

United Kingdom National Commission for UNESCO

COMMUNICATION AND INFORMATION COMMITTEE BUSINESS PLAN

1. PRIORITIES 2009-2012

UK National Commission for UNESCO Theme 1: to be a principal adviser to Government on policies in UNESCO's areas of competence
1.1 To lead a policy debate with government bodies on the need for a coordinated public policy in media and ICT for development as a cornerstone of governance, diversity, human rights and economic growth
1.2 To inform debate on Open Educational Resources through evidence and commercial experience
1.3 To inform the development of new models for the UK and developing world for both broadcast and non-broadcast public service media/content (PSM/PSC)
UK National Commission for UNESCO Theme 2: to help build an effective UNESCO
2.1 To foster a recognition within UNESCO for cultural and linguistic diversity and local content production
2.2 To lead input into the WSIS process
2.3 To foster a recognition by governments for UNESCO Resolution 1738 on Journalism Safety
UK National Commission for UNESCO Theme 3: to build support in the UK for UNESCO's vision and activities
3.1 Establish a public profile and within the library and archives sector for the MOTW Programme in the UK
3.2 To be the main organisers of World Press Freedom Day events in the UK annually
3.3 To support and facilitate increased N-S linkages between UNESCO's 21 designated African journalism schools
UK National Commission for UNESCO Theme 4: to develop the UK National Commission as an organisation
4.1 To increase C&I committee membership by 12 new people by April 2012 and working group membership by 27 in total
4.2 To deliver 15 talks on the work of the UNESCO UK National Commission at UK national media outlets
4.3 To increase contacts via adding 90 new members to C&I Network by April 2012

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2. OBJECTIVES FY 2009-2010

Objective	Means to Achieve Objective	Expected Result	Individual / Group Responsible	End of Year Result
UK National Commission for UNESCO Theme 1: to be a principal adviser to Government on policies in UNESCO's areas of competence				
<p>1.1 By January 2010 to initiate a policy debate with government bodies on the need for a coordinated public policy in media and ICT for development as a cornerstone of governance, diversity, human rights and economic growth</p>	<p>Publish a research paper and develop a communications strategy (including a launch) by January 2010 highlighting the role that the UK has to play in coordinated support for the media in the developing world</p>	<p>Start a process to engage officials, MPs and MEPs in a debate on the role of media in development</p> <p>Suggest a series of further meetings based on the report's findings that are cross-ministerial (FCO, DFID, DCSF, DIUS, BERR & DCMS)</p> <p>UNESCO UK National Commission & Permanent Delegation review structures and approaches that will enable greater UK input and reform inside UNESCO system</p>	<p>Chair of C & I Committee</p>	
<p>1.2 To inform debate on Open Educational Resources through evidence and commercial experience by April 2010</p>	<p>Production of a briefing paper for UK Permanent Delegation, BERR WSIS delegation and another for BESA/DCSF international team</p> <p>IS WG works with key UK actors to organise 1 seminar</p> <p>IS WG works closely with OER staff in IS team in UNESCO Paris</p>	<p>Two developing countries incorporate mixed economy approach to digital learning content into their policy/strategy by April 2010</p> <p>Key bodies and developing countries with significant engagement in e-learning have clear options for sustainability models for OERs by April 2010</p> <p>BETT and other conferences in 2009/10 include international aspects of OER on their agendas</p>	<p>Chair of IS WG</p>	

<p>1.3 To inform the development of new models for the UK and developing world for both broadcast and non-broadcast public service media/content (PSM/PSC)</p>	<p>IS WG to chair a seminar within other events by April 2009 on cross-sectoral consensus around PSM in relation to the 2009 Ofcom review and Digital Britain report</p> <p>IS WG prepares briefing for DCMS /BERR on PSM in by April 2009</p> <p>FoE WG prepares briefing for FCO and DFID on PSB in September 2009</p> <p>IS WG become a partner of the London augmented reality game for the Olympics</p>	<p>UK is seen as exemplar in Public Service Broadcasting and in non-broadcast media</p> <p>UK policy impacts on policy and regulation elsewhere</p> <p>Young people build mutual understanding and peace through social and interactive media</p> <p>Increase in diversity and cultural exchange in non-broadcast media</p> <p>Non-broadcast models of delivering public service media in developing countries fill gaps where broadcast unfeasible/ unsustainable</p>	<p>Chair of IS WG Chair of FoE WG</p>	
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UK National Commission for UNESCO Theme 2: to help build an effective UNESCO

<p>2.1 Lead a gathering of multi-stakeholder input into WSIS process in 2009/2010</p>	<p>IS WG to hold meetings with UK multi-stakeholders in 2009 and 2010 on three action lines jointly with Nominet and UK IGF</p> <p>IS WG to write three position papers in 2009/10 on WSIS to brief BERR and use to represent UK views at WSIS 2009/10 events</p> <p>Send delegates to WSIS events</p>	<p>UK considered a strategic player in IS policy</p> <p>HMG takes a 'more than industry' view to WSIS</p> <p>UK research in this area applied more widely by international policy and stakeholder representative bodies</p> <p>Greater UK-Rest of the World collaboration in these areas</p>	<p>Chair of IS WG</p>	
<p>2.2 Establish a UK MOTW Register</p>	<p>Establish a presence on UKNC website by June 2009</p>	<p>Two UK nominations for the World Register by 2010</p>	<p>Chair of MOTW WG</p>	
<p>2.3 To foster a recognition by governments for UNESCO Resolution 1738 on Journalism Safety</p>	<p>To advise the FCO on how to advocate that other governments comply with Resolution 1738</p> <p>To foster debate on how HMG can provide greater assistance to protect local journalists in the developing world</p>	<p>UK leads in enshrining and applying resolution 1738</p> <p>UK seen as lead nation in support of safety for local media operatives</p>	<p>FoE WG</p>	

<p>2.4 To foster a recognition within UNESCO HQ for cultural and linguistic diversity and local content production</p>	<p>IS WG to facilitate UNESCO C&I liaison relationship by March 2010 with ISO/IEC JTC1 committee on international information technology standardisation</p> <p>IS WG to facilitate a liaison relationship between ISO/IEC JTC1 SC36 international e-learning standards committee and C&I UNESCO by March 2010</p> <p>IS WG to engage with the e-learning linguistic diversity group within SC36</p> <p>IS WG to engage EU Commission to determine how the principles of Article 22 of Charter of Fundamental Rights to can be extended to developing countries by March 2010</p>	<p>Information Society and Cultural Diversity Policy areas at UNESCO HQ liaise on joint approach by April 2010</p> <p>UNESCO has formal liaison relationships with key technical standardisation bodies by April 2010</p>	<p>Chair of IS WG</p>	
<p>2.5 To advise on an internationalist aspect to UK media literacy policy and increased commitment to media literacy as a pillar of democracy in other countries</p>	<p>IS WG members to work with the UK Media Literacy Task Force's new chair to ensure internationalist dimension to UK policy and actions of UK organisations and companies</p> <p>IS WG representatives to take part in European Congress on Media Literacy in October 2009</p> <p>IS WG to do one briefing each for DFID, BERR, DCSF and DIUS on importance of media literacy in democracies</p>	<p>Two countries initiate process of incorporating media literacy into educational policies by April 2010</p> <p>Increased commitment in DCSF, DIUS, DFID and BERR of the need to embed media literacy in their work in developing countries</p>	<p>Chair of IS WG</p>	
<p>UK National Commission for UNESCO Theme 3: to build support in the UK for UNESCO's vision and activities</p>				
<p>3.1 Establish a public profile and within the library and archives sector for the MOTW Programme in the UK</p>	<p>Develop a UK MOTW communications strategy for public and library and archive sector audiences by May 2009</p>	<p>At least 10 reports in the national, local and specialist media on UK MOTW in 2009</p>	<p>Chair of MOTW WG</p>	

	<p>Open nominations for the UK MOTW register by July 2009</p> <p>Inscribe the first entries on the UK MOTW Register by November 2009</p>	<p>UK MOTW Register referenced by two funding bodies and in 10 grant applications by 2010</p>		
<p>3.2 To be the main organisers of World Press Freedom Day events in the UK annually</p>	<p>To organise an annual debate on 3rd May attended by at least 90 leading Freedom of Expression experts</p> <p>To organise the UK's leading annual student writing /broadcasting competition on freedom of expression issues</p>	<p>UK public, Freedom of Expression specialists recognise 3rd of May as a UN day, and see UNESCO in leading role in this field</p> <p>10% increase in number of reports and reach on WPFDD issues</p> <p>FCO is seen to continue commitment to press freedom</p>	Chair of FoE WG	
<p>3.3 To support and facilitate increased N-S linkages between UNESCO's 21 designated African journalism schools.</p>	<p>To fund and organise an exchange of African journalism Schools in the UK in October 2009</p>	<p>Improved links for African journalism schools with a skills base in a partner university media faculty in the UK</p>	Ivor Gaber	

UK National Commission for UNESCO Theme 4: to develop the UK National Commission as an organisation

<p>4.1 To increase C&I committee membership by six new people by April 2010 and working group membership by 9 in total</p>	<p>Approach proposed committee members already listed</p> <p>Working Group members to invite new contacts to meetings</p>	<p>More members can engage in committee activities</p>	All C&I Committee members	
<p>4.2 To increase outreach especially among UK national media outlets</p>	<p>Delivery of 5 presentations by April 2010 on UNESCO's work to members of UK media organisations</p>	<p>Increased membership of UNESCO network (10% of new members from national organisations by April 2010)</p>	All C&I Committee members	
<p>4.3 To increase contacts via adding 30 new members to C&I Network by April 2010</p>	<p>Members invited to suggest names</p>	<p>Wider dissemination of work of UNESCO among UK media circles</p> <p>Greater empathy and understanding for UNESCO UK's work</p>	Chair of C&I Committee	

Key to Abbreviations & Names:

BERR	Department for Business, Enterprise and Regulatory Reform
BESA	British Educational Suppliers Association
BETT	The world's largest educational technology event, Olympia January
C&I	Communications and Information
DCMS	Department for Culture Media and Sport
DCSF	Dept for Schools, Children and Families
DfID	Department for International Development
DIUS	Department for Innovation, Universities and Skills
FoE WG	Freedom of Expression Working Group
FCO	Foreign and Commonwealth Office
HMG	Her Majesty's Government
ICT	Information & Communications Technology
IS WG	Information Society Working Group
ISO/IEC JTC1 Committee	International Organisation for Standardisation/International Standards Joint Technical Committee
MOTW	Memory of the World
MOTW WG	Memory of the World Working Group
Nominet	The UK domain name registry in the United Kingdom
OER	Open Educational Resource
PSB	Public Service Broadcasting
PSC	Public Service Content
PSM	Public Service Media
UK IGF	United Kingdom Internet Governance Forum
WPFDF	World Press Freedom Day
WSIS	World Summit on the Information Society