

## Support for Enhanced Media Coverage and Monitoring of Electoral Processes MPTF OFFICE FINAL PROGRAMME<sup>1</sup> NARRATIVE REPORT

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<sup>1</sup> The term “programme” is used for programmes, joint programmes and projects.

<sup>2</sup> Strategic Results, as formulated in the Strategic UN Planning Framework (e.g. UNDAF) or project document;

<sup>3</sup> Financial Closure requires the return of unspent balances and submission of the [Certified Final Financial Statement and Report](#).

## **EXECUTIVE SUMMARY**

### **I. Purpose**

#### **A- Introduction to the programme/ project**

The aim of the project is to strengthen three key institutions – the IHEC, the CMC and the professional media – so that they can play their respective and complementary roles in providing the Iraqi public with timely, accurate and impartial information on which to base their votes.

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 will build 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.

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 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.

#### **B- Key objectives**

The focus of this project is to increase confidence in electoral processes and enhance credibility of election results by:

- Enhancing the capacity, knowledge and expertise of the IHEC in media relations and the CMC as it relates to IHEC during electoral periods
- Promoting dialogue and partnerships between the IHEC, the CMC and the media
- Raising awareness amongst Iraqi media on electoral issues, and improving media capacity to analyse and report on electoral events, processes and results in a professional manner
- Promoting appropriate and equitable public access to information on electoral processes and campaigns
- Supporting development and implementation of the legal framework relating to media coverage of elections

### **C- The programme relation to the Strategic (UN) Planning Framework guiding the operations of the Fund.**

The transformation of Iraq into a stable democracy must include respect and recognition of the importance of free media as vital to the overall democratization process and in particular during the crucial and sensitive periods, such as elections. The project will place emphasis on the promotion of media dialogue with relevant institutions, such as IHEC, to enhance its capacity to provide public information on and about the elections.

Although there is constitutional protection for freedom of expression and broadcast facilities are both privately and government owned, Iraq has only begun to develop free speech protections and professional standards. The media remains one of the most dangerous professions for Iraqis in the world and most are committed to international principles of responsible journalism. Nevertheless three decades of suppression of media freedoms, which is only just beginning to end, has had a negative impact on professional standards and capacity. The project will therefore work with media professionals and institutions to support training and capacity building for responsible and safe reporting of elections.

To address the above issues, the project focuses on (i) capacity building of the IHEC to ensure timely and efficient information dissemination, including improving the capacity of the IHEC public relations skills; (ii) Institutional capacity of IHEC and the CMC to coordinate activities related to media and elections is improved and (iii) capacity development of the Iraqi media to fulfill their mandate to inform citizens about electoral processes and report of elections professionally and independently.

### **D- List of primary implementing partners and stakeholders including key beneficiaries.**

The implementing partners and key beneficiaries of the project are the Independent High Electoral Commission (IHEC), the Communications and Media Commission (CMC) the professional media, and the Media Faculty at Baghdad University.

## **II. Assessment of Programme Results**

**A-** Report on the key outputs achieved and explain any variance in achieved versus planned results.

### **Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans.**

- Implementing Agency: UNDP
- Beneficiary: IHEC

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

- Implementing Agency: UNESCO
- Beneficiary: CMC

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

- Implementing Agency: UNESCO
- Beneficiary: Media professionals and Institutions

**Output 1.1: IHEC has improved capacity to develop media strategies, policies, and implementation plans.**

This output was implemented by UNDP and was operationally closed on 1 December 2011. Associated initiatives included support to media activities for the March 2010 Council of Representatives election, follow up activities to the election and capacity development of the IHEC in the area of media and public relations.

***Support to IHEC Media Activities for the March 2010 Council of Representatives Election***

- **Seminar on Election Reporting Regulations and Public Service Broadcasting.** As part of preparations for the March 2010 Council of Representatives (CoR) election, UNDP organised 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 the Iraq and Kurdistan Region 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. Participation of three relevant IHEC staff members was supported through this programme.
- **Technical assistance to the Media Campaign for the Out-of-Country Voting operation.** In support of IHEC media activities for the CoR election, the programme provided technical assistance and advice to the IHEC's Out of Country Voting (OCV) programme, which provided registration and voting services for Iraqis residing outside Iraq in 16 countries worldwide. The UNDP Media Project Manager was requested by UNAMI to lead UN support in media engagement 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.
- **Development of the IHEC interactive website for OCV and postal alert.** As part of the media campaign for the OCV operation, the programme supported development of IHEC's OCV interactive website for the 16 IHEC OCV country offices. The Baghdad-based Iraqi company, Nashita, was contracted to provide support in website design, software development, maintenance and technical advice. Additionally, a nationwide postal alert was implemented covering all Iraqi residents in Denmark, to provide information to potential OCV voters and encourage participation. These services represented useful tools for reaching out to potential Iraqi out-of-country voters and enable them to participate in the electoral process.
- **Media Series on Women and Elections.** A further initiative in support of the election throughout Iraq was a media series on 'Women Voters: Celebration of International Women's Day' produced by the news agency Aswat Al-Iraq for Media Development. This consisted of a series of ten interviews of a variety of women, broadcast in video, audio and print. This was timed to coincide with the International Women's Day on 8 March 2010 that followed the Election Day, with the aim of increasing women's engagement in electoral processes in Iraq, both as voters and candidates.
- **Support to Hosting of the IHEC Website.** In order to promote reliable and timely electoral information, UNDP provided support to the IHEC web team on development of its website for the Council of Representatives election. Additionally, Nashita was contracted to provide dedicated server and hosting of the IHEC website from January until May 2010 to ensure that the IHEC website stayed online over the election period with an aim to reach out the in and out of country Iraqi voters. IHEC has since assumed full management of the website and contract hosting services.

***Follow up to media activities for the 2010 CoR Election***

- **Election Outreach and Media Survey.** A survey on public outreach and advocacy on electoral processes was implemented by Stars Orbit in 2010, following the CoR election. This survey assessed election outreach by key institutions of media, civil society organizations and the IHEC. A total of 6,000 interviews were conducted in all governorates of Iraq, with over 300 interviews in each governorate with voters, all political entities and representatives of educational establishments at all levels. Outcomes of the survey were presented to the IHEC Public Outreach Department, for incorporation into media campaigns for future elections. Key recommendations arising from the survey included the need to increase emphasis on post-election follow-up by the media through incorporating ongoing coverage of election-related issues even during non-election periods, in order to build a culture of political awareness. Also it was recommended to conduct 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.
- **Lessons Learned Workshop on Public Outreach Field Operation.** In addition to the survey on election outreach and media, a five-day Lessons Learned Workshop was held for the IHEC on the Public Outreach Field Operation for the CoR election. This took place in Jordan on 26-30 September 2010, and was attended by 40 IHEC staff of the public outreach department from both Governorate Electoral Offices (GEOs) and the National Office. The workshop reviewed the public outreach 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 campaign, and assessment of voter education materials. Workshop recommendations will be incorporated into planning for future electoral events.

### *Training and Capacity Development*

- **Training to improve IHEC staff media skills and media engagement strategies.** UNDP organized a series of training sessions on “Managing the Media” 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. Initially, one session was planned, but noting the relevance of the training, the IHEC requested additional sessions to ensure all those who have key responsibilities in liaising with the media could attend. The training targeted Managers and Deputy Managers of the Governorate Election Offices, staff of the Public Outreach Department, Commissioners and senior managers of the National Office. In total, six training workshops were conducted, three in 2010 and three in 2011, for a total of 62 IHEC Staff.
- **Training was delivered by specialized Iraqi training institute, the Al Mortaqa Foundation for Human Development.** The course was designed to develop an understanding of media image management and how to acquire good presentation skills before the media. This was with an aim of enhancing IHEC capacity to manage its relations with the media and work towards improving the institution’s public image, which is key to the promotion of public trust. The course presented both theoretical background and practical application with visual examples of each topic. Following the training, participants were provided with the opportunity to put skills into practice in a studio environment, with a simulated example of a media appearance. Training sessions were as follows:
  - 25 – 30 January 2010 in Erbil for 7 IHEC participants
  - 19 May – 03 June 2010 in Erbil for 10 IHEC participants
  - 12 – 18 December 2010 in Dohuk for 9 IHEC participants
  - 13 – 19 January 2011 in Dohuk for 12 IHEC participants
  - 10 – 15 July 2011 in Erbil for 11 IHEC participants
  - 24 – 30 October 2011 in Dohuk for 13 IHEC participants.
- **Draft policies on public access to information for the IHEC.** UNDP organized a workshop to draft policies on public access to information for the IHEC. This was held in Erbil on 12-15 September 2011 and was attended by 15 relevant IHEC officials, including Commissioners, senior managers, staff of the public outreach department and IHEC legal units. The workshop aimed to initiate discussions within the IHEC on developing an enabling 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 in relation to international best practices, an issue not previously considered in detail. It is hoped that the draft policy and procedures will be submitted to the new IHEC Board of Commissioners, on their appointment in 2012.

- **Technical Support.** Advice and guidance was provided to the IHEC through advisors of the International Electoral Assistance Team as required on media engagement and public outreach throughout the CoR election period, the post-election lessons learned reviews and the non-operational cycle.

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

### *Support to CMC Media Activities for the March 2010 CoR Election*

- **Provision of Media Monitoring Training, Capacity Building and Consultancy to the Communications and Media Commission of Iraq (CMC) for 16 CMC media monitors.**  
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 February 2010 and 24-26 February 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 in collaboration with Albany Associates.
- **The printing and distribution of 2,500 coloured 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 in Erbil, Basrah, Babil and Baghdad, Hilal, Misan, Mosul and Kirkuk. 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 the preliminary lead-up to the "Preventing Media Incitement to Violence in Iraq: a Content Analysis, Training and Style Guide" workshop.

### *Follow up to media activities for the 2010 CoR Election*

- **"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 activity targeted 5 media professionals, the News Director's of five (5) of Iraq's most watched Satellite channels, 3 civil society groups, and representatives from the 2 CMC's Media Monitoring department and 2 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:

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

meeting, the CMC explained that the workshop brought new issues to light within their own media monitoring strategy and that they transferred the content of the workshop to the 20 staff working within the media monitoring department. The CMC observed that in their monitoring of the 5 most watched Iraqi satellite channels (who participated in the Beirut workshop) the broadcasters incorporated the media incitement guidelines that were developed, and their broadcasting had 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 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.

- **UNESCO organized the Communications and Media Commission (CMC) and the Iraqi High Electoral Commission (IHEC) in a retreat in Erbil in collaboration with Albany Associates from 14 to 17 June 2011.** This meeting provided an opportunity to discuss areas of potential cooperation and interaction between the two Commissions during and after elections. The first two days were dedicated to the CMC and review of the strengths and weaknesses of its internal structures, and to develop a vision for the organization. IHEC participants attended the subsequent two days, which discussed two main themes: the regulation of media during elections and areas of potential cooperation and interaction between the CMC and IHEC. 15 representatives of the CMC and 4 representatives from the IHEC participated in the retreat and it had positive outcomes in coordination mechanisms between the two organizations.
- **UNESCO conducted an analysis of Journalism Protection law in cooperation with two leading firms: Center for Law and Democracy and Article 19.** The comments/analysis were translated into Arabic and presented to media, media advocacy groups, Civil Society and members of parliament. Awareness raising meetings were held in Iraq. The 3rd reading of the JPL had stalled, and UNESCO continues to move forward in raising awareness regarding the inherent dangers to the independence of journalists if such a law were to be passed without the analyses recommendations being taken into account. UNESCO Iraq also sent a letter to Prime Minister Nuri Al-Maliki on 30 May 2011 stating its concern over the content of this law, and offering its support to the Iraqi Government in being able to provide international expertise in order to bring the Journalism Protection Law in line with international best practices. UNESCO's recommendations were taken into account on Journalism Protection law which was passed on 9 August 2011.
- **The Iraqi Parliamentary Human Rights Committee along with UNESCO and UNAMI HRO held a conference entitled "Freedom of Expression is a Human Right" on 17 December 2011 in the Council of Representatives in Baghdad.** The conference was chaired by the Speaker of Council of Representative, the SRSR of UNAMI, the Chairman, Human Rights Committee in Iraqi Parliament and UNESCO IRAQ Director. There was one Iraqi journalist and one international expert invited to discuss Freedom of Expression and Right to Information, as well as a comparative analysis on current policy with international treaties, covenants and best practices. 150 participants attended the conference including representatives from CoR, ministries, the UN, 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 addressed the following:
  - Raising awareness on freedom of expression and information as a human right, according to Article 19 in the UN Human Rights Declaration.
  - To better understand the compatibility of Iraqi laws with international human rights obligations; with particular focus on the current draft legislation dealing with Right to 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 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.

- **Initial meeting in Erbil/ Training of Trainers training in Erbil on 19-20 March 2012.** Brought key stakeholders, including 3 CMC officials and media representatives from Aswat Al Iraq Agency, UNESCO, Albany and Internews management, and trainers together in Erbil in order to: (1) establish expectations and priorities for each of the deliverables; (2) discuss specific needs for public outreach, monitoring, legislative and regulatory reform, and training; and (3) discuss and approve the Delivery work plan as well as relevant logistics. The aim of the meeting was to obtain buy-in from key stakeholders and to make real progress toward meeting programme deliverables.
- **Training to build the capacity of CMC in developing evidence based public outreach campaigns aimed at Iraq's general public and media for 38 CMC staff members.** The main objective of these trainings was to enhance the PR skills of the CMC - PR Unit staff and their knowledge about how to deal with media and how to design an effective media campaign. Three trainings were conducted in Baghdad on 22-24 April, 25-29 April and 30 April-3 May 2012 for 38 CMC staff members, of which 10 were women.
- **Content Analysis Training: Training sessions to develop media monitoring strategy and media monitoring mechanism for 24 CMC staff members.** Two training sessions were conducted in Baghdad on 6-7 May and 8-9 May 2012. 24 CMC staff members participated, of which 11 were women.
- **Content Analysis Training:** Improve the CMC staff's quality and quantity of work for 24 CMC officials: The training was held in Baghdad on 13 May 2012 with the participation of 24 CMC officials including 11 women. The trainees were then provided with on the job training, on media monitoring for fifteen (15) days.
- **Additional activity-UK trip and Master class for the CMC:** Learning as much as it can from visiting OFCOM and BBC-Arabic with regard to regulatory challenges and market structures for 3 CMC high officials; participants interacted to solve regulation, policy and development issues surrounding a simulated media regulator mechanism. Three (3) CMC officials (Chairman and 2 board members) attended the Master Class and visited London: BBC-Arabic on 22 May 2012, OFCOM on 28 May 2012 and Cambridge: Media and Communication Regulation Master class on 23-25 May 2012.
- **UNESCO in collaboration with Internews Europe conducted an Internet Study in Iraq from April 2012 to July 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 and 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. Interviewing of local Iraqi and international media and other experts whom worked on Iraq and in the region on media and media law. An expert undertook interviews to identify set of problems that the region and Iraq is facing with its media law and internet law. The opinions of media and legal experts fed into the finalization of the study, report, the first draft of which was submitted in May 2012, while the study was finalized with recommendations in July 2012.
- **Study visits to CMC.** Five (5) study visits to the CMC for 189 Iraqi media professionals were successfully undertaken. The visits were 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 was completed during June 2012.
- **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 was organized from 15-17 July 2012 for twenty (20) CMC Media Monitoring Department Staff.
- **Development of promotional materials for CMC.** Develop and update CMC resources regarding elections revise and update the CMC's Code for Media during elections to take into consideration changes in Iraq, and draft and update other elections promotional materials. Three promotional election resource materials produced and updated after identifying, reviewing, editing and translating the election resource materials ensuring legal validity. The material aimed public is better informed about the CMC and IHEC's roles and responsibilities. The resource materials developed under this activity are published under one booklet entitled:



“The Role of the Elections Commission, the Communications and Media Commission (CMC) and the Media during the Electoral Campaigns” and distributed on October 2012.

Over 4 -7 September 2012 a discussion forum for members of the Iraqi Communications and Media Commission (CMC) and selected members of the media was held and attended by 15 representatives. The roundtable meeting was organized with the aim to provide a platform to share ideas and opinions regarding deliverables drafted under this activity in addition to reviewing and updating CMC code of media during elections. Compromise and agreement was reached over the text of CMC code of media during elections.

- **Training of 30 CMC officials to produce innovative resource materials on electoral coverage for media**, to improve the communication skills of CMC’s staff with stakeholders, and to promote and explain their activities. The training took place between 9-10 July and 17-18 July and was attended by 24 CMC staff of media monitoring. The resource materials developed under this activity is published under one booklet entitled: “General guidance to the media on educational programs during election campaigns”. The booklet is 32 pages long and examines different issues in reporting elections such as: editorial and live coverage; elections educational programs, accuracy and fairness of election coverage.
- **Scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms.** Content analysis training: Training Sessions to Develop Media Monitoring Strategy and Media Monitoring Mechanism was held on 6-7 May and 8-9 May 2012. 24 CMC media monitors attend the training workshops, of which 9 women. The training aimed at developing media monitoring strategy and media monitoring mechanism for CMC staff. The trainings are followed by two in-house training sessions were conducted at the period 13-29 May and 7-30 June 2012 for the 24 CMC media monitors. The in-house training aimed at improving the CMC staff’s quality and quantity of work and how to make CMC’s work more interesting, appealing and varied. As a result, a strategy report was developed and a training monitoring report was produced by the CMC monitors.

UNESCO’s consultants worked closely with the Communications and Media Commission to develop the three scoping studies to assess the needs of the CMC in relation to monitoring media across several media platforms. On the job evaluation interviews with stakeholders were started on 13 May in collaboration with Albany. First draft of the scoping studies was submitted in June 2012 and finalized in August 2012, three studies produced and covered the following themes:

- Monitor media during elections campaigns.
  - Respect the principles of Access to Information.
  - Gender sensitive election monitoring.
- **Analysis on media laws, policies and regulations and their implications on the electoral process** to expand freedom of expression in Iraq and allow elections standards to be enforced effectively. UNESCO activities included collection of available documents; research; production of a reader 25 pages in length. The study entitled: “Toward free and fair elections: confirming independent institutions and good governance for media and communications in Iraq”. The study analyzed the draft legislation such as journalism protection law, the right to information law, and the draft law governing the CMC. The study also looks at two important Iraq institutions: the Communications and Media Commission (CMC) and the Iraqi Media Network (IMN). The review discusses the pressing need to address the policies affecting the regulation and governance of Iraqi media and communications and provides recommendations for preserving the current regulatory framework. The final study was submitted in August 2012.

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

*Support to CMC Media Activities for the March 2010 CoR Election*

- **Master Class in Broadcast Regulations for Elections at UNESCO Headquarters in Paris 24-26 March, 2010.** UNESCO sent two (2) Directors of media outlets to attend the conference 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 three trainings on "Elements of election reporting for broadcasters and print reporters and editors" for 47 journalists:** The workshops were held on 16-18, 19-21 and 23-24 February 2010 in Erbil. The workshops were convened in collaboration with Canal France International (CFI). Forty-seven journalists from print, broadcast media attended, of which 15 were women. 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. 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 IHEC and CMC
  - 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 the inclusion of women's issues as part of media coverage of electoral events.
- **Seminars for media professionals and CMC/IHEC representatives for 60 participants:** Two (2) trainings in Baghdad and Erbil (30 participants each) will be held for media professionals to interact with CMC and IHEC reps directly to educate the former on new media legislation pertaining to elections coverage as well as to improve the knowledge of media professionals on new media legislation and their impact on the electoral process. The seminars were completed in June 2012.
- **In House Training (live experience) for 100 journalists:** Ten (10) in-house training courses for media staff within their organizations on professional elections reporting were organized including 5 in Baghdad, 3 in Erbil and 2 in Basra. The total number of trained journalist was 100. The training focused on reporting in a workshop format during the electoral process with focus on election rules and regulations and electoral institutions. In addition ten participants attended a ToT (training of trainer). The training aimed at improving public understanding of the electoral and campaigning processes through enhanced performance of reporters and editors in media organizations.
- **Election regulation field trainings for media professionals and with CMC and IHEC participation:** Three (3) trainings courses were organized in July 2012 for journalists in Baghdad, Erbil and Basra on the revised CMC Code of Conduct and elections regulations for forty five (45) media professionals. Workshops aimed 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.
- **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, were completed between 9-16 July 2012 to focus on gender and socially sensitive elections issues covered in the media. Sixty (60) journalists participated. The trainings aimed to improve the coverage of women’s interests and other gender related social issues during

elections. CMC staff trained in Gender Sensitive Elections Monitoring (GSER) was invited to attend and facilitate the training of the journalists on issues of gender criteria.

- **Social networking, mobile telephone, and internet and citizen journalism for 60 journalists:** Four (4) Training of Trainers workshops were completed in June 2012 on the latest new media tools and their optimal use in elections coverage including 2 in Baghdad and one each in Erbil and Basra. In total 60 journalists were trained on the use of alternative media in election reporting; including social networking, mobile phones, internet, citizen journalism, blogging and Skype. The participants are expected to train their colleagues on these tools during elections.
- **Interactive sessions on coordination and outreach: Round table discussion for media institutions on electoral processes and institutions for 150 journalists:** The journalists were chosen based on an advertisement that was published in local newspapers, NGOs websites and social media. Three round table discussions and meetings were implemented in 12, 16 and 19 July 2012 for one hundred and fifty (150) journalists in Baghdad, Basra and Erbil. The discussions focused on the position, rights and obligations of media vis a vis elections coverage, within CMC and IHEC mandates and Code of Conduct and results achieved in the Erbil Retreat of June 2011. This enhances the understanding of the media professionals on elections coverage within the Code of the CMC and IHEC Codes of Conduct to better perform their jobs within the professional guidelines and to better inform the public of the electoral processes and procedures.
- **Trainings for media professionals on producing election materials and innovative election reporting content 75 journalists:** Five (5) trainings on the production and writing of elections related stories and reports. Seventy Five (75) journalists were trained, out of which 26 women, three (3) trainings in Baghdad, one (1) in Erbil and one (1) in Basra from various media outlets; including broadcast, print and electronic media. The training targeted to improve public understanding of the electoral processes and campaigns through the capacity building of journalists in elections reporting. This leads to a well informed electorate able to actively participate in elections. The training focused the subjects: the quality of election coverage, best practises in use of social media, engaging voters with visual tools, the rules of election coverage, elected officials and accountability, sourcing and tools for collaboration, The trainings took place at the period 5 July to 18 August 2012.
- **A Code of Conduct for Gender Sensitive Elections Reporting (GSER):** One training workshop is organized on 14-17 July 2012 to bring together a panel of Iraqi media experts with a Gender expert to draft guidelines on gender equality in elections coverage, both during campaigning and election voting and to produce a Code of Conduct for Gender Sensitive Elections Reporting (GSER). A panel of 18 Iraqi media professionals and institutions such as the CMC, IHEC and local NGOs collaborated to design a set of guidelines for gender equality in elections coverage. Using case studies from previous Iraqi elections and international educational materials, the panel drew on lessons learnt from previous experiences in Iraq, and implemented international standards and best practices to a draft of the guidelines. These guidelines are currently being discussed with representatives of media organizations, women's rights groups, the CMC and IHEC. Comments from these discussions have produced a final draft that was presented to the CMC to be adopted after on 15<sup>th</sup> September 2012.
- **Needs assessment and procurement of hands on training equipment for Baghdad University's and Media College:** UNESCO completed the technical needs assessment in cooperation with Baghdad University/Media College on 5 June 2012. The assessment provided detailed information related to building and installing an educational and training TV studio for the faculty of Media. Based on Needs Assessment report' findings and recommendation, UNESCO issued a request for proposal for the required equipment that is installed in October 2012. Practical training on installed equipment is conducted for faculty members and technicians; the official handover for equipment to Baghdad University/Media College representative is concluded in November 2012.
- **Comprehensive Media Assessment in Iraq, in conformity with the provisions of the Development of Media Index for Iraq (MDI).** Four years since the development of the MDIs, IMS - in conjunction with UNESCO - is now embarking on a similar MDI assessment exercise for Iraq and Kurdistan to gain a comprehensive portrayal of the state of the media there. Since the MDIs were initially conceived, however,

there have been significant transformations in the media landscape globally. Digital communications is now an integral part of the media landscape changing the way the traditional media functions, the way people interact with the media, and the players and powers in the field. Approaches to media development assistance have also evolved with increased attention on fostering media as financially viable businesses. Part of the Iraq MDI exercise, therefore, is to modify the UNESCO MDIs to reflect these changes to the landscape and to make them appropriate to the media landscape. The MDI handbook will present both a revised set of MDI indicators, and a comprehensive toolkit and methodology for researchers. As a resource, it has wider relevance than Iraq with potential to be used as for MDI assessments in different country contexts. The work started on October 2012, the handbook will be published on March 2013.

- **On December 22<sup>nd</sup>, 2012. UNESCO Iraq office held a conference on the theme “Information Technology Crimes draft law” in Baghdad.** More than 100 delegates attended the event, including Iraqi media and human rights professionals, members of parliament, representative of civil society organizations, and Iraqi academics. The conference aimed to widen the discussions on Information Technology Crimes draft law and to raise the awareness of those working in the media profession, as well as the Iraqi public at large on how the current draft law could restrict the access to internet and information. Subsequently, the Iraqi parliamentary Culture and Information Committee issued on January 2013 an official request to the Council of Representative (COR) revoking the draft law and forming a specialized committee to re-draft it. The request is approved by COR.
- **Election reporting course in Erbil, Iraq for members of the Iraqi Media Network (IMN).** Over 11-14 November 2012, under the auspices of media and election project UNESCO conducted a specialized election reporting training course for 20 members and journalist for the Iraqi Media Network. The training aimed to create high calibre of journalists specialised on elections coverage and improve the professionals’ skills of IMN reporters to inform citizens on all area of public concern, including investigative and provocative reports that serve as watchdog for government.
- **Coordination meetings:**  
UNESCO and UNDP held several coordination meetings with stakeholders namely, IHEC and CMC to ensure coordination and mutual agreement on the activities of the project, below are some of the coordination meetings held:
  1. The first MEAB meeting took place on 16 August 2010 as the inaugural meeting.
  2. The second meeting was scheduled for 28 October 2010, but it was then rescheduled four times and finally it was held on 24 January 2011.
  3. A bilateral meeting with IHEC and CMC took place on 13 February 2011 to discuss the work plan.
  4. UNESCO and UNDP were in consultation with IHEC and CMC on 10, 13 and 14 March 2011 to discuss the UNESCO work plan for 2011.
  5. MEAB meeting was scheduled for 18 July and was attended by the IHEC, UNESCO, UNDP and UNAMI.
  6. MEAB meeting was held on 24 August 2011
  7. Inaugural meeting of the IHEC/CMC Coordination committee was held on 26 September 2011.
  8. Second meeting of IHEC/CMC Coordination Committee was held on 1 November 2011.
  9. Programme Retreat was held on 14-17 June 2011.

## II. Assessment of Programme Results

B- Report on the key outputs achieved and explain any variance in achieved versus planned results.

UN Organization	Major Activities	Implementing Partner	Status	Comments
<b>JP Outcome 1: Strengthened electoral processes in Iraq</b>				
<b>JP Output 1.1: IHEC has improved capacity to develop media related strategies, policies, and implementation plans</b>				
UNDP	Technical support to IHEC <b>Public Outreach Division</b> to undertake evidence-based public outreach campaigns and to assess performance of prior public outreach and media engagement initiatives.	International competitive tender; UNDP and IEAT Public Outreach Advisors	100% Completed	within planned timeframe
	Technical support and equipment provided to IHEC <b>Graphics Design Section</b> to undertake digital public outreach campaigns.	UNDP and IEAT Public Outreach Advisors	100% Completed	within planned timeframe
	Technical support is provided to IHEC External Media Unit and Office of the Spokesman to develop strategic plan for staffing and training based on electoral calendar	UNDP and IEAT Public Outreach Advisors	100% Completed	within planned timeframe
	Technical support to <b>GEOs</b> to develop strategic plan for staffing and training for media engagement and public outreach based on electoral calendar.	UNDP and IEAT	100% Completed	within planned timeframe
	Technical support to IHEC BoC to <b>develop Freedom of Information Policy for the IHEC.</b>	International competitive tender	100% Completed	within planned timeframe
	Technical support to IHEC BoC to develop appropriate <b>media regulations and policies.</b>	International consultant	100% Completed	within planned timeframe
	Technical support is provided to IHEC Web Team to develop <b>strategic plan for staffing and training based on electoral calendar.</b>	International consultant	100% Completed	within planned timeframe
UNESCO	Sensitivity training is provided to ensure that gender issues are properly reflected in IHEC material and outreach	International competitive tender	100% Completed	This activity is implemented under Output 1.2 and completed in July 2012 with a delay of 10 months. Reasons for delay are explained in section III

UN Organization	Major Activities	Implementing Partner	Status	Comments
<b>JP Output 1.2:</b> CMC has improved capacities to develop media related strategies, policies, and implementation plans				
UNESCO	Technical support, including trainings and materials is provided to CMC to revise the 2009 Code of Conduct for the Media during Elections in accordance with international best practice. This includes training, workshops and press events.	International competitive tender	100% Completed	The CMC Code of Conduct for the Media during Elections was revised by the CMC by its own initiative in 2009 prior to the 7 March, 2010 election for the Council of Representatives. Both CMC and IHEC, as a result of strategies devised as part of the UNESCO CMC/IHEC retreat (14-17 June 2011) have formed a Coordination Committee with the aim of revising their respective Codes and developing one consolidated Code/Manual for media and the Iraqi constituency during elections
	Providing technical support to the CMC to enable it undertaking public outreach campaigns, scope studies that identify weaknesses in media coverage of elections, developing resource materials on electoral coverage and monitor media coverage of electoral processes.	International competitive tender	100% Completed	Two remaining activities to be completed in August 2012 (with a delay of 8 months).  Reasons for delay are explained in section III
	Technical support, including trainings and materials, is provided to IHEC and CMC to weave stronger bonds and networks with Iraqi and international media.	UNAMI, UNDP		
<b>JP Output 1.3:</b> Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process				
UNESCO	Technical support is provided to media professionals and institutions to report on electoral processes.	International competitive tender	100% Completed	Completed in June 2012 with a delay of 12 months. Reasons for delay are explained in section III.
	Technical support is provided to media professionals and institutions to report on electoral institutions.	International competitive tender	100% Completed	Completed in July 2012 with a delay of 12 months. Reasons for delay are explained in section III
	Technical support to media professionals and institutions to report safely on electoral processes and institutions.	International competitive tender	100% Completed	Completed in June 2012 with a delay of 7 months. Reasons for delay are explained in section III
	Gender training is provided to ensure that women's issues are reflected in the media coverage of electoral events	International competitive tender	100% Completed	Completed in July 2012 (with a delay of 10 months). Reasons for delay are explained in section III
	Technical support is provided to media professionals and institutions to produce adapted and innovative election reporting content.	International competitive tender	100% Completed	Completed in July 2012 (with a delay of 10 months). Reasons for delay are explained in section III

### **III. Evaluation, Best Practices and Lessons Learned**

A final project evaluation is currently being undertaken by UNESCO. Results are expected at the end of March 2013.

#### **Challenges such as, delays in programme/project implementation, the nature of the constraints and actions taken to mitigate future delays and lessons learned in the process**

During the programme implementation, UNESCO encountered several constraints that resulted in delaying the execution of some of the programme activities. The main reasons for the delay were elections in the first half of 2010, time taken in discussing the programme among all partners and the institutionalization of partnership and coordination mechanisms and the delays resulting from UNESCO's procurement procedure. The detailed reasons are outlined below:

**a. Reaching consensual understanding among all partners:**

UNESCO is responsible for two of the three programme outputs, entailing around 75% of the programme's budget/activities. These outputs entailed engaging several stakeholders (CMC, IHEC, Media Professionals, UNDP and UNAMI through IEAT) in a complex setting. Henceforth, it was important to ensure building trust, rapport and mutual understanding between all programme partners. This process took longer than anticipated and hence, delayed the implementation.

**b. 2010 Council of Representative Election:**

As the programme was within its starting phase, IHEC remained busy with the 2010 Council of Representative Election until June 2010. Consequently, IHEC was not available to discuss the programme plan during this period. UNESCO's work plan was presented to MEAB only on 15 August 2010.

**c. Finalization of the Programme Work Plan:**

The first Media Elections Advisory Board (MEAB) meeting took place on 18 August 2010 that allowed the MEAB members to review and make recommendations on the work plan. During the meeting, no agreement was reached between the MEAB members, and both IHEC and CMC requested to receive additional information that was duly submitted by UNESCO.

The second MEAB meeting was scheduled for 28 October 2010. This meeting had to be re-scheduled four times due to non-availability of all partners and other security reasons. The meeting finally took place on 24 January 2011. During the meeting, both CMC and IHEC requested additional information on the programme including an update on completed activities and a detailed work plan.

UNESCO's work plan was sent to MEAB members on 3 February 2011 for their review and comments. A bilateral meeting between IHEC and CMC took place on 13 February 2011 to discuss the work plan. During the discussion the issue of the relevance of certain activities planned within the actual programme was raised, and IHEC and CMC provided comments on the work plan to both UNESCO and UNDP. It was then agreed to review some of the activities in line with the evolving context (post election) and priorities of CMC and IHEC.

UNESCO and UNDP met with IHEC and CMC on 10, 13 (CMC was absent from this meeting), and 14 of March. Based on these meetings, UNESCO revised some activities in the work plan to address the needs of both IHEC and CMC. MEAB members approved the revised work plan and agreed that UNESCO should organize a retreat before initiating the implementation of the programme activities. Due to unavailability of CMC and IHEC members, the retreat could not take place until 13 June 2011. The main outcome of the retreat was the consensual understanding between IHEC and CMC in regards to their needs and the way forward allowing UNESCO to expedite programme implementation.

**d. UNESCO's lengthy procurement procedures:**

The changes and revisions made to the programme work plan in March 2011 required UNESCO to advertise an amended Request for Proposal to implement programme activities and redo procurement process that took 12 months. UNESCO's internal procurement processes and lengthy transitional period with changes in programme staff also contributed to some of the implementation delays.

As a result of the aforementioned delays in programme implementation, UNESCO requested a time extension of 12 months (until 1 December 2012) and movement of funds in order to complete all remaining activities. The request was approved by the Chair of the UNDG ITF Steering Committee on 28 December 2011 in line with the rules of procedures of the UNDG ITF.

### **Lessons learned that would facilitate future programme design and implementation, including issues related to management arrangements, human resources, resources, etc.,**

During the programme implementation, UNESCO encountered several constraints that resulted in delaying the execution of some of the programme activities. The main reasons for the delay were elections in the first half of 2010, time taken in discussing the programme among all partners and the institutionalization of partnership and coordination mechanisms and the delays resulting from UNESCO's procurement procedure. Dealing with such difficulties during the implementation of this project resulted in many important lessons learned to be considered such as:

- Involvement of Iraqi counterparts during the design phase of many projects was very limited which resulted in misunderstandings and created lack of trust amongst them. In this project, it was important to ensure building trust, rapport and mutual understanding between all programme partners. This process took longer than anticipated and hence, taking this point in future projects' planning is very important.
- The Iraqi Council of Representatives elections and the changes of IHEC Commission members are also reasons for delayed implementation. For future strategic planning, the state calendar of activities should take carefully in consideration and involvement of Ministry of Planning as a member of the project advisory board could fill in the space created by IHEC absence at the first 9 months and created more commitment to the project among the project partners.
- Delays also took place due to UNESCO's procurement procedures which are in line with UN standards and UNDG ITF processes and procedures. The project' implementation at post conflict and post disaster places like Iraq needs longer time comparing to peaceful places, the security situation created many obstacles and delays during the implementation. The future project' planning has to consider longer implementation time for PCPD areas to keep the quality and efficiency at the required level.



The achievement of indicators at both the output and outcome level in the table below. Where it has not been possible to collect data on indicators, clear explanation should be given explaining why.

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance	Source of Verification	Comments (if any)
<b>UNCT Outcome: Strengthened governance institutions and processes for political inclusion, accountability, rule of law and efficient service delivery.</b>							
<b>Sector Outcome: Strengthened electoral processes in Iraq</b>							
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	5 staff trained			
	1.1.2 Percentage of trained IHEC staff satisfied with quality of training in terms of relevance and usefulness	0	90%	90%			
	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 Radio Media Series on Women and Elections During electoral cycles, minimum of one press event per month		Final Report	
	1.1.5 Number of IHEC officials and media professionals trained in media engagement policy	6 reports	Commissioners, senior management, GEO and POD staff trained	62 IHEC Officials trained Managing Media Appearances		6 Workshop reports	6 Managing media appearance training sessions were conducted. 3 in 2010 targeting 26 staff, and 3 in 2011 targeting 36 staff.
	1.1.6 Percentage of trained IHEC staff satisfied with quality of training in terms of relevance and usefulness	NA	80%	90%		3 Evaluation Reports	

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance	Source of Verification	Comments (if any)
	1.1.7 FOI policy developed	No	Draft policy developed for approval by Board	Draft policy report developed		Draft policy report	
	1.1.8 Number of IHEC officials and media professionals (disaggregated by sex) trained in FOI issues	0	40 relevant staff trained	40			25 trained in 2010 15 trained in 2011
	1.1.9 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%	90%		Evaluation Reports	
	1.1.10 Media Regulation 8 (2008) revised draft produced	No	Revised draft produced	Revised draft produced			
	1.1.11 IHEC Media Accreditation policy (2008) for local and international media revised draft produced	No	Revised draft produced	Revised draft produced			
	1.1.12 Number of IHEC officials trained in on how to use the website (including some programming)	2	5 web team staff trained	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%	85%		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.			CMC revised Code of Conduct	The CMC Code of Conduct for the Media during Elections was revised by the CMC by its own initiative in 2009 prior to the 7 March, 2010 CoR elections plebiscite for the Council of Representatives Both CMC and IHEC , as a result of strategies devised as part of the UNESCO CMC/IHEC retreat (14-17 June 2011) have formed a Coordination Committee with the aim of revising their respective Codes and developing one

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance	Source of Verification	Comments (if any)
				100%			consolidated Code/Manual for media and the Iraqi constituency during elections
	1.2.2 Number of media coverage policies revised	0	5	3 laws revised		Experts Reports	<ul style="list-style-type: none"> <li>Journalism Protection law. UNESCO revised the law, commissioned recommendations and amendments through Article 19 and Center for Law and Democracy. These amendments were taken into account by the CoR, and “Journalism Rights Law” was passed on 9 August, 2011</li> <li><b>1. UNESCO continued working on amending the following laws:</b> Regarding freedom of expression and right of assembly draft law, Iraqi parliament discussed the law twice during 2011, but the law did not pass. The fact is, as a result of UNESCO’s “Freedom of Expression is a Human Right” conference recommendations, a special committee is formed from Iraqi specialized NGOs and journalists aiming to review the current draft law and develop it to be in accordance with the international standards and norms. Parliamentarian Human Rights Committee issued a report on September 2012 explained and suggested amendments on some articles of the draft law, and added other new articles. The Human Rights Committee is actually expecting UNESCO’s support and close cooperation during the year 2013 to come up with a new draft law in compliance with the international standards and norms.</li> <li>On December 22<sup>nd</sup>, 2012. UNESCO Iraq office held a conference on the theme “Information Technology Crimes draft law”. The conference aimed to widen the discussions on Information Technology Crimes draft law and to raise the awareness of those working in the media profession, as well as the Iraqi public at large on how the current draft law could restrict the access to internet and information. Subsequently, the Iraqi parliamentary Culture and Information Committee issued on January 2013 an official request to the Council of Representative (COR) revoking the draft law and forming a</li> </ul>

	Performance Indicators	Indicator Baselines	Planned Indicator Targets	Achieved Indicator Targets	Reasons for Variance	Source of Verification	Comments (if any)
							specialized committee to re-draft it. The request is approved by COR.
	1.2.3 Number of CMC officials and media professionals trained in new regulations and policies.	0	100	113 officials		-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			3 reports produced	
	1.2.6 Number of scoping studies on media coverage of elections	0	3	3		3 scoping studies reports produced	
	1.2.7 Number of resource materials developed on electoral coverage	0	5	5 resource materials		- Distribution List - Hand book included the three resource materials produced for CMC - Analysis 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	236 Journalists and media institutions and 5 national satellite stations		-Final Reports	
	1.2.9. Number of cooperation meetings held between IHEC and CMC	0	4	11 meetings		MEAB MoMs	<ul style="list-style-type: none"> <li>• 24 January 2011</li> <li>• 13 February 2011</li> <li>• 10,13,14 march 2011</li> <li>• Erbil retreat 14-17 June, 2011</li> <li>• 18 July 2011</li> <li>• 24 August 2011</li> <li>• 26 September 2011 (Inaugural IHEC/CMC Coordination Committee Meeting)</li> <li>• 1 November 2011 (IHEC/CMC Coordination Committee Meeting)</li> <li>• 22 Nov 2011 IHEC/CMC SC Meeting</li> </ul>

	<b>Performance Indicators</b>	<b>Indicator Baselines</b>	<b>Planned Indicator Targets</b>	<b>Achieved Indicator Targets</b>	<b>Reasons for Variance</b>	<b>Source of Verification</b>	<b>Comments (if any)</b>
<p>JP Output 1.3:</p> <p>Media professionals and institutions have enhanced capacities for effective monitoring and reporting of the elections process</p>	1.3.1 Number of media professionals and institutions trained on rights, policies and regulations	0	50 Institutions 250 journalists and media professionals	272 Journalists and media institutions		Training Reports	
	1.3.2 Percentage of those trained (disaggregated by sex) satisfied with quality of training in terms of relevance and usefulness	NA	80%	100%		Evaluation Report	
	1.3.3 Code of Conduct on Reporting Elections Safely developed by media professionals and institutions	NA	Code of Conduct on Reporting Elections Safely is to be created	100%		Recommendations on Code of Conduct on reporting elections safely report	
	1.3.4 Media professionals and institutions develop advocacy campaign on media safety during elections	0	Advocacy campaign developed	100%		Activity report	
	1.3.5 Code of Conduct for Gender Sensitive Elections Reporting developed by media professionals and institutions	NA	Code of Conduct for Gender Sensitive Elections is to be created	100%		Report of the journalists recommendations on Code of Conduct for Gender Sensitive Elections Reporting	
	1.3.6 Number of media professionals trained on producing election materials	UNESCO project report	75 media professionals	100%		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%	100%		Participants Assessment Reports	