputs, Key Activities and Procurement	
Outputs	<p>Output 1.3: Increased dialogue and reconciliation at community level through the provision of 4 small grants to community based media initiatives.</p> <p>Output 1.6: Availability of quality media curricula at media institutes and mass communication faculties.</p>
Activities	<p>Output 1.4:</p> <ul style="list-style-type: none"> - The award of four grants to community based media initiatives: Aswat's Business Management Consultant Grant; IIER's Oil Reporting Grant; Aswat's Institutional Capacity Building Grant, and Media Education for Sustainable Development Grant. <p>Output 1.6:</p> <ul style="list-style-type: none"> - Workshops to develop a new journalism curriculum. - The development of distance learning tools in journalism education. - Drafting of an updated Journalism Curricula for Iraq.
Procurement	N/A

Funds Committed	USD 6,037,682.90	% of approved	98.5%
Funds Disbursed	USD 5,998,052.32	% of approved	97.8%
Forecast final date	31 st March 2012	Delay (months)	12

Quantitative achievements against objectives and results		% of planned
Output 1.1		100%
Output 1.2	- Training to government officials on developing advocacy and PR tools	100%
Output 1.4	<ul style="list-style-type: none"> - Further development of baseline survey of oil sector - Support to Aswat al Iraq - Support to key institutions 	90% 100% 98%
Output 1.6	- Development of local content to support national dialogue and reconciliation	95%
Output 1.8	- Complete	100%
Output 1.9	- Initiation of change management within CMC	100%
Output 1.10	- IMN change management review truly underway and a new draft law submitted	100%

Qualitative achievements against objectives and results	
Objective 2:	The proposed Journalism Curriculum Framework has been reviewed by the MoHE for the GoI and the KRG and faculty staff. The MoHE have expressed its intention to adopt the proposed document and to implement it the next academic year (2012-2013). The official launch of the Journalism Curriculum Framework will take place in the occasion of the celebration of World Press Freedom Day on 3 rd May 2012 at the Council of Representatives (Iraqi Parliament).
Objective 3:	<i>Aswat Al-Iraq - Strengthening Aswat's Donor Outreach Capacity and Enrich Its Editorial Content:</i>
	During this quarter, Aswat Al-Iraq ended the UNESCO-funded project. The results achieved are: (1) Aswat succeeded in paving the way to become financially independent agency. Up to date Aswat has been able of covering 42% of its expenses through its revenues from subscription, advertising and partnerships. With these revenues and UNESCO's grant, Aswat completed 2011 without any debts; (2) A 3 year business plan has been

developed concentrates on new relations with international partners and donors. The business plan highlights include; improve Aswat's English service by enriching its content, and at the same time campaigning western customers (Embassies, international NGOs and media outlets) for subscriptions, and restructured Aswat's marketing department by hiring two freelancer salesmen and train them on tools of marketing and sales; (2) Aswat organized a survey to find potential customers; (3) In order to make video services regular weekly from Aswat's reporters strengthened their knowledge and skills on video-audio production and reporting, and training on media; (4) New audio-visual equipment were purchased and handed over to Aswat's offices in Baghdad and Erbil; (5) Audio-visual service quality and quantity has increased; (6) Aswat's staff improved their knowledge on fundraising and promotion of Aswat; (7) Aswat increased their donor list to 68 potential donors and signed contracts with 25 of them. This resulted in establishing partnerships with 9 of them: UNESCO, Internews EU, International Media Support (IMS), Italian News Agency (AGI), IREX, US AID, Arab Reporters and Investigative Journalism (AIRJ) and Media in Cooperation and Transition (MICT); (8) Aswat produced training kits; (9) Aswat is becoming a major implementer in the field. For instance, Aswat was chosen by Internews EU as local and key partner for implementing UNESCO's project on Media Election.

IIER - Monitoring Media Coverage of the Oil Industry in Iraq:

The "Analysis of Iraqi Media Coverage on the Energy Sector" has been published and distributed to members of the Iraq Parliament and the Parliamentary Commission of Oil and Gas; the Iraq's Ministry of Oil, the Iraqi Oil Experts, media outlets (TV, radio and print); and members of NGOs and international organizations working in Iraq. The Analysis is available in the UNESCO Office Iraq's website:

http://www.unesco.org/new/fileadmin/MULTIMEDIA/FIELD/Iraq/pdf/Publications/Oil%20report_en.pdf

Bustan Association - Media Education for Sustainable Development grant:

Bustan Association conducted three 3-day training sessions for journalists and water engineers in Media Education for Sustainable Development. Although the training was primarily aimed at training journalists, it was decided to include water engineers due to their important role and knowledge of water management and water conservation. The training focused on conflict mitigation and water. The sessions on conflict mitigation covered topics as Basic Concepts on Human Rights Principles; Media and Violence Dimensions and Variables; Media's Role in Conflict Societies; Conflict Sensitive Reporting; Subjectivity and Objectivity in Media; Social Responsibility and Accuracy When Editing Press Materials; and Concepts of Peace and Tolerance. Within the sessions on water, participants discussed the Goals of Water Conservation and Sustainable Energy Conservation; Wildlife Conservation, Conflicts over Water, and Water for Promoting Co-operation.

Acquired knowledge of the participants was measured through written tests. In general there was an increase in the expertise the participants held in the field of conflict mitigation, water resource management and sustainable development following the training. Additionally, participants were requested to rate the training and generally participants stated that they had gained from the experience and found it useful to participate in training programmes like this one.

Main implementation constraints & challenges (2-3 sentences)

UNESCO has not experienced particular challenges aside from the slow response of the Ministry of Higher Education in sending its observations and comments regarding the proposed Journalism Curriculum Framework.

UNDP had disbursed all available project funds at the end of 2011.