

Towards a communication and information society for all

04003 Article I of UNESCO's Constitution assigns to the Organization the task of promoting the "free flow of ideas by word and image". Since the adoption, in 1989, of a new communication strategy reaffirming this standing commitment to freedom of expression and freedom of information, UNESCO has played a prominent role in this field recognized not only by governments but also by major non-governmental media organizations. This major programme is composed of two programmes corresponding to the twofold mandate of the Organization in this area: to promote the free flow of ideas and "universal access" to information, and to strengthen communication and information capacities in Member States, with a view to enabling all nations and communities to participate in the world communication process.

04004 Under Programme IVI, a high priority is given to the promotion of freedom of expression in all its fields of competence, as a basic human right, as well as freedom of the press, media independence and pluralism, while endeavouring to involve all actors in society in the defence of these fundamental principles. As a follow-up to the action previously undertaken in the framework of the Transdisciplinary Project "Towards a culture of peace", it is foreseen to increase support to independent media as a key factor for reconciliation and peace-building in conflict and post-conflict zones.

04005 A new subprogramme on "Media information and society" seeks to highlight the key role that communication and information can play in addressing crucial societal issues: poverty and social exclusion, empowerment of specific groups of the population, particularly at local and community levels. Activities in this regard also focus on the development of appropriate communication and information tools to support decision-making and encourage dialogue between citizens and public authorities, thereby enhancing democratic governance. Furthermore, the emphasis placed on widening access to information, in line with the Organization's constitutional mandate, reflects the increased importance given to ensuring that as many people as possible benefit from the opportunities for sharing knowledge and promoting creativity opened up by the new technologies. Based on the principle of "free access" and the concept of public good accessible to all, the strategy aims at promoting a "strong public domain" of information intended to cater to the educational and cultural needs of individuals and societies.

04006 The increasing pace of change brought about by the ICT revolution in recent years has led the Organization to adapt its programmes accordingly and to develop new approaches in this field. Pursuing the initiatives launched in the previous biennium, UNESCO will stimulate global reflection on the challenges and ultimate goals of the information society, while seeking to promote the use and applications of ICTs for development and international cooperation in all its fields of competence. By gathering and disseminating relevant information, and by encouraging transdisciplinary debate and consensus-building on principles applicable to cyberspace, the Organization will strengthen its role as an intellectual forum and clearinghouse on sociocultural and ethical aspects of the information society.

04007 In so doing, the Organization will devote most of its efforts to strengthening capacities in Member States, particularly the developing countries, in communication, information and informatics, thereby contributing to reducing the gap between the “info rich” and the “info poor”. With this objective in mind, increased support will be given for the elaboration of communication policies and projects, as well as for the designing and implementation of information and informatics integrated strategies as part of overall development plans. As in the past, high priority will be given, under Programme IV.2, to training of media professionals, librarians, archivists, information and informatics specialists – particular attention being paid to training of trainers. The networking of institutions and the setting up of virtual communities for the promotion of education, science and culture will be encouraged. The role of libraries and information services as gateways to information highways will be enhanced, focusing on public and school libraries as an effective means of broadening access to education and knowledge.

04008 To reinforce the effectiveness of its action, UNESCO will endeavour to mobilize increased international technical cooperation, especially through the International Programme for the Development of Communication (IPDC) and the setting up of a new intergovernmental programme for information and informatics. In view of the impact of information and communication technologies in all the Organization’s fields of competence, efforts will be continued to further strengthen intersectoral cooperation to ensure an optimum use of resources and technical know-how available.

Programme IV.1

Medium-Term Strategy, paragraphs 139–146, 149, 151, 175, 176 and 191–195

Free flow of ideas

04100

Regular budget	Scenario A	Scenario B
• Activities:	\$6,036,500	\$6,686,500
• Decentralization:	38.6%	40.2%
Extrabudgetary:	\$13,950,000	

IV.1.1 Freedom of expression, democracy and peace

0411

Regular budget	Scenario A
• Activities:	\$2,000,000
• Decentralization:	38.0%
Extrabudgetary:	\$2,600,000

04110

The General Conference

Authorizes the Director-General

(a) to implement the following plan of action in order to:

- (i) promote freedom of expression and freedom of the press as a basic human right, through sensitization and monitoring activities; foster media independence and pluralism as prerequisites and major factors of democratization by providing advisory services on media legislation and sensitizing governments, parliamentarians and other decision-makers;
- (ii) support independent media in zones of conflict in order to enable them to play an active role in conflict prevention and resolution and the transition towards a culture of peace;

(b) to allocate for this purpose an amount of \$2,000,000 for programme costs, \$1,837,700 for staff costs and \$127,300 for indirect programme costs (scenario A).

Main line of action 1. Freedom of expression, media and democracy

04111

Regular budget	Scenario A
• Activities:	\$1,500,000
Extrabudgetary:	\$ 600,000

Background. Over the past years, UNESCO has contributed to a wider recognition by governments, the media community and the public at large, of freedom of expression and freedom of information as a basic human right. The five regional seminars on promoting independent and pluralist media organized between 1991 and 1997, in cooperation with the United Nations and other international partners, played a key role in raising awareness among media professionals and decision-makers of the importance of these principles and identified for each region action needed to address specific problems. The seminars'

declarations and plans of action provide a unique worldwide framework for action to build a democratic media environment.

Strategy. A twofold strategy will be pursued. It will aim, on the one hand, at further promoting and protecting freedom of expression, through a worldwide monitoring of its violations; traditionally associated with the field of the media, this action will be extended to all of UNESCO's fields of competence and cover all forms of information. UNESCO will provide, on the other hand, assistance to national and regional media organizations to ensure the follow-up of the five regional seminars with a view to increasing their long-term impact. The adoption of legal provisions conducive to the emergence of a free and independent press, whether public or private, will be encouraged.

Results expected at the end of the biennium

- ◆ Public awareness of press freedom as a fundamental right enhanced through the annual celebration, in all regions, of World Press Freedom Day (3 May) and the award of the UNESCO/Guillermo Cano World Press Freedom Prize;
- ◆ Better protection of press freedom and of the rights of journalists ensured, in particular within the framework of the International Freedom of Expression Exchange (IFEX) network, as well as through dialogue with governmental authorities; IFEX-type networks in the fields of education, science and culture, including the "new media" such as the Internet established;
- ◆ Increased importance given in university education to freedom of expression as a cornerstone of democracy and education in this respect strengthened through the expansion of the network of UNESCO Chairs in freedom of expression;
- ◆ The implementation of the plans of action adopted by the five regional seminars on promoting independent and pluralistic media boosted and made more visible; the impact of the Windhoek Seminar assessed in conjunction with its tenth anniversary and ways to enhance it identified and put into practice;
- ◆ Democratization processes in selected Member States strengthened through ad hoc flexible programmes on media legislation and adaptation of broadcasting systems to democratic patterns; governmental representatives, members of parliament, and other decision-makers provided with advice and training in order to help them adapt to the new democratic media environment.

Main line of action 2. Media for peace and tolerance

04112

Regular budget	Scenario A
● Activities:	\$ 500,000
Extrabudgetary:	\$2,000,000

Background. Over the past six years, UNESCO has provided support to independent media in zones of conflict, such as the former Yugoslavia, Rwanda and Burundi, enabling them to survive and play an active role in the peace-building and reconciliation process. UNESCO has also initiated a series of subregional meetings on the role of the media in promoting a culture of peace as a follow-up to the meetings held in May 1997 in Puebla (Mexico) and in March 1999, in Panama (Panama).

Strategy. Dynamic and flexible, the strategy will be adapted to the specific conditions of the country or region concerned. Sensitization and fund-raising campaigns in favour of independent media in conflict zones will be pursued, in close cooperation with the United Nations, regional and subregional bodies, as well as international media organizations. This action will be extended to new countries and regions such as Angola, the Middle East, Central and South Asia. This will include the provision of training and equipment and support for joint activities and professional exchanges, in particular through press forums, press houses and clubs to provide common working facilities to media professionals from all sides.

Results expected at the end of the biennium

- ◆ The restoration of peace and the principles of tolerance promoted in selected zones of conflict by encouraging dialogue and cooperation between media professionals; the role of the media in promoting reconciliation, peace and tolerance highlighted and enhanced through seminars and roundtables held in all regions; support for the implementation of the Puebla Declaration, in particular through the REDIPAZ Network, and the Panama Declaration;
- ◆ Independent media in existing and new zones of conflict supported and their role as a major factor of return to peace highlighted; programme banks for use by independent television stations set up or strengthened.

IV.1.2 Media, information and society

0412

Regular budget	Scenario A	Scenario B
• Activities:	\$2,936,500	\$3,186,500
• Decentralization:	44.5%	45.7%
Extrabudgetary:	\$9,050,000	

04120

The General Conference

Authorizes the Director-General

(a) to implement the following plan of action in order to:

- (i) highlight the contribution of media and information to empowering women and young people; develop viable models for using communication and information tools for poverty alleviation and social integration, greater social participation and the democratization of public services;
- (iB) promote the development of radio stations run by schoolchildren and young people with a view to encouraging their social participation and facilitating dialogue among them;
- (ii) build a strong public domain of information accessible to all as an effective means to support development, while paying special attention to the preservation and promotion of the documentary heritage of humanity through the "Memory of the World" programme;

(b) to allocate for this purpose an amount of \$2,936,500 for programme costs, \$4,788,400 for staff costs and \$186,900 for indirect programme costs (scenario A).

or

(b) to allocate for this purpose an amount of \$3,186,500 for programme costs, \$4,788,400 for staff costs and \$186,900 for indirect programme costs (scenario B).

Main line of action 1. Media and information for social participation and poverty alleviation

04121

Regular budget	Scenario A
● Activities:	\$1,436,500
Extrabudgetary:	\$7,050,000

Background. During the previous biennia, UNESCO has initiated or supported a number of communication and information projects designed to foster social participation of specific groups of the population, thereby contributing to their empowerment. The WOMMED/FEMMED network, the “Women Speaking to Women” project and the “Women on the Net” initiative are a few examples of such activities. The relationship between the media and young people has also been at the centre of UNESCO’s reflection for several years, with particular emphasis on media education. On a more general level, the Organization has gained considerable experience in the use of community media in support of development programmes, focusing on poverty alleviation, prevention of social exclusion, and enhancement of citizen’s participation in all aspects of the life of societies.

Strategy. The twofold objective of facilitating women’s access to expression and decision-making in and through the media set forth in the Toronto and Beijing Platforms for Action will continue to guide UNESCO’s action in this area. Broad international partnerships and cooperative initiatives will be encouraged, taking into account specific regional and cultural contexts. Close collaboration with NGOs and NGO networks in the fields of media education, research on youth and the media, and with the specialized institutions set up for those purposes will be pursued. Communication tools, both traditional and innovative, will be used to address the issues of poverty alleviation and social integration. In conjunction with relevant activities under Major Programme II, the identification and use of appropriate communication channels in disadvantaged rural and urban areas will be encouraged in order to improve intercommunity relations and foster participation by the public in local management. Based on the results of the international survey carried out in 1998–1999 on successful “on-line governance” initiatives, the use of ICTs applications in public administration will be tested through pilot projects, with a view to facilitating citizens’ access to information, and their participation in the decision-making process.

SPECIAL PROJECT: Women Speaking to Women. During its concluding phase, the project will focus on the consolidation of the seven radio stations set up during the previous biennium, by improving their capacity for programme preparation and production, and on the promotion of new stations in other regions through a practical handbook based on the experience gained.

Results expected at the end of the biennium

- ◆ Production of news and feature stories on the portrayal of women, stereotyping, gender equality, various forms of discrimination, as well as positive stories on and insights into the new roles of women in the information age, increased through sensitization and training of some 200 women media and Internet specialists; a global network of women journalists established to form a corps of reporters on related issues and to facilitate professional exchanges;
- ◆ The usefulness of low-cost radio stations for empowerment of women at the grass-roots level demonstrated and a methodology for setting up such types of community media widely made available;
- ◆ Ways and means to improve media competence among young people investigated through: preparation of a new model curricula to be tested in 12 countries; production of a teachers’ handbook for distribution to UNESCO Associated Schools; setting up and interlinking of educational and cultural websites in secondary schools;
- ◆ Television industry and public sector decision-makers sensitized to the need of improving television programming for children, through increased cooperation and exchanges, including UNESCO’s active participation in the Forum 2000 on Youth and the Media (Sydney, Australia);
- ◆ International partnerships among institutions and organizations specializing in information on and for young people built or reinforced through the expansion and consolidation of the INFOYOUTH network as a means of opinion sharing and mobilization for innovative action;

- ◆ A new approach to poverty alleviation at community level, combining appropriate community media with micro-credit schemes, developed and tested in some four countries for application in other developing regions;
- ◆ Experience gained through the “Communication and the City” initiative in Latin America evaluated and communication models developed for application in other regions;
- ◆ Effective participation of citizens in democratic institutions facilitated through community radio stations designed for areas with high rates of illiteracy;
- ◆ Public awareness on major development themes and topical issues, as well as social participation at the community level improved through the design and use of mobile communication and information units (“info-mobiles”);
- ◆ New approaches to enhancing democratic governance and to improving public administration through the use of ICTs developed and tested; social participation in selected municipalities and local communities increased through the provision of on-line and off-line access to administrative, development and cultural information.

Scenario B. School radio

04121B

Regular budget	Scenario B
● Activities:	+ \$250,000

Background. In the past years, a number of initiatives for young people have been supported by the Organization – curricula design and media learning programmes; media education pilot projects; creation of media space for young people – aimed at developing their critical awareness of the media, increasing their access to ICTs, developing their early exposure to these technologies, and encouraging their social participation at an early age.

Strategy. The experience gained in promoting the use of low-cost radio in local communities will be used to put this efficient communication tool at the disposal of children and young people so as to better prepare them for a socially active adult life and to involve them in innovative action for development. During the first stage, pilot radio stations will be set up in selected schools members of the UNESCO Associated Schools Project network (ASPnet), using an adapted methodology and low-cost production and broadcasting equipment. Whenever appropriate, these stations will be encouraged and helped to establish websites. At a later stage, the refined methodology will be used to set up a dozen school radio stations in four regions. Efforts will be made to interlink these stations via the Internet at the national, regional and international level so as to increase their outreach and promote solidarity and exchanges among schoolchildren and young people. Radio stations will be run by schoolchildren and young people with backstopping from teachers and technical specialists. Particular attention will be paid to the preparation of programmes by pupils themselves with emphasis on issues such as environmental protection, cultural diversity, culture of peace and tolerance. Furthermore, these stations will be used as laboratories for media education programmes already foreseen in scenario A.

Results expected at the end of the biennium

- ◆ A methodology for the setting up of school radio stations developed and tested and a radio programme production guidebook for schoolchildren produced;
- ◆ Social participation of children and young people and dialogue among them improved and encouraged through a network of school radio stations;
- ◆ The effectiveness and the visibility of the Associated Schools Project network further enhanced through the use of radio and the Internet technologies.

Main line of action 2. Public domain of information and “Memory of the World”

04122

Regular budget	Scenario A
● Activities:	\$1,500,000
Extrabudgetary:	\$2,000,000

Background. In 1998–1999, a new initiative was launched by the Organization, aimed at facilitating access to information in the public domain, by linking up and coordinating the various activities being developed at national and international levels, with a view to progressively build up a repository for all information of a public nature relevant to UNESCO’s fields of competence. Closely linked to this concept of public goods accessible to all is UNESCO’s “Memory of the World” programme, which aims at preserving rare and endangered documentary heritage of universal value, while ensuring the widest possible access to it for researchers and the general public. Over 10 pilot projects have been implemented. A “Memory of the World Register” has been established under this programme guided by an International Advisory Committee.

Strategy. In line with its constitutional mandate, UNESCO will strive to promote universal access to information and to ensure that as many people as possible benefit from the opportunities for sharing knowledge and promoting creativity that the new technologies provide. In this context, the principle of free access to information in the public domain will have to be redefined, and the minimum level of service to be provided to information users by the public sector will have to be determined, while encouraging the allocation of a fair share of public resources to public information providers. A number of flagship projects will set out to illustrate the feasibility of these approaches. Under the “Memory of the World” programme, the twofold strategy of preserving documentary heritage and ensuring its wide accessibility and dissemination will be pursued. Special attention will be paid to pooling efforts, sensitization and fund-raising campaigns with a view to building a broad international partnership. The regional component of the programme will be reinforced, in particular through closer cooperation among national Memory of the World Committees. Pilot projects – mainly regional and interregional – will be developed for demonstration and promotion purposes and extrabudgetary funding sought for their implementation.

Results expected at the end of the biennium

- ◆ Sensitization of Member States and policy guidance on the digitization of public domain information strengthened and the dissemination of public domain software promoted; the digitization of documents related to peace and human rights supported and access to serial publications facilitated;
- ◆ Local free access to public domain courseware, texts and data in selected LDCs facilitated through the development of electronic educational and scientific publishing mirror sites;
- ◆ A model website for information in the public domain developed as a virtual focal point of all relevant websites in UNESCO’s fields of competence; the content of the public domain information available on the Internet enriched and access to it by developing countries facilitated through the creation of portals and CD-ROM versions of major world public libraries and archives;
- ◆ Better protection of selected documents and collections ensured through their inclusion in the “Memory of the World Register”; selected rare and endangered documentary heritage preserved and publicized through four flagship projects;
- ◆ Decision-makers and the public at large made more aware of the value of documentary heritage, in particular through an international campaign including multimedia promotional material and a series of public lectures, and a global audiovisual heritage preservation and access charter;
- ◆ Technical standards, legal frameworks, marketing and fund-raising strategies for the safeguarding of documentary heritage developed and their application promoted; some 100 specialists trained in the management of heritage collections.

Ethical, legal and sociocultural challenges¹ of the information society

04125

Regular budget	Scenario A	Scenario B
• Activities:	\$1,100,000	\$1,500,000
• Decentralization:	23.7%	31.6%
Extrabudgetary:	\$2,300,000	

04126

The General Conference

Authorizes the Director-General

(a) to implement the following plan of action in order to:

- (i) stimulate international reflection and debate on the ethical, legal and societal aspects of the information society, gather and disseminate relevant information and data, and promote consensus-building on ethical and legal principles applicable in cyberspace;
- (iB) organize regional consultations to prepare a World Conference on Communication and Information to be held during the 2002–2003 biennium;

(b) to allocate for this purpose an amount of \$1,100,000 for programme costs, \$1,358,200 for staff costs and \$70,000 for indirect programme costs (scenario A).

or

(b) to allocate for this purpose an amount of \$1,500,000 for programme costs, \$1,548,300 for staff costs and \$70,000 for indirect programme costs (scenario B).

04127

Regular budget	Scenario A
• Activities:	\$1,100,000
Extrabudgetary:	\$2,300,000

Background. Building upon the results of the “Infoethics” and “Inforights” meetings, a number of activities were undertaken in 1998–1999 – conferences, expert meetings and publications on different aspects of the emerging information society, discussion forums on the Internet, etc. – to promote global reflection on the impact and challenges of advances in ICTs. In particular, the setting up of a permanent mechanism to look into ethical and societal issues related to the contents of information in cyberspace made it possible to bring the Organization into the mainstream of the international debate on the information society, while highlighting the importance of its “ethical dimension”.

Strategy. This transdisciplinary reflection on ethical, legal and sociocultural challenges of the information society will be fostered through continued discussions at international and regional levels, in particular within the framework of a new intergovernmental programme for information and informatics as well as through the UNESCO World Panel on Communication and Information. Particular emphasis will be placed on such questions as: access to information and universal service; the protection of intellectual property, fair use and “copy left”, public domain; freedom of expression, privacy; racism, violence – including protection of the child against violence and pornography – promotion of multilingualism, and cultural diversity in cyberspace. Broad consultations will be pursued with Member States, interested

1. This intersectoral project will be planned and implemented in close coordination with relevant activities under Programmes I.2 (Reform of education in the perspective of education for all throughout life), II.3 (Philosophy, ethics and human sciences) and III.2 (Promotion of living cultures).

bodies and competent international organizations, IGOs, NGOs and the private sector with a view to progressively forging agreement upon some core ethical and legal principles to guide the development of cyberspace. The UNESCO on-line observatory on the information society will be further developed as a major source of information and data, and cooperation with existing observatories and clearing houses – such as the International Clearing House on Children and Violence on the Screen – further strengthened. All these actions will serve as preparatory work for the convening of a World Conference on Communication and Information in 2002–2003.

Results expected at the end of the biennium

- ◆ Progress made in gaining a better understanding of the ethical, legal and sociocultural challenges of the information society;
- ◆ Consensus-building on common ethical and legal principles applicable in cyberspace encouraged through consultations and studies as well as through the setting up of the first UNESCO Chair on ethical and legal aspects of cyberspace;
- ◆ The international community further sensitized to the need to reduce violence on the screen and to the problems of paedophilia and child pornography in the media and on the Internet, in particular through a global observatory and an international mechanism for cooperation and exchange of information;
- ◆ Up-to-date information on codes of practice, legislation, regulations, and national ICT policies made available to decision-makers and the public at large through the UNESCO clearing house and the publication of the World Communication and Information Report;
- ◆ Information and data on specific cultural and educational aspects of the information society (e.g. cultural pluralism and linguistic diversity; artistic creativity and cultural practices; impact of technologies on cognitive processes and ways of learning and teaching, etc.) collected and disseminated.

Scenario B. Regional consultations in preparation for the World Conference on Communication and Information

04127B

Regular budget	Scenario B
● Activities:	+ \$400,000

Background. UNESCO was one of the first organizations in the United Nations system to promote reflection at international level on the implications for society of the new information and communication technologies. Thus from 1995 onwards, in pursuance of 28 C/Resolution 15, the Organization undertook a number of activities in response to Member States' concerns in this field – establishment of an observatory on trends in this area; world reports; discussion forums; regional symposia on the development of information technology in Africa and on the information society in the Arab States; the INFOethics Congress. Work done in recent biennia, particularly under the intersectoral project on the ethical and sociocultural challenges of the information society, has enabled the Organization to make an initial assessment of areas in which change is currently taking place at world level in the field of information and access to knowledge; to identify the most important challenges which will be facing decision-makers, government leaders, information and communication professionals and all those involved in the information society; and to identify future areas for international cooperation in this field. The Director-General, who had received many requests both from Member States and NGOs stressing the need for UNESCO, as an international organization with an ethical mission, to shoulder its responsibilities in this area, proposed, at the closure of the 29th session of the General Conference, the organization of a World Conference on Communication and Information. The Executive Board, confirming the usefulness of organizing such a conference on a subject seen as decisive for the future of societies, accepted the principle of organizing such a meeting during the 2002–2003 biennium.

Strategy. The 2000–2001 biennium might well be used to organize detailed and systematic consultations (e.g. a series of five regional meetings) on the objectives, content and arrangements for a conference which, it seems to be now widely agreed, would be useful, as witness the decision of ITU to convene a World Summit on the Information Society before 2002 (inter-agency consultations on this initiative are under way). Thus, in addition to the proposed arrangements for contributing to preparations for the Conference – for example under a new intergovernmental programme for information and informatics and the World Panel on Communication and Information – efforts will be focused on defining priorities at regional level, mobilizing partnerships and seeking additional financing. In the event of a World Conference organized under the auspices of the United Nations and/or jointly with ITU and other organizations and Specialized Agencies of the United Nations system, it would be for UNESCO to ensure that the concerns expressed by its Member States – notably in connection with ethical principles such as freedom of expression, universal access to information in the public domain, cultural and linguistic diversity – are fully reflected in the objectives and results of the Conference.

Results expected at the end of the biennium.

- ◆ Definition of priorities at regional level and identification of topics of general interest which might be examined by the World Conference on Communication and Information;
- ◆ Harmonization of strategies with a view to ensuring effective coverage of the ethical, legal and sociocultural issues at stake in an information society for all.

Programme IV.2

Medium-Term Strategy, paragraphs 139, 140 and 147–153

Bridging the communication and information gap

04200

Regular budget	Scenario A
• Activities:	\$ 7,465,000
• Decentralization:	50.2%
Extrabudgetary:	\$17,800,000

IV.2.1 Development of communication

0421

Regular budget	Scenario A
• Activities:	\$ 4,015,000
• Decentralization:	56.0%
Extrabudgetary:	\$15,650,000

04210

The General Conference

Authorizes the Director-General

(a) to implement the following plan of action in order to:

- (i) help Member States, particularly the developing countries, to strengthen their communication capacities as an integral part of development strategies, by supporting the design and implementation of communication projects, in particular through the International Programme for the Development of Communication, and by improving the training of communication specialists;
- (ii) support public broadcasting organizations in their mission of catering for educational and cultural needs of society and promote the development of endogenous audiovisual production as a major element for sustained cultural diversity;

(b) to allocate for this purpose an amount of \$4,015,000 for programme costs, \$7,855,800 for staff costs and \$255,500 for indirect programme costs (scenario A).

Main line of action 1. Strategies and projects for the development of communication

04211

Regular budget	Scenario A
● Activities:	\$ 2,925,000
Extrabudgetary:	\$13,300,000

Background. For several decades, UNESCO has been committed to strengthening communication capacities in developing countries through expanded infrastructures and improved training. UNESCO's International Programme for the Development of Communication (IPDC) has been instrumental in this field as a major fund-raising mechanism. Furthermore, multilateral and bilateral partnerships allow the Organization to support over 150 ongoing projects. The promotion of training has always been considered a top priority. In recent years, emphasis has been placed on the development and provision of short-term and hands-on training programmes, while communication training institutions are encouraged to organize the pooling of knowledge and expertise among specialists, to set up programmes and training internships and to share the results of scholarly research with media practitioners.

Strategy. The Organization will seek to strengthen the long-term impact of its communication activities; to this end, efforts will be made to reinforce inter-agency cooperation, to boost the programme's current level of resources and to involve new partners in promoting appropriate national and regional communication strategies. Special attention will be paid to the development of community media as a major element of an effective and truly democratic communication system. Strong emphasis will be placed on training communication professionals at all levels, as well as on training trainers, in priority areas such as the use and maintenance of new technologies, media management, editorial independence, professional standards and ethics, and reporting on development issues. The collaboration with networks and universities will be strengthened, in particular within the framework of the Network of UNESCO Chairs in Communication (ORBICOM) and the Network of Schools of Journalism (JOURNET).

SPECIAL PROJECT: Improving communication training in Africa. In 2000–2001, the project will focus on the dissemination of the model curriculum for the training of communication specialists designed and tested during the previous biennium and on the promotion of its application in at least 10 countries in Africa.

Results expected at the end of the biennium

- ◆ Inter-agency cooperation in the field of communication developed, in particular through better coordination at field level and sharing of experience; UNESCO's role in the annual United Nations Inter-Agency Round Table on Communication for Development enhanced, through a substantial input made on the basis of research on new trends and on the impact of communication technologies;
- ◆ Communication capacities strengthened in at least 20 countries through innovative communication projects adapted to local and community needs, with special focus on the introduction of modern information and communication technologies;
- ◆ The fund-raising mechanism of the International Programme for the Development of Communication (IPDC) and its project generating capacity improved, with particular attention to up-stream work on project identification and preparation, as well as their evaluation;
- ◆ Communication education and research capacities in different parts of the world enhanced through the expansion and consolidation of the Network of UNESCO Chairs in Communication (ORBICOM) and the Network of Schools of Journalism (JOURNET);
- ◆ Quality of media performance and output in selected countries enhanced through in-country journalists' and practitioners' training courses; international approaches to journalistic issues and journalism ethics given more prominence in the training programmes of professional organizations;
- ◆ The need to promote a "culture of maintenance" to ensure the long-term sustainability of communication projects more widely recognized as a result of: the setting up of six maintenance centres; the training of 100 specialists in printed and electronic media equipment maintenance; the development of subregional resource sharing, through a website with relevant databases on locally available expertise.

Main line of action 2. Public broadcasting and endogenous audiovisual production

04212

Regular budget	Scenario A
● Activities:	\$1,090,000
Extrabudgetary:	\$2,350,000

Background. An evaluation of UNESCO's action to strengthen regional audiovisual productions and co-productions was conducted in 1998–1999, highlighting its encouraging results. UNESCO's stand in favour of developing and strengthening public service broadcasting has been recognized worldwide. Action in recent years focused on improving production and distribution of quality audiovisual programmes, in particular under the "Screens without Frontiers" project.

Strategy. The Organization will build partnerships with international broadcasting organizations, in order to support audiovisual productions and co-productions in developing countries and countries in transition and to facilitate their access to international markets. Central to this strategy is the promotion of concepts such as public service broadcasting and the educational and cultural dimensions of audiovisual media.

Results expected at the end of the biennium

- ◆ Efficiency and coordination of international efforts to promote public service broadcasting improved, with special emphasis on the educational and cultural dimensions of electronic media, through closer cooperation and joint ventures with regional and international NGOs;
- ◆ Regional and international cooperative programmes, such as INPUT, strengthened; the INPUT self-training approach extended to film-makers in Africa, Asia and Latin America, and international circulation of television productions originating from Eastern Europe, Africa, Asia and Latin America improved;
- ◆ National and regional audiovisual productions and co-productions, in particular those dealing with major development themes further supported, particularly in Africa, and appropriate means for their wider distribution at regional and international levels identified; some 80 producers from developing countries trained in marketing techniques to facilitate access of endogenous productions to the world markets;
- ◆ An international partnership to ensure a successful implementation of the "Screens without Frontiers" project established; an international database for the use of public television channels of developing countries created with extrabudgetary resources.

IV.2.2 Development of “infostructure”

0422

Regular budget	Scenario A
• Activities:	\$3,450,000
• Decentralization:	43.5%
Extrabudgetary:	\$2,150,000

04220

The General Conference

Authorizes the Director-General

(a) to implement the following plan of action in order to:

- (i) promote the development of integrated information and informatics strategies so as to ensure universal access to information and informatics tools for development, by promoting networking of institutions and innovative use of virtual community techniques, by developing methodologies for the collection, management and dissemination of information, including endogenous knowledge, and by improving the training of information and informatics specialists, trainers and users;
- (ii) enhance the role of libraries and archives as gateways to information highways and key elements of “infostructure”, with special emphasis on public and school libraries as an effective means of broadening access to education and knowledge;

(b) to allocate for this purpose an amount of \$3,450,000 for programme costs, \$2,237,100 for staff costs and \$219,500 for indirect programme costs (scenario A).

Main line of action 1. Integrated information and informatics strategies and methodologies

04221

Regular budget	Scenario A
• Activities:	\$2,150,000
Extrabudgetary:	\$1,000,000

Background. Prospective national information and informatics policies are a key to coping with the challenges of the information society. Particularly important, in this context, is to achieve a balance between the common good and economic imperatives, and to facilitate the application of information and communication technologies for development by the public sector and civil society. In this context, UNESCO has assisted its Member States in the establishment of electronic networks for development, and in the past two biennia has promoted experimentation with new approaches to virtual communities for learning, for scientific exchange and for cultural activities. Building on results achieved during the 1996–1997 biennium, priority was given to setting up centres of excellence such as UNESCO Chairs in information and informatics, and the improvement of training programmes.

Strategy. Regional cooperation on information policies and strategies will continue to be encouraged. UNESCO will promote frameworks for development of public domain software and for access to information and communication technologies, paying special attention to effective cooperation among public authorities, civil society and the private sector. In close coordination with Major Programmes I, II and III, assistance will be provided for setting up information networks and virtual communities for the promotion of education, science and culture, taking full account of the needs of the developing countries. As for training, the strategy will continue to favour support to subregional and regional centres of excellence and the development of modular training packages for both trainers and students, to enable them to cope with the rapid evolution of information technologies. Particular attention will be given to using the new technologies themselves

to improve access to relevant training materials. Finally, UNESCO's intergovernmental structures in the field of information and informatics will be adapted to the new requirements.

Results expected at the end of the biennium

- ◆ A concept and methodology for the preparation of national and regional integrated information and informatics policies developed, with particular attention to endogenous knowledge. A new international cooperation programme in information and informatics integrating PGI and IIP, with an adapted intergovernmental structure, established;
- ◆ Regional strategies for the reduction of economic obstacles to information technologies and services promoted and consortiums of public service sector telematics and informatics users developed;
- ◆ Regional networks such as RINAF, RINSCA, RINSEAP, INFOLAC and ASTINFO, strengthened and electronic networking of libraries, archives, information centres and cultural institutions facilitated, through pilot projects such as the Mediterranean Virtual Library project (Medlib);
- ◆ Information management and resource sharing enhanced, in particular through the cooperative development and dissemination of CDS/ISIS and IDAMS as public domain software packages; a model cooperative strategy designed, based on a network of computer centres, to provide public domain software and technical support, as well as to ensure recycling, redistribution and maintenance of computer equipment, with particular attention to disadvantaged areas and populations;
- ◆ Technological watch of virtual universities, virtual learning communities and virtual laboratories further developed; virtual communities using groupware set up through pilot projects in all regions; virtual laboratory applications developed and tested as a means of bringing together scientists and researchers from the developing and the developed countries to work on joint projects;
- ◆ Training of information and informatics specialists and users in developing regions improved through the provision of packages for undergraduate and postgraduate studies and the organization of five regional workshops for trainers;
- ◆ Specialists and users of telematics applications in the fields of education, science, culture and public administration trained through regional workshops; specialized courseware in telematics applications produced and disseminated.

Main line of action 2. Libraries and archives as gateways to information highways

04222

Regular budget	Scenario A
● Activities:	\$1,300,000
Extrabudgetary:	\$1,150,000

Background. In line with the priorities defined in the new mandate of UNESCO's General Information Programme (PGI), emphasis has been placed, in recent years, on mobilizing information professionals to take full advantage of the ICTs to pool their resources and provide their users access to the information available at community, national and international levels. In this context, the experience of marrying the concept of libraries with that of multi-purpose community telecentres, supported by ITU and other international partners, had promising results. Five pilot projects based on such an approach have been carried out in Africa in 1998–1999 and it is proposed to pursue this experience in the current biennium. Furthermore, in the field of archives, an emergency programme for the safeguarding of vital records in case of armed conflicts was established; an "on line" guide to the archives of international organizations was created and the digitization of the studies under the Records and Archives Management Programme (RAMP) completed.

Strategy. UNESCO will aim to promote the development of libraries and information services as gateways to information highways providing both access and training to users. In conjunction with relevant activities under Major Programmes I and III, special focus will be placed on public and school libraries. The elaboration of methodologies and guidelines for the preservation and management of traditional collections

and digital materials, as well as the pooling and sharing of resources and expertise will be favoured with a view to adapting library and archival services in Member States to the new technological requirements and enabling them to play a central role in building a strong public domain of information (Subprogramme IV.1.2). A major element of the strategy aims at improving networking within the library and archive community, in particular through strengthening the UNESCO Network of Associated Libraries (UNAL) and fostering cooperation with competent NGOs.

Results expected at the end of the biennium

- ◆ The role of public and school libraries as a means of access to education and knowledge highlighted and promoted, in particular through: the dissemination of the “UNESCO Public Library Manifesto” and the “UNESCO School Library Manifesto”; the preparation of updated guidelines on the establishment of such libraries; the launching of an international reflection on the role of national libraries in the twenty-first century;
- ◆ Innovative ways of facilitating access to information contents and technologies via libraries and archives tested through three pilot projects focusing on the establishment or strengthening of local institutions providing district and village community services;
- ◆ The Bibliotheca Alexandrina strengthened to become a model regional and international centre for the promotion of knowledge, with particular emphasis on the use of new information and communication technologies; the International School for Information Studies (ISIS) affiliated to this Library developed to become a centre of excellence in the field of libraries and ICTs;
- ◆ Inter-library cooperation for development strengthened through a joint UNAL/UNICEF Internet project in Latin America, the creation of the UNAL network multimedia electronic bulletin board and the training of UNAL members in the creation of websites for information sharing;
- ◆ National capacities in preserving and managing archival materials upgraded through the provision of technical and methodological expertise, and the development of strategies for the preservation of records in the electronic environment;
- ◆ Human resources in the fields of information improved in developing countries through training courses for librarians, archivists and information specialists, with particular emphasis on the use of new information and communication technologies.

Regional and subregional strategies

Africa

04701

In the field of freedom of expression and promotion of independent and pluralistic media, priority will be given to providing assistance to media organizations and governments for comparative studies on media laws, especially in the SADC region, and the harmonization of media legislation at the subregional level. Communication strategies for peace-building, involving NGOs and civil society organizations will be developed and support sought for their implementation. In the area of “media, information and society” emphasis will be on the development of rural communication and information; the promotion of community media for poverty alleviation, and of multi-purpose community telecentres and libraries for increased social participation; facilitating access to information for women and improving the portrayal of women in the media; and promoting young people’s access to ICTs and developing their competence and skills in their use.

04702

Communication and information capacities in Member States will be strengthened – mainly through extrabudgetary resources. In line with the objectives of the African Information Society Initiative (AISI), support will be mobilized for the design and implementation of integrated communication and information policies and strategies, with the aim of improving management and governance through the use of ICTs in public administration; widening access to global information sources including public domain information, paying special attention to increasing “African content” on the regional and international audiovisual market and in the electronic networks; development of telematics applications; appropriation of ICTs and their use for educational and development purposes. In this context, priority will be given to: improving the quality of communication, information and informatics education, inter alia, through UNESCO Chairs and academic exchange programmes; long-term specialized training, with IPDC support; telematics-aided learning; and training of trainers. Particular attention will be paid to the promotion of a culture of maintenance and of programmes for the preservation of the “Memories of Africa” – documents, archives and audiovisuals.

Latin America and the Caribbean

04703

With regard to the promotion of freedom of expression and the promotion of independent and pluralistic media, priority will be given to the follow-up of the 1994 Santiago Seminar. Other priorities include: formulation of new approaches to self-regulation; educational dimension of public service media; media and young people, with focus on media education; and the production and dissemination of endogenous media products. Emphasis will be placed on the role of media in promoting development, a culture of tolerance, integration and peace, including in conflict and post-conflict situations. In Latin America, community media projects and initiatives aimed at increasing the use of ICTs for improving public administration, increasing social participation of marginalized groups, particularly women, children, indigenous people, rural and marginalized urban communities, will also be encouraged.

04704

In order to ensure effective integration of Latin America and the Caribbean into the “information society”, emphasis will be placed on the coordination and sharing of resources available. The presence of the region on the Internet will be increased in particular through the development of the project of a Latin American and Caribbean Digital Library and the edition and publication of electronic documents. The creation of cooperative networks among institutions of excellence in the field of information will be promoted. Special attention will be given to facilitating access to information in the public domain, including through the “Memory of the World” programme, and the digitalization of documents. The development of libraries as gateways to information will be encouraged and support given for public software development and distribution, including special applications for libraries, information centres and archives, as well as training of information specialists and users.

04705

In line with the priorities identified in the “Focus on the Caribbean” Action Plan, emphasis will be placed on: training of communication professionals, further development of community video programmes, feasibility study for setting up community multimedia learning centres and cybercafes as well as the introduction of computers in schools.

Asia and the Pacific

04706

The promotion of freedom of expression and freedom of the press will be encouraged, in particular, within the framework of the ongoing cooperation with regional and national professional media organizations, with a view to developing press freedom centres throughout the region. Continued support will be provided for the development of independent and pluralistic media, in particular in conflict and post-conflict zones, to promote reconciliation and peace-building.

04707

Initiatives aimed at enhancing democratization and reform processes through ICTs will be supported. Building upon experience gained in the region, community media development in support of poverty alleviation will be encouraged, particularly in rural and isolated areas. Emphasis will be placed on mobile community learning centres, as well as on projects targetted to extend access to new communication and information systems to rural communities and organizations.

04708

Priority will be given to the development of television production expertise among young producers; support to the ABU children’s television programme exchange; and promotion of interregional cooperation between ABU and EBU in this field. Similar support will be extended to women television producers, especially in the framework of the Pacific women television exchange network. Initiatives aimed at promoting local content, cultural and linguistic diversity, through both the media and the Internet will be supported, paying particular attention to endogenous knowledge and software.

04709

Training of communication specialists will cover all areas of media, with emphasis on the use of new technologies for audio and video programme editing operations by broadcasting organizations. In Central Asia, action will focus on training of trainers and improvement of local training expertise and professional qualification; modernization of curriculum development as well as on the establishment of media resource centres and networks of media professionals. Initial surveys will be carried out on Member States’ needs in relation to the transition to digital technology systems by broadcasting systems.

04710

Priority will also be given to facilitating access to ICTs and the Internet in particular for universities and schools, and to developing computer expertise and skills to ensure increased information flow and exchange between students, teachers and educational institutions. Special attention will be paid to electronic networking of universities, to the development of virtual learning communities and virtual libraries, while continuing to support traditional libraries and archives, in particular with regard to the digitization of their holdings.

04711

In the Pacific region, in line with the priorities set out in the “Focus on the Pacific” Action Plan, focus will be on the improvement of national infrastructures for production and dissemination of information; national and subregional training for information specialists; improving connectivity between different information systems; appropriation of ICTs for development purposes.

Arab States

04712

In the context of the promotion of independent media, particular attention will be given to the follow-up of the Sana'a Seminar. The use of communication and information tools in poverty alleviation and community development projects and for the empowerment of women, essentially in rural and depressed urban areas, will be given high priority. Support will be given to pilot projects in selected countries in media education for young people and to initiatives to enhance public services and governance through advanced information technologies.

04713

Training of communication specialists will remain a top priority. It will be centred on short-term specialized sessions for professionals, focusing on societal and development issues and the use of advanced technologies, as well as on modernization of journalism schools' curricula. Other priority areas include strengthening public service mission of the media; community radio development; establishment of community telecentres in rural and remote areas. With regard to "infostructure" development, emphasis will be on strengthening capacities of Member States for networking of educational, scientific and cultural institutions; providing technological support for the development of distance education delivery systems, and improving training of the university faculty in the use of modern information technologies. Finally, support to strengthen school and public libraries will be provided in particular through practical guidelines and methodologies. Particular attention will also be paid to facilitating access to reading materials for new literates, under the "Reading for All" project implemented under Major Programme III.

Europe and North America

04714

In promoting the free flow of information, emphasis will be placed, inter alia, on: the promotion of independent and pluralistic media as a cornerstone for democracy ; media legislation; the role of public service; youth and the media, including media education and issues related to violence on the screen and child abuse in electronic media; accessibility of information for all, public domain and the "Memory of the World"; research and cooperation on ethical, legal and sociocultural aspects of the information society.

04715

In Central and Eastern Europe, in line with the recommendations of the 1997 Sofia Seminar, priority will be given to supporting the creation of independent news agencies; audiovisual production, exchange and marketing; fostering professional media associations, as well as upgrading journalism, educational and training structures. The countries in transition will be accorded particular attention in mobilizing international support for infostructure development. Intra-regional collaborative projects and experiments will be initiated or pursued in such fields as virtual libraries, virtual learning communities and laboratories; and multi-purpose community telecentres. In this context, support will be provided for innovative telematics applications for education, scientific research, environmental protection, and preservation of the cultural heritage.

Cooperation with extrabudgetary funding sources

- 04801** Under Major Programme IV, the Organization will continue to work closely with multilateral and bilateral institutions and donors in the public and private sectors, seeking optimum complementarity with regular programme activities. Increased efforts will be made to rally international technical cooperation in support of capacity-building in communication and information, in particular through IPDC and the setting up of a new intergovernmental programme on information and informatics.
- 04802** Partnerships with multilateral institutions such as UNDP and regional intergovernmental organizations such as the European Community will be sought for programmes and projects related to media and governance, applications of telematics for improving public administrations and consolidation of democratic processes. While continuing to rely heavily on cooperation with international media professional organizations, UNESCO will pursue its efforts to secure support from multilateral and bilateral donors for pluralistic and independent media, including in conflict and post-conflict situations. In this context, inter-agency cooperation will be strengthened, in particular with the Office of the United Nations High Commissioner for Human Rights, the Council of Europe, the Organization of American States and other regional and subregional bodies, as well as with United Nations peacekeeping forces in zones of conflict.
- 04803** Furthermore, building up on some joint initiatives launched during the previous biennium, efforts will be made to involve all concerned international agencies, both within and outside the United Nations system, intergovernmental organizations such as the European Union, foundations and NGOs in reflection and action geared to respond to the sociocultural and ethical challenges raised by the information revolution. Special attention will be paid to cooperation with the private sector as a major actor of the information society.
- 04804** Being the only United Nations organization with a specific mandate for the development of communication, UNESCO will enhance inter-agency cooperation with a view to integrating communication strategies in national and regional development plans and to generating joint projects. To this end UNESCO will closely cooperate with United Nations agencies, programmes and funds such as UNDP, UNFPA, UNICEF and FAO, intergovernmental organizations such as ITU, and other multilateral and bilateral agencies to establish new partnerships and mobilize the resources needed. The funds-in-trust and voluntary contributions made under the IPDC Special Account will constitute an important funding source for this programme. As a lead agency for the two components of the United Nations System-wide Initiative on Africa – Informatics in the service of development, and Communication for peace-building – the Organization will contribute, in close coordination with the United Nations Economic Commission for Africa (ECA), UNDP, ITU and other partners, to generating resources needed for their implementation.
- 04805** In the area of “infostructure” development, the Organization will build upon a number of promising initiatives – such as the experiment of multi-purpose community telecentres carried out in a number of African countries – developed jointly with international organizations, in particular ITU and UNDP as well as with the European Commission, the World Bank, and bilateral donors, such as DANIDA. Similar partnerships will be sought for innovative projects for the setting up of virtual learning communities and virtual laboratories and the development of telematics applications in the fields of education, science and culture.