Participating UN Organisations: UNDP (Lead), UNESCO, UNOPS, UNAMI	**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, Suleiymanieh and Basrah
Project Cost	Total USD 6,131,285 UNESCO budget USD 763,265 UNDP budget USD 5,368,020
Duration	January 2009 –March 2012
Approval Date	December 2008	**Starting Date**	1 January 2009	**Completion**	March 2012
Project Description	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 freeedom 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	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 towards self-sufficiency.

1.9 CMC functions within a strategic plan.

1.10 Identified gaps and opportunities related to performance of Iraq Media Network (IMN).

Outputs, KeyActivities and Procurement	
Outputs	**Output 1.3:** Increased dialogue and reconciliation at community level through the provision of 4 small grants to community based media initiatives.
	Output 1.6: Availability of quality media curricula at media institutes and mass communication faculties.
Activities	**Output 1.4:** -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. **Output 1.6:** - 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 (major items)	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	31st March 2012	Delay (months)	12

Quantitative achievements against objectives and results			
Output 1.1		**% of planned**	100%
Output 1.2	- Training to government officials on developing advocacy and PR tools	**% of planned**	100%
Output 1.4	- Further development of baseline survey of oil sector	**% of planned**	90%
	- Support to Aswat al Iraq		100%
	- Support to key institutions		98%
Output 1.6	- Development of local content to support	**% of planned**	95%

	national dialogue and reconciliation		
Output 1.8	- Complete	**% of planned**	100%
Output 1.9	- Initiation of change management within CMC	**% of planned**	100%
Output 1.10	- IMN change management review truly underway and a new draft law submitted	**% of planned**	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 3rd May 2012 at the Council of Representatives (Iraqi Parliament).

Objective 3:

Aswat Al-Iraq - Strengthening Aswat's Donor Outreach Capacity and Enrich Its Editorial Content:

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 for new western costumers (Embassies, international NGOs and media outlets) for subscriptions, and restructure Aswat's marketing department by hiring two freelancer salesmen and train them on tools of marketing and how to conduct a survey to find potential customers; (3) In order to make video services regular weekly features, Aswat's reporters strengthened their knowledge and skills on video-audio production and reporting, and online 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 know-how on fundraising and promotion of Aswat; (7) Aswat increased their donor list to 68 potential donors and met with 25 of them. This resulted in establishing partnerships with 9 of them: UNESCO, Internews EU, Internews US, International Media Support (IMS), Italian News Agency (AGI), IREX, US AID, Arab Reporters for Investigative Journalism (AIRJ) and Media in Cooperation and Transition (MICT); (8) Aswat produced media kits; (9) Aswat is becoming an 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, Energy and 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 resource 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, 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 Sustainability; Energy Conservation; Wildlife Conservation, Conflicts over Water, and Water for Promoting Cooperation.

Acquired knowledge of the participants was measured through written tests. In general there was a noted 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 trainings

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.