

Mapping declarations and statements on communication for development

Promoting dialogue, debate and change

Extracted and summarised text from selected declarations and statements on communication for development.

Panos London wishes to acknowledge the original source of the declarations and statements (the page numbers refer to this document): UN (p2, p31, p40); UNESCO (p3, p9, p13, p15, p46, p47); World Health Organization (p11); UN Economic Commission for Africa (p18, p41); The People's Communication Charter (p19); the Media Institute of Southern Africa (p22); World Summit on the Information Society (p24, p32); UNDP (p28, p37, p45); Commission for Africa (p29); UK Department for International Development (p34); BBC World Service Trust (p35); the New Glocal Times (p38); and World Congress on Communication for Development (p39).

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1948

The Universal Declaration of Human Rights

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Recommendations

All

Article 19

Everyone has the right to freedom of opinion and expression; this right includes freedom to hold opinions without interference and to seek, receive and impart information and ideas through any media and regardless of frontiers.

Recommendations

Media

No specific recommendations for media.

Recommendations

Government

No specific recommendations for government.

Recommendations

Civil society

No specific recommendations for civil society.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

No specific recommendations for donors.

1980

The MacBride Report

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Recommendations

- All**
- 1 [We recommend the establishment of] common aims and common values in the sphere of communication, based on common interests in a world of interdependence.
 - 2 The utmost importance should be given to eliminating imbalances and disparities in communication and its structures, and particularly in information flows.
 - 5 Our call for reflection and action is addressed broadly to governments and international organizations, to policy-makers and planners, to the media and professional organizations, to researchers, communication practitioners, to organized social groups and the public at large.
 - 5 Developing countries take specific measures to establish or develop essential elements of their communication systems: print media, broadcasting and telecommunications along with the related training and facilities.
 - 6 (...) regional networks should be set up to increase news flows and serve all the major language groups in the area. Nationally, the agencies should buttress the growth of both urban and rural newspapers to serve as the core of a country's news collection and distribution system.
 - 7 National book production should be encouraged.
 - 8 The development of comprehensive national radio networks, capable of reaching remote areas, should take priority over the development of television.
 - 12 Essential communication needs to be met include the extension of basic postal services and telecommunication networks.
 - 13 Development of a community press in rural areas and small towns.
 - 14 Utilization of local radio, low-cost small format television and video systems and other appropriate technologies would facilitate the production of programmes relevant to community development efforts, stimulate participation and provide opportunity for diversified cultural expression.
 - 15 The educational and informational use of communication should be given equal priority with entertainment...education systems should prepare young people for communication activities.
 - 18 It is not sufficient to urge that communication be given a high priority in national development; possible sources of investment finance must be identified.
 - 19 A major international research and development effort to increase the supply of paper.
 - 21 The electro-magnetic spectrum and geostationary orbit, both finite natural resources, should be more equitably shared as the common property of mankind.
 - 22 Promotion of dialogue for development as a central component of both communication and development policies.
 - 23 In promoting communication policies, special attention should be given to the use of non-technical language and comprehensible symbols, images and forms to ensure popular understanding of development issues and goals.
 - 25 Setting up national mechanisms to promote participation and discussion of social priorities in the acquisition or extension of new communication technologies.
 - 26 In developing countries the promotion of autonomous research and development should be linked to specific projects and programmes at the national, regional and inter-regional levels, which are often geared to the satisfaction of basic needs. More funds are necessary to stimulate and support adaptive technological research.

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The MacBride Report

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- 34 Developing countries should pay particular attention to: (a) the correlation between education, scientific and communication policies, because their practical application frequently overlaps; (b) the creation in each country of one or several centres for the collection and utilization of technical information and data, both from within the country and from abroad; (c) secure the basic equipment necessary for essential data obtained from remote sensing.
- 35 Developed countries should foster exchanges of technical information on the principle that all countries have equal rights to full access to available information.
- 37 At the international level, consideration should be given to action with respect to: (a) a systematic identification of existing organized data processing infrastructures in various specialized fields; (b) agreement on measures for effective multi-country participation in the programmes, planning and administration of existing or developing data infrastructures; (c) analysis of commercial and technical measures likely to improve the use of informatics by developing countries; (d) agreement on international priorities for research and development that is of interest to all countries in the field of informatics.
- 42 (...) develop further effective ways by which the right to assess mass media performance can be exercised by the public.
- 60 Attention should be paid to the communication needs of women.
- 61 The concerns of children and youth, national, ethnic, religious, linguistic minorities, people living in remote areas and the aged and handicapped also deserve particular consideration.
- 64 The creation of appropriate communication facilities at all levels, leading towards new forms of public involvement in the management of the media and new modalities for their funding.
- 66 The progressive implementation of national and international measures that will foster the setting up of a new world information and communication order.
- 67 International cooperation for the development of communications [should] be given equal priority with and within other sectors (...) as information is a basic resource for individual and collective advancement and for all-round development.
- 68 The close relationship between the establishment of a new international economic order and the new world information and communication order should be carefully considered by the technical bodies dealing with these issues.
- 69 The communication dimension should be incorporated into existing programmes and agreements for economic cooperation between developing countries.
- 70 Joint activities in the field of communication, which are under way between developing countries, should be developed further in the light of the overall analysis and recommendations of this Report.
- 71 With respect to cooperation in the field of technical information, the establishment of regional and sub-regional data banks and information processing centres and specialized documentation centres should be given a high priority.
- 72 Mechanisms for sharing information of a non-strategic nature could be established particularly in economic matters.

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The MacBride Report

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80 Due attention should be paid to the problems of peace and disarmament, human rights, development and the creation of a new communication order. Mass media, both printed and audiovisual, should be encouraged to publicise significant documents of the United Nations, of Unesco, of the world peace movements, and of various other international and national organizations devoted to peace and disarmament. The curricula of schools of journalism should include study of these international problems and the views expressed on them within the United Nations.

Recommendations

Media

- 39 (...) journalism needs to raise its standards and quality for recognition everywhere as a genuine profession.
- 40 (...) journalists require broad educational preparation and specific professional training.
- 43 The adoption of codes of ethics at national and, in some cases, at the regional level is desirable, provided that such codes are prepared and adopted by the profession itself – without governmental interference.
- 45 Conventional standards of news selection and reporting, and many accepted news values, need to be reassessed... High professional standards are needed for journalists to be able to illuminate the diverse cultures and beliefs of the modern world.
- 46 (...) reporters being assigned to foreign posts should have the benefit of language training and acquaintance with the history, institutions, politics, peace and equality without foreign interference.
- 62 Much more attention [should] be devoted to use of the media in living and working environments. Instead of isolating men and women, the media should help integrate them into the community.
- 63 Those in charge of the media should encourage their audiences to play a more active role in communication by allocating more newspaper space, or broadcasting time, for the views of individual members of the public or organized social groups.
- 73 Particular efforts should be undertaken to ensure that news about other developing countries within or outside their region receives more attention and space in the media.
- 81 All forms of cooperation among the media, the professionals and their associations, which contribute to the better knowledge of other nations and cultures, should be encouraged and promoted.
- 82 Reporting on international events or developments in individual countries in situations of crisis and tension requires extreme care and responsibility. In such situations the media often constitute one of the few, if not the sole, link between combatants or hostile groups. This clearly casts on them a special role which they should seek to discharge with objectivity and sensitivity.

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The MacBride Report

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Recommendations

Government

- 1 Communication [should] no longer [be] regarded merely as an incidental service and its development left to chance. Recognition of its potential warrants the formulation by all nations, and particularly developing countries, of comprehensive communication policies linked to overall social, cultural, economic and political goals. Such policies should be based on inter-ministerial and inter-disciplinary consultations with broad public participation.
- 2 Developing nations and multilingual societies need to evolve language policies that promote all national languages even while selecting some where necessary, for more widespread use in communication, higher education and administration.
- 3 A primary policy objective should be to make elementary education available to all and to wipe out illiteracy.
- 4 (...) it is essential to develop comprehensive national communication policies linked to overall social, cultural and economic development objectives.
- 10 Adequate educational and training facilities are required to supply personnel for the media and production organizations...cooperation between neighbouring countries and within regions should be encouraged.
- 20 Tariffs for news transmission, telecommunications rates and air mail charges for the dissemination of news, transport of newspapers, periodicals, books and audiovisual materials are one of the main obstacles to a free and balanced flow of information. This situation must be corrected, especially in the case of developing countries, through a variety of national and international initiatives.
- 24 Devising policy instruments at the national level in order to evaluate the positive and negative social implications of the introduction of powerful new communication technologies.
- 27 The concentration of communications technology in a relatively few developed countries and transnational corporations has led to virtual monopoly situations in this field. To counteract these tendencies national and international measures are required, among them reform of existing patent laws and conventions, appropriate legislation and international agreements.
- 28 Establishment of national cultural policies, which should foster cultural identity and creativity, and involve the media in these tasks.
- 29 Communication and cultural policies should ensure that creative artists and various grass-roots groups can make their voices heard through the media.
- 30 Introduction of guidelines with respect to advertising content and the values and attitudes it fosters, in accordance with national standards and practices.
- 31 In expanding communication systems, preference should be given to non-commercial forms of mass communication.
- 32 While acknowledging the need of the media for revenues, ways and means should be considered to reduce the negative effects that the influence of market and commercial considerations have in the organization and content of national and international communication flows.
- 36 Developing countries should adopt national informatics policies as a matter of priority.
- 44 All countries should take steps to assure admittance of foreign correspondents and facilitate their collection and transmission of news.
- 54 Communication needs in a democratic society should be met by the extension of specific rights such as the right to be informed, the right to inform, the right to privacy, the right to participate in public communication – all elements of a new concept, the right to communicate.

1980

The MacBride Report

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- 55 All countries [should] adopt measures to enlarge sources of information needed by citizens in their everyday life. A careful review of existing laws and regulations should be undertaken with the aim of reducing limitations, secrecy provisions and other constraints in information practices.
- 56 Censorship or arbitrary control of information should be abolished.
- 57 Special attention should be devoted to obstacles and restrictions which derive from the concentration of media ownership, public or private, from commercial influences on the press and broadcasting, or from private or governmental advertising.
- 58 Effective legal measures should be designed to: (a) limit the process of concentration and monopolization; (b) circumscribe the action of transnationals by requiring them to comply with specific criteria and conditions defined by national legislation and development policies; (c) reverse trends to reduce the number of decision-makers at a time when the media's public is growing larger and the impact of communication is increasing; (d) reduce the influence of advertising upon editorial policy and broadcast programming; (e) seek and improve models which would ensure greater independence and autonomy of the media concerning their management and editorial policy, whether these media are under private, public or government ownership.
- 59 The building of infrastructures and the adoption of particular technologies should be carefully matched to the need for more abundant information to a broader public from a plurality of sources.
- 65 Communication policy-makers should give far greater importance to devising ways whereby the management of the media could be democratized – while respecting national customs and characteristics.
- 75 The Member States of Unesco should increase their support to the Organization's programme in this area.
- 79 National communication policies should be consistent with adopted international communication principles and should seek to create a climate of mutual understanding and peaceful coexistence among nations.

1980

The MacBride Report

continued

[back to contents page](#)**Recommendations****Civil society**

- 16 The organization of community listening and viewing groups could in certain circumstances widen both entertainment and educational opportunities.
- 74 Measures to promote links and agreements between professional organizations and communication researchers of different countries should be fostered.

Recommendations**Private sector**

- 38 Transnational corporations should supply to the authorities of the countries in which they operate, upon request and on a regular basis as specified by local laws and regulations, all information required for legislative and administrative purposes relevant to their activities and specifically needed to assess the performance of such entities.

Recommendations**Donors**

- 11 The communication component in all development projects should receive adequate financing.
- 51 (...) Unesco should convene a series of round tables at which journalists, media executives, researchers and jurists can periodically review problems related to the protection of journalists and propose additional appropriate measures to this end.
- 76 Better coordination of the various communication activities within Unesco and those throughout the United Nations System.
- 77 It would be desirable for the United Nations family to be equipped with a more effective information system, including a broadcast capability of its own and possibly access to a satellite system.
- 78 Consideration might be given to establishing within the framework of Unesco an International Centre for the Study and Planning of Information and Communication.

1991 Declaration of Windhoek

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Recommendations

- All**
- 10 The international community should as a matter of priority direct funding support towards the development and establishment of non-governmental newspapers, magazines and periodicals.
 - 16 The UN and UNESCO, and particularly the IPDC, should initiate detailed research in cooperation with governmental (especially UNDP) and non-governmental donor agencies, relevant NGOs & professional associations into the following areas:
 - i identification of economic barriers
 - ii training of journalists
 - iii legal barriers to the recognition and effective operation of trade unions or associations for journalists, editors and publishers
 - iv a register of available funding
 - v the state of press freedom in each country in Africa.
 - 18 The international community should contribute to the achievement and implementation of the initiatives and projects set out in the annex to this Declaration (the Annex provides a list of initiatives and projects identified in the Seminar).

Recommendations

- Media** No specific recommendations for media.

Recommendations

- Government**
- 13 The national media and labour relations laws of African countries should be drafted in such a way as to ensure that representative associations can exist and fulfil their important tasks in defence of press freedom.
 - 14 African Governments that have jailed journalists for their professional activities should free them immediately. Journalists who have had to leave their countries should be free to return to resume their professional activities.

Recommendations

- Civil society** No specific recommendations for civil society.

Recommendations

- Private sector**
- 15 Cooperation between publishers within Africa, and between publishers of the North and South, should be encouraged and supported.

1991

Declaration of Windhoek

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Recommendations

Donors

- 8 GA of the UN should include in its next session a declaration of censorship as a grave violation of human rights.
- 11 All funding should aim to encourage pluralism as well as independence. The public media should be funded only where authorities guarantee a constitutional and effective freedom of information and expression and the independence of the press.
- 17 The UN and UNESCO are invited to recommend to the GA the convening of a similar seminar of journalists and managers of radio and television services in Africa.

1992

Declaration of Alma Ata

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Recommendations

- All**
- The participants call on UNESCO and its IPDC, the United Nations, in particular the United Nations Economic and Social Commission for Asia and the Pacific, the UNDP, international professional organisations, donor countries, foundations and other interested parties to contribute generously to, and cooperate in the implementation of these initiatives:
- 1 To give expert advice and legal drafting assistance to replace redundant press laws inherited at independence with laws that create enforceable rights to freedom of expression, freedom of opinion, access to information and freedom of the press; to abolish monopolies and all forms of discrimination in broadcasting and allocation of frequencies, in printing, newspaper and magazine distribution, and in newsprint production and distribution; and to abolish barriers to launching new publications, and discriminatory taxation.
 - 2 To promote a programme of national incountry and subregional seminars and/or training courses.
 - 3 As a matter of urgency:
 - a to support the establishment of media resource centres in the Central Asian Republics.
 - b to assist independent media in the upgrading of production, content and presentation of television news and current affairs programmes through the provision of new technology and the exposure of staff to modern and alternative production techniques and values.
 - c to assist in the establishment of an intercountry news exchange service, in order to increase the flow of international, national and regional news and information to and from neighbouring countries, and to help upgrade technology and develop more extensive communication links.
 - 4 To support the right of journalists to exercise their profession safely, and to establish a protection centre (or centres) in the region.
 - 5 To encourage the development of journalistically independent public service broadcasting in place of existing state controlled broadcasting structures, and to promote the development of community radio.

To upgrade educational broadcasting through support for distance education programmes such as English language instruction and formal and nonformal education, literacy programmes, and information programmes on AIDS, the environment, children, etc.
 - 6 To assist Central Asian journalists, editors, publishers and broadcasters in establishing truly independent representative associations, syndicates or trade unions of journalists and associations of editors, publishers and broadcasters where such bodies do not yet exist.
 - 7 To identify economic barriers to the creation of new, independent media in Central Asia and in particular to arrange a feasibility study into alternative methods of acquiring and distributing newsprint, alternative facilities for printing and distributing newspapers and magazines and alternative means of obtaining low interest credit.

1992

Declaration of Alma Ata

continued

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Recommendations

Media

No specific recommendations for media.

Recommendations

Government

No specific recommendations for government.

Recommendations

Civil society

No specific recommendations for civil society.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

No specific recommendations for donors.

1994 Declaration of Santiago

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Recommendations

- All**
- We declare that...**
- 3 Respect for pluralism, cultural, language and gender diversity should be a fundamental factor in our democratic societies and should be reflected through all the media.
 - 5 Our aim is to promote the greatest possible number of newspapers, magazines, videos, radio and television stations reflecting the widest possible range of opinion in the community.
- Plan of action**
- 2a To promote and support the training of journalists, broadcasters and other media professionals.
 - b To recommend to media organisations in the region, to hold a meeting with a view to harmonising their training and educational programmes and working methods, and to adapting them to new technologies, in collaboration if necessary with UNESCO.
- c To encourage the reading of both community and national newspapers in school as learning tools.
 - 3a To extend the number of monitoring centres in the Latin American and the Caribbean region and to link them with the existing IFEX Action Alert Network, using joint resources of professional national and international organisations with assistance from UNESCO.
 - b In addition to monitoring aggression against journalists, to request IFEX to investigate the possibility of including in the monitoring system serious cases of visa rejection, limited movement of journalists and restrictions on the free flow of information in the region, among other press freedom issues.
 - 5a To encourage media organisations, universities, research institutions and governmental and intergovernmental agencies to conduct research on the impact of communication technology development on indigenous communities, with a view to maintaining their cultural identity.

Recommendations

- Media**
- No specific recommendations for media.

Recommendations

- Government**
- 2 All States of the region must be encouraged to provide constitutional guaranties for freedom of expression, freedom of the press for all forms of media, freedom of associations and freedom for media trade unions.
 - 6 State authorities should make available in a timely and reasonable manner the information generated by the public sector.

Recommendations

- Civil society**
- No specific recommendations for civil society.

1994

Declaration of Santiago

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Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

- 10 We call on the General Assembly of the UN to create 'World Press Freedom Prize', to be awarded annually, to honour individuals, organisations or institutions that have contributed significantly to the advancement of freedom of information, irrespective of the medium, print or electronic.

Plan of action
 - 1 Promotion of community media in rural, indigenous and marginal urban areas.
 - (a) UNESCO to survey the current situation of community media, with a view to making recommendations for the consideration of the governments concerned. (b) To request the IPDC of UNESCO and donor agencies to support projects for the creation of new community media and strengthening existing community media in accordance with international norms, especially those media serving women, youth, indigenous population and minorities.
 - 2d To ask UNESCO to convene, in coordination with the UNDP and other UN agencies, seminars to analyse the status and the participation of women in the media.
 - 3d To request UNESCO to participate, together with professional organisations, in promoting at different levels of society awareness of the right of journalists to exercise their profession safely.
 - 4a To request UNESCO and the ITU together with professional organisations, to advise small media, especially in rural and marginal urban areas, on available technology optimal for their needs.
 - b To ask UNESCO to support the creation of networks, documentation centres and databases in the Latin American and Caribbean countries in order for journalists and broadcasters to have access to international information, as well as manuals, texts, compact discs (CD ROM) and other kinds of training material.
 - 5b To recommend that UNESCO, in cooperation with professional organisations, conduct a comparative study of legislation affecting media.

1996

Declaration of Sana'a

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Recommendations

All	<p>The establishment of truly independent, representative associations, syndicates or trade unions of journalists, and associations of editors and publishers, is a matter of priority in those Arab countries where such bodies do not now exist.</p> <p>Journalists should be encouraged to create independent media enterprises owned, run and funded by the journalists themselves and support, if necessary, by transparent endowments with guarantees that funders do not intervene in editorial policies.</p>	<p>Creation of independent news agencies and private and/or community ownership of broadcasting media including in rural areas should also be encouraged.</p>
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Recommendations

Media	<p>Sound journalistic practices are the most effective safeguard against governmental restrictions and pressures by special interest groups. Guidelines for journalistic standards are the concern of the news media professionals. Any attempt to set down standards and guidelines should come from the journalists themselves. Disputes involving the media and/or the media professional in the exercise of their profession are a matter for the courts to decide, and such cases should be tried under civil and not criminal codes and procedures.</p>
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Recommendations

Government	<p>Arab States should provide, and reinforce where they exist, constitutional and legal guarantees of freedom of expression and of press freedom and should abolish those laws and measures that limit the freedom of the press; government tendencies to draw limits/'red lines' outside the purview of the law restrict these freedoms and are unacceptable.</p> <p>Any legal and administrative obstacles to the establishment of independent journalists' organisations should be removed. Where necessary, labour relations laws should be elaborated in accordance with international standards.</p>	<p>State-owned broadcasting and news agencies should be granted statutes of journalistic and editorial independence as open public service institutions.</p> <p>Arab governments should cooperate with the UN and UNESCO, other governmental and non-governmental development agencies, organisations and professional associations, in order to:</p>
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1996

Declaration of Sana'a

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- i enact and/or revise laws with a view to: enforcing the rights to freedom of expression and press freedom and legally enforceable free access to information; eliminating monopoly controls over news and advertising; putting an end to all forms of social, economic or political discrimination in broadcasting, in the allocation of frequencies, in printing, in newspaper and magazine distribution and in newsprint production and allocation; abolishing all barriers to launching new publications and any form of discriminatory taxation.
- ii initiate action to remove economic barriers to the establishment and operation of news media outlets, including restrictive import duties, tariffs and quotas for such things as newsprint, printing equipment, typesetting and word processing machinery and telecommunication equipment, and taxes on the sale of newspapers or other restrictions on the public's access to news media.
- iii improve and expand training of journalists and managers, and other media practitioners, without discrimination, with a view to upgrading their professional standards, also by the establishment of new training centers in the countries where there are none, including Yemen.

Recommendations

Civil society

Seek the assistance of national, regional and international press freedom and media professional organisations and other relevant NGOs to establish national and regional networks aimed at monitoring and acting against violations of free expression, to create data banks and to provide advice and technical assistance in computerisation as well as in new information and communication technologies with the understanding that UNDP, IPDC and other development partners would consider these needs to be a major priority.

Recommendations

Private sector

No specific recommendations for private sector.

1996

Declaration of Sana'a

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Recommendations

Donors

International assistance in Arab countries should aim to develop print and electronic media, independent of governments in order to encourage pluralism as well as editorial independence. Public media should be supported and funded only when they are editorially independent and where a constitutional, effective freedom of information and expression and the independence of the press are guaranteed.

Request UNESCO National Commission of the Arab States to help organising national and regional meetings to enhance press freedom and to encourage creation of independent media institutions.

1996

UNECA African Information Society Initiative (AISI)

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Recommendations

All

- 3 Calls upon the ECA, in consultation with Member States, along with the ITU, UNESCO, UNCTAD, the WB, and international and bilateral partners in the harnessing of information for development priority areas of the UN System-Wide Special initiative of Africa to use the AISI as a guiding framework.

Recommendations

Media

No specific recommendations for media.

Recommendations

Government

- 2 Calls upon Member States to incorporate the AISI in their national development plans according to national needs and priorities.
- 4 Urges Member States to utilize the capacities and experiences of national, subregional and regional African centres of excellence in the enrichment and implementation of the AISI.

Recommendations

Civil society

No specific recommendations for civil society.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

- 5 Requests the Executive Secretary of the Commission to:
 - take action in mobilising funding and technical assistance in cooperation with Member States, regional organisations, NGOs, the private sector, bilateral and international partners, to realise the goals of the AISI
 - incorporate the action framework into the secretariat's work programme under new strategic directions of the Commission programme area on harnessing information for development
 - set up a regional mechanism to assist in development, follow-up and coordination of the implementation of AISI programmes and projects
 - to establish a gender-balanced African technical committee to advise on programmes and projects and to evaluate results.

1993

The People's Communication Charter

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Recommendations

- All**
- 1 All people are entitled to be treated with respect, according to the basic human rights standards of dignity, integrity, identity, and non-discrimination.
 - 2 All people have the right of access to communication channels independent of governmental or commercial control.
 - 3 In order to exercise their rights, people should have fair and equitable access to local and global resources and facilities for conventional and advanced channels of communication; to receive opinions, information and ideas in a language they normally use and understand; to receive a range of cultural products designed for a wide variety of tastes and interests; and to have easy access to facts about ownership of media and sources of information. Restrictions on access to information should be permissible only for good and compelling reason, as when prescribed by international human rights standards or necessary for the protection of a democratic society or the basic rights of others.
 - 4 The realization of people's right to participate in, contribute to and benefit from the development of self-reliant communication structures requires international assistance to the development of independent media; training programs for professional media workers; the establishment of independent, representative associations, syndicates or trade unions of journalists and associations of editors and publishers; and the adoption of international standards.
 - 5 All people have the right to acquire information and skills necessary to participate fully in public deliberation and communication. This requires facility in reading, writing, and storytelling; critical media awareness; computer literacy; and education about the role of communication in society.
 - 6 Journalists must be accorded full protection of the law, including international humanitarian law, especially in areas of armed conflict. They must have safe, unrestricted access to sources of information, and must be able to seek remedy, when required, through an international body.
 - 8 All people have the right to protect their cultural identity. This includes the respect for people's pursuit of their cultural development and the right to free expression in languages they understand. People's right to the protection of their cultural space and heritage should not violate other human rights or provisions of this Charter.
 - 9 All people have the right to a diversity of languages. This includes the right to express themselves and have access to information in their own language, the right to use their own languages in educational institutions funded by the state, and the right to have adequate provisions created for the use of minority languages where needed.
 - 10 All people have the right to participate in public decision-making about the provision of information; the development and utilization of knowledge; the preservation, protection and development of culture; the choice and application of communication technologies; and the structure and policies of media industries.
 - 11 Children have the right to mass media products that are designed to meet their needs and interests and foster their healthy physical, mental and emotional development. They should be protected from harmful media products and from commercial and other exploitation at home, in school and at places of play, work, or business. Nations should take steps to produce and distribute widely high quality cultural and entertainment materials created for children in their own languages.

1993

The People's Communication Charter

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- 12 All people have a right to universal access to and equitable use of cyberspace. Their rights to free and open communities in cyberspace, their freedom of electronic expression, and their freedom from electronic surveillance and intrusion, should be protected.
- 13 All people have the right to be protected from the publication of allegations irrelevant to the public interest, or of private photographs or other private communication without authorization, or of personal information given or received in confidence. Databases derived from personal or workplace communications or transactions should not be used for unauthorized commercial or general surveillance purposes. However, nations should take care that the protection of privacy does not unduly interfere with the freedom of expression or the administration of justice.

Recommendations

Media

- 7 All people have the right of reply and to demand penalties for damage from media misinformation. Individuals concerned should have an opportunity to correct, without undue delay, statements relating to them which they have a justified interest in having corrected. Such corrections should be given the same prominence as the original expression.
- 14 People have the right to demand that media actively counter incitement to hate, prejudice, violence, and war. Violence should not be presented as normal, "manly", or entertaining, and true consequences of and alternatives to violence should be shown. Other violations of human dignity and integrity to be avoided include stereotypic images that distort the realities and complexities of people's lives. Media should not ridicule, stigmatize, or demonize people on the basis of gender, race, class, ethnicity, language, sexual orientation, and physical or mental condition.
- 15 People have the right to demand that media respect standards of due process in the coverage of trials. This implies that the media should not presume guilt before a verdict of guilt, invade the privacy of defendants, and should not televise criminal trials in real time, while the trial is in progress.
- 16 People have the right to useful and factual consumer information and to be protected against misleading and distorted information. Media should avoid and, if necessary, expose promotion disguised as news and entertainment (infomercials, product placement, children's programs that use franchised characters and toys, etc), and the creation of wasteful, unnecessary, harmful or ecologically damaging needs, wants, products and activities. Advertising directed at children should receive special scrutiny.

1993

The People's Communication Charter

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- 17 People have the right to hold media accountable to the general public and their adherence to the standards established in this Charter. For that purpose, media should establish mechanisms, including self-regulatory bodies, that monitor and account for measures taken to achieve compliance.

Recommendations

Government

- 7 States should impose penalties for proven damage, or require corrections, where a court of law has determined that an information provider has willfully disseminated inaccurate or misleading and damaging information, or has facilitated the dissemination of such information.

Recommendations

Civil society

No specific recommendations for civil society.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

No specific recommendations for donors.

2001 African Charter on Broadcasting

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Recommendations

All

Part iii: Community broadcasting

- 2 There should be clear recognition, including by the international community, of the difference between decentralised public broadcasting and community broadcasting.
- 3 The right of community broadcasters to have access to the Internet, for the benefit of their respective communities, should be promoted.

Part iv: Telecommunications & convergence

- 3 The international community and African governments should mobilise resources for funding research to keep abreast of the rapidly changing media and technology landscape in Africa.

Recommendations

Media

- 5 Training of media practitioners in electronic communication, research and publishing skills needs to be supported and expanded.

Recommendations

Government

Part i: Regulatory issues

- 1 The legal framework for broadcasting should include a clear statement of the principles underpinning broadcast regulation, including promoting respect for freedom of expression, diversity, and the free flow of information and ideas, as well as a three-tier system for broadcasting: public service, commercial and community.
- 2 All formal powers in the areas of broadcast and telecommunications regulation should be exercised by public authorities which are protected against interference, particularly of a political or economic nature.
- 3 Decision-making processes about the overall allocation of the frequency spectrum should be open and participatory, and ensure that a fair proportion of the spectrum is allocated to broadcasting uses.
- 4 The frequencies allocated to broadcasting should be shared equitably among the three tiers of broadcasting.
- 5 Licensing processes for the allocation of frequencies should be fair and transparent.

- 6 Broadcasters should be required to promote and develop local content.
- 7 States should promote an economic environment that facilitates the development of independent production and diversity in broadcasting.
- 8 The development of appropriate technology for the reception of broadcasting signals should be promoted.

Part ii: Public service broadcasting

- 1 All State and government controlled broadcasters should be transformed into public service broadcasters.
- 2 PSBs should be governed by bodies which are protected against interference.
- 3 & 4 The public service mandate and editorial independence of PSBs should be guaranteed.
- 5 PSBs should be adequately funded in a manner that protects them from arbitrary interference with their budgets.
- 6 PSBs should be required to broadcast minimum quotas of material by independent producers.
- 7 The transmission infrastructure used by public service broadcasters should be made accessible to all broadcasters.

2001

African Charter on Broadcasting

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Part iv: Telecommunications & convergence

- 2 Telecommunications law and policy should promote the goal of universal service and access, including through access clauses in privatisation and liberalisation processes, and proactive measures by the State.
- 4 African governments should promote the development of online media and African content.

Recommendations

Civil society

Part v: Implementation

- 2 Media organisations and civil society in Africa are encouraged to use the Charter as a lobbying tool.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

Part v: Implementation

- 1 UNESCO should distribute the African Charter on Broadcasting as broadly as possible.
- 4 UNESCO should undertake an audit of the charter every five years.
- 5 UNESCO should raise with member governments the importance of broadcast production being given special status and recognised as cultural goods under the WTO rules.
- 6 UNESCO should take measures to promote the inclusion of the theme of media, communications and development in an appropriate manner during WSIS 2003.

2003 WSIS Declaration of Principles

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Recommendations

- All**
- 20 Governments, as well as private sector, civil society and the United Nations and other international organizations have an important role and responsibility in the development of the Information Society and, as appropriate, in decision-making processes. Building a people-centred Information Society is a joint effort which requires cooperation and partnership among all stakeholders.
 - 48 The Internet has evolved into a global facility available to the public and its governance should constitute a core issue of the Information Society agenda. The international management of the Internet should be multilateral, transparent and democratic, with the full involvement of governments, the private sector, civil society and international organizations. It should ensure an equitable distribution of resources, facilitate access for all and ensure a stable and secure functioning of the Internet, taking into account multilingualism.
 - 60 We aim at making full use of the opportunities offered by ICTs in our efforts to reach the internationally agreed development goals, including those contained in the Millennium Declaration, and to uphold the key principles set forth in this Declaration. The Information Society is intrinsically global in nature and national efforts need to be supported by effective international and regional cooperation among governments, the private sector, civil society and other stakeholders, including the international financial institutions.

Recommendations

- Media**
- 32 Content creators, publishers, and producers, as well as teachers, trainers, archivists, librarians and learners, should play an active role in promoting the Information Society, particularly in the Least Developed Countries.

2003

WSIS Declaration of Principles

continued

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Recommendations

Government

- 23 Policies that create a favourable climate for stability, predictability and fair competition at all levels should be developed and implemented in a manner that not only attracts more private investment for ICT infrastructure development but also enables universal service obligations to be met in areas where traditional market conditions fail to work. In disadvantaged areas, the establishment of ICT public access points in places such as post offices, schools, libraries and archives, can provide effective means for ensuring universal access to the infrastructure and services of the Information Society.
- 26 A rich public domain is an essential element for the growth of the Information Society, creating multiple benefits such as an educated public, new jobs, innovation, business opportunities, and the advancement of sciences. Information in the public domain should be easily accessible to support the Information Society, and protected from misappropriation. Public institutions such as libraries and archives, museums, cultural collections and other community-based access points should be strengthened so as to promote the preservation of documentary records and free and equitable access to information.
- 29 Each person should have the opportunity to acquire the necessary skills and knowledge in order to understand, participate actively in, and benefit fully from, the Information Society and the knowledge economy. Literacy and universal primary education are key factors for building a fully inclusive information society, paying particular attention to the special needs of girls and women. Given the wide range of ICT and information specialists required at all levels, building institutional capacity deserves special attention.
- 30 The use of ICTs in all stages of education, training and human resource development should be promoted, taking into account the special needs of persons with disabilities and disadvantaged and vulnerable groups.
- 31 Continuous and adult education, re-training, life-long learning, distance-learning and other special services, such as telemedicine, can make an essential contribution to employability and help people benefit from the new opportunities offered by ICTs for traditional jobs, self-employment and new professions. Awareness and literacy in ICTs are an essential foundation in this regard.
- 33 To achieve a sustainable development of the Information Society, national capability in ICT research and development should be enhanced. Furthermore, partnerships, in particular between and among developed and developing countries, including countries with economies in transition, in research and development, technology transfer, manufacturing and utilization of ICT products and services are crucial for promoting capacity building and global participation in the Information Society. The manufacture of ICTs presents a significant opportunity for creation of wealth.
- 37 Spam is a significant and growing problem for users, networks and the Internet as a whole. Spam and cyber-security should be dealt with at appropriate national and international levels.
- 39 The rule of law, accompanied by a supportive, transparent, pro-competitive, technologically neutral and predictable policy and regulatory framework reflecting national realities, is essential for building a people-centred Information Society. Governments should intervene, as appropriate, to correct market failures, to maintain fair competition, to attract investment, to enhance the development of the ICT infrastructure and applications, to maximize economic and social benefits, and to serve national priorities.

2003

WSIS Declaration of Principles

continued

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- 45 The radio frequency spectrum should be managed in the public interest and in accordance with principle of legality, with full observance of national laws and regulation as well as relevant international agreements.
- 46 In building the Information Society, States are strongly urged to take steps with a view to the avoidance of, and refrain from, any unilateral measure not in accordance with international law and the Charter of the United Nations that impedes the full achievement of economic and social development by the population of the affected countries, and that hinders the well-being of their population.
- 47 Recognizing that ICTs are progressively changing our working practices, the creation of a secure, safe and healthy working environment, appropriate to the utilisation of ICTs, respecting all relevant international norms, is fundamental.
- 49a Policy authority for Internet-related public policy issues is the sovereign right of States. They have rights and responsibilities for international Internet-related public policy issues.
- 51 The usage and deployment of ICTs should seek to create benefits in all aspects of our daily life. ICT applications are potentially important in government operations and services, health care and health information, education and training, employment, job creation, business, agriculture, transport, protection of environment and management of natural resources, disaster prevention, and culture, and to promote eradication of poverty and other agreed development goals. ICTs should also contribute to sustainable production and consumption patterns and reduce traditional barriers, providing an opportunity for all to access local and global markets in a more equitable manner. Applications should be user-friendly, accessible to all, affordable, adapted to local needs in languages and cultures, and support sustainable development. To this effect, local authorities should play a major role in the provision of ICT services for the benefit of their populations.

2003

WSIS Declaration of Principles

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Recommendations

Civil society

- 49c Civil society has also played an important role on Internet matters, especially at community level, and should continue to play such a role.

Recommendations

Private sector

- 41 ICTs are an important enabler of growth through efficiency gains and increased productivity, in particular by small and medium sized enterprises (SMEs). In this regard, the development of the Information Society is important for broadly-based economic growth in both developed and developing economies. ICT-supported productivity gains and applied innovations across economic sectors should be fostered. Equitable distribution of the benefits contributes to poverty eradication and social development. Policies that foster productive investment and enable firms, notably SMEs, to make the changes needed to seize the benefits from ICTs, are likely to be the most beneficial.
- 49b The private sector has had and should continue to have an important role in the development of the Internet, both in the technical and economic fields.

Recommendations

Donors

- 36 While recognizing the principles of universal and non-discriminatory access to ICTs for all nations, we support the activities of the United Nations to prevent the potential use of ICTs for purposes that are inconsistent with the objectives of maintaining international stability and security, and may adversely affect the integrity of the infrastructure within States, to the detriment of their security. It is necessary to prevent the use of information resources and technologies for criminal and terrorist purposes, while respecting human rights.

2003

UNDP Access to Information

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Recommendations

All Provides an overview of UNDP work on Access to Information and a list of other organisations working in the field – no recommendations.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors No specific recommendations for donors.

2005

Commission for Africa: Our common interest

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Recommendations

- All**
- p143 African media would benefit from a regional or continental media reference point. Independent media institutions, public service broadcasters, civil society and the private sector, with support from governments, should form a consortium of partners, in Africa and outside, to provide funds and expertise to create an African media development facility.
 - p154 One thing that has emerged from all our considerations on issues of governance and capacity is the importance of good information and communication.

Recommendations

- Media**
- p35 Africa's journalists have a crucial role in holding the government to account and exposing corruption and inefficiency. But at present its journalists are not sufficiently free or professional. They need more training, in both journalistic techniques and professional ethics.
 - p63 To build the necessary political will Africa needs to become an issue that cannot be ignored in the domestic politics of G8 countries – the media has a role to play in this.
 - p141 The media is a key mechanism in accountability.
 - p141 International institutions addressing participation issues should question the way they work, including using community media, and new forms of ICT.
 - p143 The media is an educator and a key information source that can help deliver the MDGs, promote transparent governance and, through balanced reporting, help prevent conflicts. The wide benefits from plural media means it acts as a public good in development.

African journalists should maintain strong self-regulation and professional ethics in order to allow the media to fulfil its role as a public watchdog and generator of change.
 - p144 A more effective African media will contribute to informed perceptions of the continent in the rest of the world. We challenge the media sector to do more to ensure that audiences in developed countries understand what is happening in Africa, including through monitoring their coverage of Africa and increasing programme co-production with African professionals. African media should be supported to serve audiences outside the continent via the Internet.

2005

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Commission for Africa: Our common interest

continued

Recommendations

Government

- p14 Improving accountability is the job of African leaders. They can do that by broadening the participation of ordinary people in government processes, in part by strengthening institutions like (...) the media.
- p35 African governments can assist media independence by granting commercial licences for radio stations to compete with the state-owned stations from which most Africans get their news. Journalists and editors in other countries could assist here too.
- p143 The right to receive information and the right to freedom of expression must be respected.
- The monopolisation of the media by any one group, including the government, undermines media freedom and popular trust, and creates space for distortion and rumour.

The political environment must be supportive of diverse, plural and free media, with a balance of public service, private, community and local media. AU/NEPAD should encourage African governments to eliminate any current restrictions on mass media, promote competitive frameworks that enable investment in diverse broadcasting infrastructure, and develop flexible regulatory environments and legal frameworks in cooperation with civil society. They should strengthen their relationship with civil society and independent media institutions.

Recommendations

Civil society

No specific recommendations for civil society.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

- p15 Donors should fund a doubling of spending on infrastructure, including ICTs.
- p143 Donors should substantially increase their funding to African independent media institutions and those governments promoting free media. Communications infrastructure must also be strengthened.
- p314 Donors should focus on the processes by which ordinary citizens can hold government to account, such as the freedom and capacity of the popular media, especially radio, to scrutinise resource use.

2005 UN World Summit Outcome (MDGs)

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Recommendations

- All**
- 60 We recognise that science and technology, including ICTs are vital for the achievement of the development goals. We therefore commit ourselves to:
 - g Building a people-centred and inclusive information society so as to enhance digital opportunities for all people in order to help bridge the digital divide, putting the potential of ICTs at the service of development and addressing new challenges of the information society by implementing the outcomes of the Geneva WSIS and ensuring the success of the Tunis WSIS. We welcome the establishment of the Digital Solidarity Fund and encourage voluntary contributions to its financing.
 - 144 We commit ourselves to taking action to promote a culture of peace and dialogue at the local, national, regional and international levels and request the Secretary-General to explore enhancing implementation mechanisms and to follow up on those initiatives.
 - 155 Economic and Social Council should
 - a) promote global dialogue and partnership on global policies and trends in the economic, social, environmental and humanitarian fields.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors No specific recommendations for donors.

2005 WSIS Tunis Agenda for the Information Society

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Recommendations

- All**
- 19 The international community should take necessary measures to ensure that all countries of the world have equitable and affordable access to ICTs, so that their benefits in the fields of socio-economic development and bridging the digital divide are truly inclusive.
 - 20,21,22 Particular attention must be paid to marginalized and vulnerable groups; people of developing countries; and indigenous people.
 - 23 We encourage all stakeholders to support women's participation in decision-making processes and to contribute to shaping all spheres of the IS at international, regional and national levels.
 - 24 We will strengthen action to protect children from abuse and defend their rights in the context of ICTs.
 - 25 We reaffirm our commitment to empowering young people as key contributors to building an inclusive IS.
 - 28 We reaffirm our desire to build ICT networks and develop applications, in partnership with the private sector.
 - 29 We reiterate the need to encourage and foster collaborative development, inter-operative platforms and free and open-source software.
 - 30 We reaffirm our commitment to leveraging ICT capabilities and potential through fostering and strengthening cooperation at the national, regional and international levels.
 - 31 We commit ourselves to work together towards the implementation of the Digital Solidarity Fund.
 - 32 We further commit ourselves to promote the inclusion of all peoples in the IS through the development and use of local and/or indigenous languages in ICTs.
 - 33 We will strive to mobilize resources, to enable us to increase the use of ICT for development.

Recommendations

Media No specific recommendations for media.

Recommendations

Government 17 We urge governments, using the potential of ICTs, to create public systems of information on laws and regulations, envisaging a wider development of public access points and supporting the broad availability of this information.

Recommendations

Civil society No specific recommendations for civil society.

2005

WSIS Tunis Agenda for the Information Society

continued

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Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

No specific recommendations for donors.

2006

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DFID Eliminating world poverty: Making governance work for the poor (White Paper)

Recommendations

- All**
- p49 The UK will work with large developing countries through 'Sustainable Development Dialogues' to share experiences on managing the environmental impacts of growth.

Recommendations

- Media**
- No specific recommendations for media.

Recommendations

- Government**
- p22 Good governance includes 'responsiveness' (taking account of citizens' aspirations and needs), part of which is providing ways for people to say what they think and need; and 'accountability' (being answerable for what is done), part of which is encouraging a free media and freedom of faith and association.
 - p41 The UK will invest in monitoring human rights and support the media to raise awareness and gather evidence when states fail in their responsibilities.
 - p46 Investment in infrastructure is critical. Africa in particular suffers from a lack of communications.

Recommendations

- Civil society**
- p23 Improvements in governance take place when civil society organisations give citizens power, help poor people get their voices heard.
 - p28 Grassroots organisations and the media play a vital role in generating public debate about corruption by campaigning against it.

Recommendations

- Private sector**
- p23 Improvements in governance take place when professionals press for more open media and the rule of law.
 - p25 The media ask tough questions and encourage debate.

Recommendations

- Donors**
- No specific recommendations for donors.

2006

AMDI Strengthening Africa's private independent media

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Recommendations

- All**
- 2 The media is both an engine and tool for development, and itself benefits from the virtuous cycle. Growth creates demand for new media markets, which feeds further growth. A flourishing national media is important to democracy and growth.
 - 3 Accelerating this requires new commercial lending in higher growth economies, donor support for low income, and mixed approaches in between. AMDI recommendations should address institutional gaps in each type of market.
 - 5 A new facility could examine means to strengthen the commercial environment for media by:
 - 5.1 Underpinning the sector
 - 5.1.1 Support for the establishment of independent national audience measurement and media monitoring facilities. This is necessary to build the advertising culture required to provide increased revenues. Once the infrastructure is in place, it is up to the media to develop the marketing skills to benefit.
 - 5.2 Lending
 - 5.2.1 ROI on typical infrastructure investment (e.g. printing press) exceeds the normal lending cycle of local banks. AMDI should address how to provide funding, possibly on a regional basis, to underwrite long term debt which cannot be mobilised through local markets or financial institutions; or assisting by bringing smaller investments to market by bundling them, or assisting them to corporatise their operations.
 - 5.2.2 Using concessional funds to mitigate risk for commercial lenders.
 - 10 It would be possible to set up an African-led, partially virtual facility, leveraging the leading media houses as nuclei for activities. A small team of experienced managers/leaders should be able to do organisational health and mentoring, on a regional basis, for media SMEs. The private sector should contribute to the cost of this. Support was expressed by media houses and international organisations present for this proposal.
 - 11 A similar approach could be adopted to developing journalism skills.
 - 15 Investment Climate – regulation has to be transparent and predictable to encourage investment. Regulators lack the technical skills and don't always act consistently. Licensing can be used to put pressure on editorial positions.

2006

AMDI Strengthening Africa's private independent media

continued

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Recommendations

Media

- 5.1.2 The development of commercial, management and professional skills utilising the training resources of large media houses and regional centres.
- 13 A more collective approach to regulation by private media operators will help ensure that media regulation allows a free and independent media. The APRM mechanism offers a platform through which the media can advance good regulatory practice.

Recommendations

Government

No specific recommendations for government.

Recommendations

Civil society

- 9 AMDI should concentrate on developing the use of African and developed market expertise – including Diaspora – to build capacity in less developed markets through in-house, sustained assistance.
- 12 AMDI should therefore map the training capacity and the skills gaps, and work out how to bring providers together, and donors were urged to assist such a new initiative within AMDI.

Recommendations

Private sector

No specific recommendations for private sector.

Recommendations

Donors

- 4 Sector wide media support is required for low income countries which cannot sustain commercial media. This should be factored into development policy of donors.

2006

UNDP Communication for Empowerment

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Recommendations

All Provides a practical guide to Communication for Empowerment for UNDP staff – no specific recommendations.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors No specific recommendations for donors.

2006

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What do they think? Policy-makers and the role of communication for development

A perception study conducted in 2005–2006 and policy-makers' perceptions of communication for development: two surveys 12 years apart both by Colin Fraser & Sonia Resrepo Estrada

Recommendations

All The confusion between communication for development and public information/PR needs to be cleared up. Re-creating the image of communication for development would be one way of making it easily distinguishable from other areas of communication work.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society

p5 Communication for development specialists must have a better understanding of the subject matter in which they are entrusted and must learn to work with technicians in a multidisciplinary way.

p6 The development communication community must take a more pragmatic approach when becoming involved in development projects and programmes which facilitates greater understanding for those involved in the formulation and implementation processes. Some practical ways to achieve this include improved knowledge and effective application of the following areas:

- a mapping a communication network tailored to the environment in question
- b developing a rigorous stakeholders analysis that includes political, social, and economic realities
- c grasping the scientific methodologies that express and reflect public sentiment in the forms of surveys, public opinion polls etc and
- d mastering monitoring and evaluation techniques.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors No specific recommendations for donors.

2006 WCCD Rome Consensus

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Recommendations

- All**
- 3 Strengthen the communication for development capacity within countries and organisations at all levels. This includes: people in their communities; communication for development specialists and other staff including through the further development of training courses and academic programmes.
 - 4 Expand the level of financial investment to ensure adequate, coordinated, financing of the core elements of communication for development. This includes budget line[s] for development communication.
 - 7 Strengthen partnerships and networks at international, national and local levels to advance communication for development and improve development outcomes.
 - 8 Move towards a rights-based approach to communication for development.

Recommendations

- Media** No specific recommendations for media.

Recommendations

- Government**
- 1 Overall national development policies should include specific communication for development components.
 - 5 Adoption and implementation of policies and legislation that provide an enabling environment for communication for development – including free and pluralistic media, the right to information and to communicate.

Recommendations

- Civil society**
- 2 Development organisations should include communication for development as a central element at the inception of programmes.
 - 6 Development communication programmes should be required to identify and include appropriate monitoring and evaluation indicators and methodologies throughout the process.

Recommendations

- Private sector** No specific recommendations for private sector.

Recommendations

- Donors** No specific recommendations for donors.

2006

UN Delivering as one: Report of the secretary-general's high-level panel

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Recommendations

All No specific recommendations related to communication.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors No specific recommendations for donors.

2006

STREAM African framework for the development of a sustainable and pluralistic media

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Recommendations

All

Cluster 1: Freedom of expression and information

Sensitize lawyers and the judiciary on international and continental standards related to freedom of expression and information.

Cluster 2: Policy and regulation

Undertake an audit of existing national laws and policies to identify poor regulation (such as incoherence between media laws and national constitutions) and promote the design and implementation of policies and legal frameworks that enable, rather than stifle, the growth of a strong, pluralistic and sustainable media in Africa.

Promote legislation to mitigate the negative impacts of media concentration, promote fair competition and ensure diversity.

Cluster 3: Capacity building

Undertake a comprehensive audit of existing media training in Africa, identify gaps and problems, and develop proposals to strengthen training.

Develop minimum standards for training of all kinds by advocating for and developing models for competency testing and academic recognition.

Establish and strengthen networks of specialized training centres and trainers to rationalize and consolidate thematic training offerings – for example on reporting HIV/AIDS, multimedia and ICTs – and promote the sharing of curricula.

Promote the pooling of training expertise, mentoring and resources as a means of widening access across media to cutting edge and affordable training.

Develop accreditation mechanisms for training centres.

Cluster 4: Sustainability

Conduct a comprehensive analysis of existing media funds and facilities available to African media, whether private, public or community. Where such funds exist, develop proposals to strengthen and extend their remit as needed towards ensuring sustainable media, bearing in mind the appropriate financing instruments (loans or grants) depending on the type of media concerned. Where there are clear gaps, develop proposals as to how these can be addressed by the establishment of new mechanisms as appropriate.

Conduct analysis of different models of media funding and co-ownership to inform strategies for economic sustainability of African media.

Undertake comprehensive research into the community media sector in Africa, as a means of identifying its reach and scope and strengths and weaknesses. On the basis of the research findings, develop a strategy to ensure sustainable and effective community media in Africa.

Undertake a study of the conditions in African countries with regard to taxes imposed on the importation of media equipment and inputs, including newsprint. On the basis of the results of the study, advocate for the lowering or waiving of taxes on the import of media equipment and other inputs.

Advocate for the recognition of the media as a sector in its own right and avail investor funds to build the financial sustainability of the media.

Promote the use of independent circulation auditing to gather more robust data and thereby strengthen media markets.

Produce periodic reports (ideally annually) on the state of the media in Africa.

2006

STREAM African framework for the development of a sustainable and pluralistic media

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Cluster 5: Professionalism and ethics

Develop tools and mechanisms to monitor the status of implementation of norms, standards and best practice related to ownership, editorial independence and public interest journalism.

Ensure that regional norms and standards on professionalism and ethics in the African media are widely disseminated and respected across the board.

Establish and encourage the development of professional networks (such as the African Economics Editors Network) and regional forums (such as the Festival des Ondes de Bamako and Highway Africa) to strengthen the practice of media in Africa.

Establish an African Media Award to showcase and reward outstanding media practice, entrepreneurship, innovation and public interest journalism.

Promote fair and equitable working conditions for women in the African media, and advocate for an end to sexual harassment and other forms of gender-based discrimination.

Recommendations

Media

Cluster 1: Freedom of expression and information

Develop an awareness-raising strategy to promote better understanding within the media itself of national media laws, to educate the media on its responsibility to provide accurate information, and to educate the public at large on its rights to information.

Cluster 2: Policy and regulation

Advocate for the transformation of state-owned media into public service media that operates independently from the influence of the state and political parties in line with internationally recognized norms and practices (African charter on Broadcasting).

Cluster 3: Capacity building

Promote the establishment of in-house training policies for media houses that promote sequential and on-going learning.

Advocate for and promote more on-site training as an important strategy for continuous skills building and knowledge acquisition.

Develop and sustain stronger links between the media industry and media training industry.

Actively promote and develop media exchange programmes within Africa as a value-added strategy for strengthening capacity.

Promote the establishment of networks and associations of media owners to strengthen the capacity to develop and sustain media enterprises.

Strengthen or where appropriate establish regional centres of excellence as a means of overcoming national media capacity building shortfalls.

Cluster 5: Professionalism and ethics

Develop mechanisms to strengthen the organization of media practitioners to combat poor wages and working conditions. Where they exist (e.g. in francophone Africa), explore ways of bolstering and ensuring the respect for national and sub-regional legal codes that guarantee minimum working conditions for media practitioners.

2006

STREAM African framework for the development of a sustainable and pluralistic media

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Cluster 6: Content

Ensure the respect for and promotion of cultural and linguistic diversity as well as gender balance in Africa's media, and in particular support the use of local languages.

Facilitate the conducting of audience surveys to determine relevant content/formats.

Strengthen awareness of the media's responsibility and critical role in addressing the burning development challenges facing Africa – including in health, governance, conflict and peace building, and globalization.

Ensure the production and dissemination of content that reflects the diversity of interests, the opinions and the voices of different social actors, including the marginalized.

Promote the use by media of ICTs to digitize and share content across Africa.

Recommendations Government

Cluster 1: Freedom of expression and information

Actively promote the adoption and domestication by all African governments of the Declaration of Principles on Freedom of Expression in Africa, as well as Article 9 of the African Charter on Human and People's Rights, on freedom of expression.

Advocate for the adoption, ratification, domestication and implementation of all international and continental freedom of information principles, norms and standards.

Cluster 2: Policy and regulation

Advocate for the licensing of community media in all African countries.

Promote the establishment of legislation to ensure that the important potential of convergence as an opportunity for media development is realized.

Cluster 4: Sustainability

Advocate for public funding to ensure the development and sustainability of community, local, small and emerging media as well as media producing public interest content.

Advocate for the removal of unfair competition from state media funded by public resources – e.g. for an end to preferential access of state media to public advertising.

Recommendations Civil society

No specific recommendations for civil society.

2006

STREAM African framework for the development of a sustainable and pluralistic media

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continued

Recommendations

Private sector

Cluster 2: Policy and regulation

Promote good corporate governance among African media enterprises.

Recommendations

Donors

Cluster 6: Content

Advocate for 'public interest' funds within countries and in the context of regional mechanisms and initiatives such as NEPAD and the African Union, to be allocated to media across sectors producing content in the public interest. Such funds could be modelled on universal access funds created to promote the use of ICTs in rural areas.

2007

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UNDP Towards a common UN system approach:

Harnessing communication to achieve the MDGs (draft)

Paper for 10th inter-agency round table

Recommendations

All No specific recommendations related to communication.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors

Recommendation & proposals for incorporating C4D into the UNDAF/CCA and other country level planning processes:

- a UNDG takes responsibility for ensuring that the CCA guidelines include provisions for conducting information & communication needs assessments.
- b UN Resident Coordinators take responsibility for ensuring that information & communication needs assessments are incorporated into CCAs.
- c UN Resident Coordinator established and chairs an ongoing coordination mechanism for communication for development.

- d Mainstreaming communication for development whilst also building stronger capacity and dedicated staffing.
- e Development of a framework and parameters for supporting national partners to agree on common indicators against which work of communication for development can be measured.
- f Developing support mechanisms that encourage innovation and independence in communication for development.

2007

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UNESCO Towards a common UN system approach:

The role of communication for development in achieving the MDGs Paper for 10th inter-agency round table

Recommendations

All No specific recommendations related to communication.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

Private sector No specific recommendations for private sector.

Recommendations

Donors

Tentative plan of action for joint UN inter-agency collaboration:

- 5.1 Creating and enabling environment for C4D (policy advocacy; technical assistance in preparing legislation; harness the role of national broadcasting services to enhance policy formulation; provide support to build pluralistic and democratic media systems).
- 5.2 Strengthen capacities & skills (build institutional capacity to deliver training),
- 5.3 Enhance public participation in policy making.
- 5.4 Mainstream C4D in the UN system.

2007

10th Inter-agency round table on communication for development: Recommendations

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Recommendations

All No specific recommendations related to communication.

Recommendations

Media No specific recommendations for media.

Recommendations

Government No specific recommendations for government.

Recommendations

Civil society No specific recommendations for civil society.

Recommendations

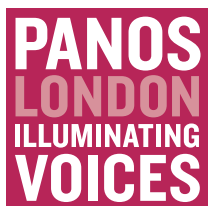
Private sector No specific recommendations for private sector.

Recommendations

Donors

[Participants request] the chief executives board of the United Nations system:

- a to impress upon senior-level decision-makers of United Nations Specialized Agencies, Programmes and Funds the importance of prioritizing communication for development principles and methodologies in all programmatic areas, and the need to allocate human, technical and financial resources for this effort
- b to advise the heads of respective agencies, programmes and funds to integrate communication for development principles and methodologies into programme and project planning, execution, monitoring and evaluation; to ensure the incorporation of communication for development principles and methodologies, including needs assessments, into CCA/UNDAF guidelines, or equivalent exercises, so as to improve development results
- c to call upon the UN Resident Coordinator System to ensure greater coherence and coordination of communication for development at the country level
- d to establish a formal inter-agency mechanism promoting and enhancing communication for development within the United Nations System.



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