

APPENDIX 2

MAIN LINE OF ACTION

Main line of action 1. Promoting freedom of expression

Activities

- Regular budget \$1,710,600
- Extrabudgetary \$100,000

Total, Activities: \$1,810,600

Expected results at the end of the biennium

_ Public awareness of freedom of expression and freedom of the press as basic human rights increased worldwide.

Performance indicators:

- *awareness among parliamentarians raised in a number of countries through a global campaign;*
- *key audiences worldwide reached through World Press Freedom Day and the UNESCO/Guillermo Cano World Press Freedom Prize;*
- *coverage of freedom of the press issues in major national and international media;*
- *support provided to international monitoring mechanisms and networks (such as IFEX).*

_ Adoption of freedom of expression and freedom of information legislation promoted.

Performance indicators:

– *countries having adopted freedom of information legislation:*

_Benchmark: at least five countries;

– *Member States provided with advisory services to adapt media legislation:*

_Benchmark: at least eight countries.

_Accountability, ethics and professional standards of media professionals improved.

Performance indicators:

– *participants in relevant programmes conducted through UNESCO Chairs;*

– *type and quality of dialogue about professional standards among media professionals;*

– *extent of support provided to professional organizations monitoring working conditions of journalists.*

_Role of media for democratic governance enhanced.

Performance indicators:

– *media professionals and NGO representatives trained to produce and disseminate information on matters of public interest;*

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– *analytical election reports in national media;*

– *use and application of guidelines and material provided by UNESCO.*

**Main line of action 2. Universal access – promoting policies
and standards, raising awareness and monitoring**

Activities

- Regular budget \$1,722,600
- Extrabudgetary \$1,086,000

Total, Activities: \$2,808,600

Expected results at the end of the biennium

_Understanding among decision-makers broadened on the need of national information policies and the significance of universal access.

Performance indicators:

– countries where pertinent national information policies have been developed and enacted:

_Benchmark: five countries;

– countries having applied UNESCO's standard-setting instruments and related guidelines:

_Benchmark: at least 20 countries;

– national legal frameworks and strategies formulated facilitating access to archives in support of citizen's rights:

_Benchmark: at least five countries;

– intensity of consultation of UNESCO's electronic knowledge-management and clearing-house services on universal access:

_Benchmark: 1.5 million visits to the website.

_ Visibility and impact of IFAP Intergovernmental Council increased.

Performance indicator:

– national IFAP Committees established and engaged in UNESCO activities.

_ Wider recognition of ethical challenges associated with knowledge societies.

Performance indicators:

– type and scope of efforts undertaken to highlight “infoethics” issues at national, regional and international levels;

– national and international policy statements and documents drawing on UNESCO’s approaches to “infoethics”;

– consultations of relevant sub-site on UNESCO knowledge portal.

_ Transformation of State broadcasters into public service broadcasting institutions and standards for editorially independent PSB promoted.

Performance indicators:

– State-controlled broadcasting institutions in Member States transformed into editorially independent PSB;

– PSB decision-makers using UNESCO’s guidelines and criteria for monitoring and evaluating PSB.