UNESCO

UN System-Wide Special Initiative on Africa:
Component 1c - Peace-Building, Conflict Resolution and National Reconciliation: Communications for Peace Building

Regional Consultative Meeting
23 - 25 June 1997

ECA
Addis Ababa, Ethiopia

FINAL REPORT

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Final Report

I.   Introduction

1.   The Regional Consultative Meeting on Communications for Peace-Building of Component lc of the UN System-Wide Special Initiative on Africa (UNSIA) was held in the ECA Conference Hall 3 in Addis Ababa from 23 to 25 June 1997. The main aims of the meeting were to:

> discuss a draft document which UNESCO, as a lead agency for the implementation of the initiative, had prepared in collaboration with other UN agencies, namely UNDP, FAO, ITU and the World Bank;
> -   elaborate the programme of activities;
> adopt a strategy for implementation;
> select the 12 pilot project countries and adopt terms of reference for preparatory missions to be undertaken by consultants to the selected countries;
> devise strategies on how to effectively collaborate and network with organizations and agencies in related areas of activities; and
> -   recommend awareness-raising strategies through the use of media in various countries for this specific action and the Special Initiative in general.

2.   Participating in the meeting were representatives from UNESCO, FAO, UNDP, UNFPA, WFP, the World Bank, ECA, UNICEF, OAU, regional professional associations and institutions in Africa, and other interested organizations (See List of Participants attached as Annex 1).

II.   Opening of the meeting

3.   The opening session was addressed by Mrs Josephine Ouedraogo, Officer-in-charge of ECA and the Representative of the Director-General of UNESCO, Mr Mamadi Condé.

4.   Mrs Josephine Ouedraogo welcomed the participants, on behalf of the Executive Secretary of the ECA, Mr. K.Y. Amoako, who could not attend the opening ceremony owing to another official engagement. She said that the ECA attached great importance to the UN Special Initiative on Africa and pledged its support for the action on communications for peace building.

5. Mrs Ouedraogo stressed that, for peace to prevail, strategies must be evolved which address the causes of conflict in society, adding that any programme for peace must necessarily include three components:

> shared economic development;
> confidence building in the political system of the country;
> pro-active education for mutual understanding.

6. In his opening speech, Mr Mamadi Condé equally stressed the importance of peace and communication to the entire international community. He noted that, whilst the role of communications in peace-building had already been promoted by UNESCO, other organizations in the UN system and regional organizations, the Special Initiative was quite innovative since it sought to draw the experiences of a wide group of organizations based on an integrated approach.

7. After the opening remarks and the adoption of the time-table (See Annex 2), the following participants were elected as officers of the meeting: Mrs Bineta Diop (Femmes-Africa-Solidarid) as chairperson with Mr Kabral Blay-Amihere (West African Journalists Association) and Mr Tom Mshindi (Eastern Africa Media Institute) as rapporteurs. The meeting commenced with presentation (oral and written) by the participating organizations of brief reports on their activities/approaches related to the theme of the meeting.

III. Presentation by various organizations of their activities/ approaches related to the theme of the meeting

UNESCO

8. UNESCO representatives gave a brief statement on the theme of the meeting and explained that UNESCO was the lead agency in the implementation of the communications for peace-building action of UNSIA. The Organization's priority and a number of its activities through education and communication dealing with peace-building, underscored the very essence of the its mandate. It was under UNESCO's initiative, through an Inter-Agency Consultative Meeting held in Paris on 12 November 1996, that the working document for the Addis Ababa meeting was prepared and revised.

UNDP

9. As the major development agency within the United Nations system, UNDP's approach to peace building is based on the linkages between peace and sustainable development and the understanding that poverty eradication is a critical factor in these processes. An integrated strategy is therefore required, utilizing communications as part of a comprehensive approach to conflict prevention, resolution and management, as well as recovery and reconstruction.

10. Under the Special Initiative, UNDP has been designated as co-lead with the ECA on governance. Having identified responsive and participatory governance as a foundation for

stable and peaceful societies, UNDP has developed a component within the SIA-SIGA, which addresses a number of issues, including civil service and judiciary reform, leadership building and development management.

11.   The revised development paradigm for UNDP is pro-poor, pro-employment, pro-sustainable environment and pro-women. Within this framework, UNDP is engaged in a number of activities, all of which call for close collaboration with other UN agencies, donors, governments and increasingly civil society, particularly women's groups. As a partnership with media groups and others involved in development communications has not always been a priority for UNDP, it sees UNESCO's initiative as an important opportunity to engage in some innovative and effective work in this area. This reflects the fact that information exchange and communications are increasingly important in an inter-dependent world.

12.   UNDP representatives informed the participants about the following initiatives and projects:

    a.   The Special Initiative:
            NGO/CBO Consultation Meeting on Governance, May 1997
            Regional Governance Forum, July 1997, Addis Ababa.
    b.   Kigali Gender, Peace and Development Conference (highlighting women's critical contributions to peace processes).
    c.   Projects:
            OAU: Conflict Management - US$3.0 million approved for capacity building of OAU;
            Revitalized IGAD: Conflict Management - US$3.0 million approved for capacity building and area-based activities (including income generation);
            Great Lakes: Area-based regional programme (utilizing components of PRODERE experience) being developed as an Inter-Agency initiative under the UN-OAU Special Envoy's leadership.

UNICEF

13.   In collaboration with national authorities, NGOs and civil society, UNICEF is supporting peace-building activities in many countries, particularly those directly affected or threatened by violence.

14.   **Basis of action:** The fact that people should live in peace remains a fundamental principle underlying all of UNICEF's efforts, for only in an environment of peace is the survival, protection and full development of children best assured. Experience confirms that children's well-being remains a most powerful peace-building concern, since people everywhere recognize the need for collective action to protect and care for children and recognize children as the cornerstone of the future.

15.   **Principles of peace-building:** In open discussion with partners and resource persons, UNICEF is currently in the process of re-examining the principles of peace-building and attempting to find new ways by which to constructively contribute to peace-building at a

global, regional, country and community level. As part of this effort, UNICEF has recently organized in Nairobi two inter-agency workshops on peace-building/peace education to explore concepts and lessons learned from East and South Africa. The following are a few tentative principles that seem to be emerging:

- peace-building includes both preventive actions which help avoid conflicts and responsive actions which help to re-establish peace after conflict has arisen;
- peace-building must be rooted in local realities both with regard to threats to peace and the resources for building peace;
- peace building must build on the cultural heritage, peace-building values, traditions, and conflict resolution mechanisms in each situation;
- an effective peace-building strategy attempts to involve all segments of society in peace-building activities;
- peace-building involves at least five categories of action: dialogue, reflection on the current situation, development of a common vision for peace, development of strategies to achieve that vision, and actualization of these ideas through concrete activities;
- many types of activities can be used to introduce and reinforce peace-building (i.e. forums and discussions, radio and television, school learning/activities, street theatre, visual materials, material culture objects and so forth);
- peace building is best understood as a long-term and on-going process;
- peace building is concerned, fundamentally, with local concepts of justice;
- peace-building is most effective if strategic approaches are adopted which focus on social mechanisms relating to peace-building processes (rather that independent projects or products);
- peace building must work at various levels - the incident level, the relationship level, the sub-system level and the system level.

16.	**Activities:** A quick review of the peace-building activities which UNICEF is supporting confirms that peace-building activities can, indeed must, involve all sectors and can include all types of activities. UNICEF in Angola, Burundi, Liberia, Mozambique, Somalia, Tanzania and Rwanda is supporting peace-building efforts to name but a few. Following are examples of the types of activities being supported:

17.	**Education related activities:** Peace-building activities including the extension of school in conflict situations and the construction of temporary schools where necessary. School-based peace-building activities have included curriculum development projects, development of student workbooks, provision of school materials, development of supplementary readers, sports activities, art, music and drama. A new emphasis is being given to examining the school as an institution, for in many places there exists a crisis in education; schools are violent, unsafe places for children with poor management and treatment of teachers. There is a growing consensus that in peace-building activities, emphasis must be given to teacher training - both on issues related to good education and on special topics related to peace building, child development, psychosocial needs and conflict mediation.

18.	**School as a link to the community:** Increasingly peace-building efforts are focusing on school as a link to the community. The school can play a dynamic role in helping people

within the community address conflict and violence issues. It is also essential that peace-building efforts reach out-of-school youth. Many types of non-formal activities can be and are being organized under the rubric of peace-building - sports, collaborative works projects, forums to discuss community concerns, training in conflict mediation, etc.

19.   **Social mobilization on peace-building concerns:** Across Africa people are innovating many ways to stimulate dialogue about conflict and peace building. Street theatre, puppets, plays, and children's drawings are being used in many locations. Creative new ways of using radio and television programming on peace-building issues are being pioneered, including UNICEF's Sara initiative. Rwanda organized sports events on peace and reconciliation themes and is currently organizing youth peace camps across the country. Youth summits, such as the one organized at the OAU Summit in 1996, are being held in various countries to provide opportunity to hear the opinions of youth and provide opportunity for youth to dialogue with national leaders. Peace themes are included in special events such as the Day of the African Child. Many sensitization materials continue to be developed - printer games, materials for expressive activities, calendars highlighting peace themes, stickers, videos, articles in newspapers, messages on T-shirts, etc. UNICEF even provided a radio transmitter after the Rwandan crisis of 1994.

20.   **Special initiatives:** Various special initiatives are underway on peace-building concerns and various efforts being made by women's groups in peace-building efforts. The dissemination of the CBC and CEDAW are considered important foundation stones to peace-building, as is training on humanitarian principles which UNICEF is currently supporting. Youth to youth, youth to child and youth to community programmes often focus on peace-building concerns. As a peace-building effort focusing on the protection of children, UNICEF supported the Graça Machel study and continues to support follow-up activities related to its recommendations. It supports efforts to stop the use of children as soldiers and ban the production, distribution and use of land mines.

21.   Peace-building through service delivery: UNICEF continues to search for ways by which emergency health activities, the provision of safe water, nutrition assistance and child protection can help build peace. The "Day of tranquillity" on which conflict parties agree to stop fighting and work together to immunize children, and "corridors of peace" in which warring parties agree to permit safe passage of essential relief goods to affected populations, are notable examples of such strategies. "Health bridges for peace", a system adopted in Angola, included the agreement of warring parties to work together on emergency health interventions. In other locations, the issue of access, codes of behaviour and ground rules of engagement continue to be put in place as peace-building initiatives and child protection measures.

FAO

22.   The FAO representative noted that the bulk of Organization's development communications support activities provided essential foundations and ingredients for peace building. The FAO's approach was to rely on the most appropriate media to disseminate various technical and social messages and to use a variety of media to promote feedback and popular participation in message formulation and dissemination.

23.   He stressed that, based on the principle that the economic well-being of people was a precondition for peace, various programmes of FAO in Africa were geared towards the development and dissemination of technical information that helped enhance the economic well-being of rural populations and assisted them to defend and advance their economic, social and political interests. In this instance, he cited the Organization's support for the development of rural radio and drew attention to the declaration and plan of action on the development of rural radio in Africa adopted in Ouagadougou, Burkina Faso, in June 1996 as a solid input for further development and implementation of the communications for peace-building action of the UNSIA.

UNFPA

24.   UNFPA recognizes that human rights, including right to peace, are universal and interrelated. Therefore UNFPA has participated actively in the various consultative meetings of the UN System-wide Special Initiative on Africa which includes peace building, conflict resolution and national reconciliation. UNFPA is of the view that unabated population growth in cities and rural areas, poor health, especially poor reproductive health, poverty and poor quality lives as well as gender inequalities and inequity accompanied by lack of involvement of women in decision making are major contributors to an environment in which conflict is fermented.

25.   The UNFPA Mission Statement spells out the contribution the Organization has set out to make to the improvement of the quality of life and to the universally accepted aim of stabilizing world population. It extends assistance to developing countries and countries with economies in transition (at their request) to address issues of reproductive health, population in development issues and advocacy with particular emphasis on advocacy for gender parity through empowerment of women in all countries. The three main areas of UNFPA's work are: to ensure universal access to reproductive health including family planning and sexual health; to support population in development strategies that enable capacity building for planning, programming and implementing population programmes and; through advocacy, to promote awareness of population in development issues, reproductive health and empowerment of women including girl education and to mobilize the resources and political will necessary to accomplish this work.

26.   Communication is an important tool in all UNFPA activities. Indeed, among the activities undertaken by UNFPA is Population IEC in schools and it is its hope that UNESCO will continue to advocate for inclusion of peace building in the school curriculum. In collaboration with UNHCR, UNFPA supports programmes in refugee populations on reproductive health. The first project on this is based in the Somali Refugee Camps in Ethiopia.   UNFPA also supports provision of reproductive health services to internally displaced populations through its country programmes.

27.   Peace and social stability are essential for people to improve the quality of their lives and for development to occur. UNFPA is making significant contribution to this through the programmes it supports globally.   Within the African context, UNFPA supports the

population programme in the OAU and appreciates the OAU initiatives for promoting peace and conflict resolution.

The Organization of African Unity (OAU)

28.   Recognising and concerned about the high incidence of civil strife and growing number of violent armed conflicts in Africa, the OAU at the Cairo July 1993 Assembly of Heads of State and Government adopted a declaration creating within the Organization, a mechanism for conflict prevention, management and resolution. Taking into consideration the role of communications in peace building, the mechanism has plans to set up a conflict management documentation and publication centre (Peace Library). The OAU intends to take the work of the mechanism to the grassroots of every African society, particularly those in conflict.

29.   This exercise, according to the OAU representative, would require greater collaboration and networking with NGOs, the UN system, mass media organizations and civil societies within and beyond Africa. He noted that it had been recommended that the OAU and the UN system fund the establishment of a proposed OAU - United Nations Interagency Centre for Information Exchange. The role of the Centre would be to provide a continent-wide multi-media information distribution and sharing network for the benefit of all African countries, United Nations Agencies, OAU offices and NGOs. The information exchange centre will embark on public sensitization and mobilization campaigns especially as it concerns peace-building, public education and mass enlightenment, as well as observance of human rights and good governance in Africa.

Africa Centre for Magazine Publishing (ACMP)

30.   The Africa Centre for Magazine Publishing was set up in 1991 as a result of the first International Conference on the African Magazine Publishing Industry held at the UN Headquarters in New York in July 1991 and, according to its president, provides a network for 337 magazines in Africa.

31.   Apart from catering to the interests of its members, ACMP has among its objectives the coverage of UN conferences, the simplification of UN documents for mass readership, and popularization of UN activities relating to Africa for Africans, and has produced a number of documents including a report on the integration of women in development in Africa. ACMP, in pledging its commitment to the UNSIA, stressed the role the magazine industry in Africa could play in implementing activities of the Initiative.

African Council for Communication Education (ACCE)

32.   Established in 1974 and headquartered in Nairobi, Kenya, the African Council for Communication Education is a pan-African non-governmental organization with national chapters in 25 countries on the continent. Its objectives are to promote communication as a tool for development, undertake research, training and publication of books and manuals in communication. The ACCE provides a network of communication scholars, trainers and researchers who can provide expertise in developing and implementing several aspects of the

action on communications for peace building. The organization is involved in programmes related to the theme such as a proposed project on communication and good governance.

The West African Journalists Association (WAJA)

33. The West African Journalists Association, which was established in 1986, is the umbrella organization for journalists' associations in the 16 Member States of the Economic Community of West African States (ECOWAS). Apart from its primary objectives of promoting and defending press freedom and democracy in the region, WAJA is equally committed to the promotion of peace, stability and good governance. The association recognizes peace and stability as pre-conditions for human development and supports efforts aimed at attaining these goals. In collaboration with UNESCO, the International Federation of Journalists, and the Friedrich Ebert Foundation, WAJA has organized national and regional workshops on conflict resolution, good governance, ethnicity and related subjects.

34. The WAJA representative suggested that, given the critical role of the media in efforts at building peace and reconciliation in Africa, it was important for programmes carried out to promote peace to examine the special needs of the African media and journalists' associations and their capacity to serve as "true partners" for peace and good governance.

World Space Foundation (WSP)

35. The WorldSpace Foundation has been established to help bring some 4.5 billion people of the developing world into the global information main stream. This is now possible thanks to satellites in geo-stationary orbit that serve as delivery platforms for digitally transmitted programming (up to 100 channels accessible across vast regions) directly to inexpensive, portable radio receivers. Radio remains by far the most promising means of bringing information and education to people in the emerging regions. The role of the WorldSpace Foundation is to facilitate access to education and information essential in helping people in developing countries, and particularly in rural and remote areas, improve their daily lives.

36. The WorldSpace Foundation's mission is global in scope. Its focus is on Africa, the Middle East, Asia, Latin American and the Caribbean. Its principal objective is to assist the people of these continents in addressing the critical problems of literacy, health, civic education, women's issues, child survival and the environment. The Foundation's potential for fulfilling its purpose is enhanced by this new technology involving receivers that offer text, moving images and sound. This technology is a new means of providing mass education and information programmes, and relieving poverty.

37. Some examples of the WorldSpace Foundation projects and programme are: (i) responding to urgent needs for new means of educating the large numbers of youth by introducing new applications of distance education; and (ii) implementing programmes to protect a region's dwindling forests, for example, by reducing reliance on firewood for energy. Other areas include: women's issues; child survival; civic education and conflict resolution. World Space Foundation believes its innovative break-through in satellite communications can be used to promote the development and spread of knowledge and education and that,

with the collaboration of relevant organizations such as UNESCO, UNICEF and others, a continental peace channel can be created in Africa.

The Union of National Radio and Television Organizations of Africa (URTNA)

38.   The Union of National Radio and Television Organizations of Africa (URTNA) is an international union of broadcasting organisations created in 1962 to promote the development of broadcasting in Africa. Among its specific aims are the co-ordination and promotion of studies on all aspects of radio and television broadcasting; ensuring adherence of its members to international and inter-African conventions and agreements on radio and television; and co-ordinating coverage of major national and international cultural and sporting events.

39.   With 48 active members from Africa and seven associate members from Europe and the Middle East, URTNA not only helps to train broadcasting personnel, but also promotes the exchange of radio and television programmes among its members. Considering its extensive membership and reach, URTNA, according to its representative, could be a reliable channel for the transmission of messages and programmes which could foster a culture of peace, understanding and create an environment for sustainable development.

The Federation of African Media Women-SADC

40.   The Federation of African Media Women-SADC was founded in 1991 and has its headquarters in Harare, Zimbabwe. Its objectives are to: promote and enhance the role of media women in the development of Africa, with particular reference to the SADC region; establish networks for the exchange of information among media women; promote the status of women through the media; develop the professional capabilities of women in the media; and participate actively in the task of development, with particular emphasis on the involvement of individuals and communities, especially women to improve the quality of their lives.

Femmes-Africa-Solidarité

41.   Femmes-Africa-Solidarité (FAS) was created in June 1996 by Synergies Africa as a Geneva-based African NGO. Through its Women African Solidarity, FAS has been working to create, strengthen and promote the leadership of African women in the prevention, management and resolution of conflicts.

42.   Femmes-Africa-Solidarité fulfills its mandate through training courses, seminars and conferences, evaluation missions, research and studies, as well as publications. It has carried out training programmes for women organizations on conflict resolution in Sierra Leone and will be present during the forthcoming Liberian elections. Its aims and objectives are similar to those of this particular action in the UNSIA, namely using communications for peace building, conflict prevention and resolution.

Eastern African Media Institute (EAMI)

43.   The Eastern African Media Institute is a new regional organization based in Nairobi, Kenya. It was launched in 1997 in Mauritius with the explicit mandate of co-ordinating efforts to improve media professionalism, create bridges among publishers, trainers and journalists associations, and safeguard press freedom in East African countries. It operates through local chapters and has a network which could be used in the implementation of peace-building activities. One of its planned programmes relates to peace-building and conflict resolution activities.

Inter-Africa Group (IAG)

44.   The Inter-Africa Group (IAG) is an independent, non-profit, regional organization based in Addis Ababa, Ethiopia. Founded in 1989, the IAG's mission is to advance humanitarian principles, peace and development in the greater Horn of Africa region through programmes combining research, dialogue, public education and advocacy. IAG's mandate covers Djibouti, Eritrea, Ethiopia, Kenya, Somalia, Sudan, and Uganda, countries under the Inter-Governmental Authority on Development (IGAD) with which IAG works closely to address some of the cross border issues such as refugees and environment.

45.   The major goals of the LAG include: undertaking studies and analysis of strategic and critical problems and policies relating to the region's peace; organizing conferences, seminars; publishing monographs, journals and newsletters to disseminate the findings of the studies and research activities; and enhancing peace efforts by establishing common political commitments among leaders of the region for observance of humanitarian principles, especially during situations of armed conflict.

46.   As incidents of armed conflict increase, so do human sufferings, especially that of civilians who are caught between warring opponents. These are cross cutting cross border issues concerning many of the countries in the Horn of Africa, and as such, IAG works closely with the Inter-Governmental Authority on Development to address these issues through such projects as Radio Voice of Peace: Peace Education on Radio to Somalia; study on local conflict management methods; and peace mediations on Southern Sudan.

Media Institute of Southern Africa (MISA)

47.   The representative of Media Institute of Southern Africa (MISA) informed the meeting that the Institute had a number of on-going projects to promote independent and pluralistic press in the SADC region. He noted that the specific aims of MISA activities included assisting in the promotion of independent community media as channels for communication in the peace-building process and protecting journalists against "big forces" - such as governments. MISA's activities were based on its concern that national constitutions did not embrace legal clauses protecting journalists and the media in general.

IV.   Discussion of the Working Document

48.   During an extensive discussion of the working document on the action prepared by UNESCO (See Annex 3), the participants made a number of suggestions for further revising and expanding different sections of the document.

a.   Introduction

49.   The participants suggested that:

it should be recast to emphasize the important and special role of women in any peace-building process, recognising that they are the cornerstone of peace in the family and play a special role in defining and shaping the philosophy of the youth and future adults;

it was important to make a distinction between mere information and accurate, adequate and appropriate information;

the section explaining the environment within which the project is being launched must clearly outline the type of political structures and the contribution these have made to the lack of peace, specifically the nature of legal frameworks, constitutions, leadership and individual predilections;

there was a need to be more precise in defining the types of conflicts and their causes. It was not merely ignorance and the lack of knowledge that should be blamed. Key factors like ethnicity, territorial disputes, conflicts provoked by power-hungry leaders, geopolitical interests, lack of tolerance, and the role of multinational corporations should be noted;

the project must not concentrate primarily on radio as there were other significant communication media such as newspapers, television and the E-mail and Internet;

in the profile of communications in Africa, the role of international broadcasting organizations such as the BBC, VOA etc., should be highlighted as possible channels for the dissemination of peace messages;

- recognition should be given to the many communication research studies undertaken in Africa and the possible use of this work to create peace barometers; and

- education is a key component of communication and that the project must take into consideration this special function.

b.   Problems to be addressed

50.   The participants suggested that:

there should be a deregulation of the airways to allow ownership of radio by the civil society;

the project should encourage and facilitate the establishment of radio in rural communities where they are currently non-existent;

the printed media, newspapers and magazines must be supported to enhance their capacity;

the legal regimes under which the media operate must be liberalized to free the media from controls and ensure protection of journalists;

women must be involved at all levels of the project; and

the project must be professionally managed to ensure transparency, accountability and efficiency.

c. Project strategy

51.   The participants suggested that:

    the strategy should aim at involving non-media experts working in peace-building activities to provide for linkages and enrich the learning experience;
-    the strategy should have a built-in monitoring and evaluation component;
-    the involvement of women and introduction of gender dimension in peace building should be explicit in the strategy;
    the strategy should not be cast in general terms but must be clear on what peace-building activities would be focused on;
    there should be a deliberate effort to create an information sharing network among organizations represented at the workshop and UN agencies in related areas of activity;
    programme production techniques should be locally based and participatory and the content should be peace-oriented, democratic and community-driven; and
    the strategy must identify and use community based media and, where such media do not exist, help in establishing them.

d. Regional Plan of Action

52.   Based on clarification by UNESCO that the Regional Plan of Action could serve as the model which would provide the framework for National Plans of Action, state the objectives, the philosophy and strategy for implementing the action, the participants suggested that:

    it was important to identify and assess the capacity of regional and national partner organizations to participate effectively in the project and where necessary, determine assistance to such organizations;
-    in recognition of the important role of women in conflict resolution and prevention, the Regional Plan of Action should involve women's media organizations;
    an African library for women and peace or a more general resource centre for peace should be established;
    the idea of a continental OAU Radio should be pursued as an additional plan in the projects' implementation.

e. Selection criteria and Terms of Reference

53.   Introducing this subject, a UNESCO representative suggested five broad categories for selecting countries to serve as pilot project countries:

> they should be countries in pre-conflict, conflict or post-conflict situations;
> the appropriateness of environment for media organizations to work (i.e. relative freedom and independence of media);
> the existence of on-going or planned projects in the area of peace-building;
> the political will and request from national authorities to undertake the same; and
> the urgency of the need of the action.

54.   With regard to the terms of reference for the missions, it was noted that the key objective would be to discuss with national authorities and other relevant organizations issues related to peace-building and identify and assess capacities of local partners on the ground, make recommendations for National Plans of Action, modalities or approaches for implementation, time-table of activities, production of programmes and potential of local funding sources.

55.   With regard to the composition of the missions, it was suggested that they should be composed of at least three people - an expert on peace issues, a communications expert and a representative of a UN agency. The missions will be co-ordinated by UNESCO.

56.   The participants also suggested that:

> there should be clear guidelines on how cross-border disputes were to be handled by the missions and a clear definition of the nature of conflicts to be handled;
> given its involvement in a number of "troubled spots" in Africa, the International Committee of the Red Cross and the UNHCR should be involved in the consultations on the action;
> - the preparatory missions must coincide with extensive brain-storming workshops or seminars involving representatives of a cross-section of civil society, i.e. women's groups, media, religious organizations, etc;
> the Northern Africa region should be included in the project;
> efforts should be made to involved other relevant organizations not represented in the Addis Ababa meeting in the project;
> the selection of project countries should be left to UNESCO, in consultation with the other agencies.

f. Implementation strategy

57.   On the strategy for implementing the action, the participants suggested that:

> some of the planned activities needed to be re-examined to take into consideration the needs which would, for instance, determine equipment to be

procured and training to be provided to potential users;
guidelines on the contents of programmes to be produced should be included in the schedule of events, after the preparation of the Regional Plan of Action;
it was necessary to clearly identify the stake-holders in the process and the target media; and
the activities should include some regional seminars to allow sharing of experiences.

g.   Budget and modalities for fund-raising

58.   The meeting was informed that UNESCO had provided seed funds for the November 1996 Inter-Agency Consultative meeting held in Paris and the Regional Consultative Meeting held in Addis Ababa. This expenditure was not reflected in the overall project budget. The meeting was also informed that ITU had suggested that the present budget estimate for purchase of equipment be almost doubled.

h.   Mobilization of funds

59.   A representative of ECA said that one key advantage of the UNSIA was that it was based on priorities identified by African leaders. It involved key areas including governance, peace building, human rights, poverty and education. During the first year, local and inter-agency mobilization had been quite good in establishing priorities and identifying areas of interest. She suggested that modalities for raising funds should use a cross-sector approach where specific programmes and projects are included in broader national programmes, which can serve as a basis for raising funds.   She clarified that the programme was about rationalizing and encouraging efficient use of resources and governments should be assisted to maximize the use of resources at the country level.

60.   The participants made the following suggestions:

since a preliminary survey is necessary before the project takes off, the budget should include the estimated cost of such a survey;
-     the budget for research, monitoring and evaluation should be increased;
      the budget should equally include funds for capacity-building for potential partner organizations to ensure their effective participation in the project;
-     the funds earmarked for equipment may be increased, should the need arise for improving or enhancing the present capacity of radio broadcasting organizations in the countries concerned; and
-     the budget should take into account fees for scriptwriters, narrators and others to be commissioned for the production and dissemination of programmes.

V.   Linkages with other components of the Special Initiative

Special Initiative on Governance in Africa (SIGA)

61.   A UNDP representative provided some background information on SIGA and said that the overall framework would be approved at a governance forum foreseen for 11- 12 July

1997. He said that some key elements in SIGA related directly to the communications for peace-building action, including good leadership, accountability, civil society, peace and stability. It also contained elements that linked directly to basic education. He mentioned the contribution by the UNDP to the OAU initiative on capacity building in conflict resolution and stressed the critical role that co-ordination in the successful implementation of the component.

Harnessing Information Technologies for Development (HITD)

62.   A UNESCO representative outlined the stages of implementation of the action on Harnessing Information Technologies for Development. He noted that the process included organizing national policy and sectoral workshops, democratizing access to the Internet, increasing connectivity, application development and dissemination, as well as the establishment and operation of an electronic clearinghouse on African development information. He said that there were possibilities that local capacities would be developed to exploit the advantages of telematics in the peace-building action.

63.   An ECA representative provided information on the activities in the information sector, which were relevant to the Special Initiative. He spoke of the advantages the information superhighway had for Africa, the constraints in the way of full exploitation of these advantages and approaches to tackle them.

Basic Education

64.   Information was provided by a UNESCO representative on the status of implementation of the basic education component of the Special Initiative. The participants suggested that interaction must be sought between this component and the action on communications for peace building and stressed the importance of educational programmes for peace which could be channelled through the media.

65.   The meeting recognized the pivotal role played by the mass media in peace building and negotiations. In this regard, it supported the initiative on harnessing information for peace-building and recommended that the OAU and the UN System should provide the funding required to establish an OAU / United Nations Interagency Centre for Information Exchange. The Centre is designed to provide a continent-wide information distribution and sharing network for the benefit of African countries, the United Nations agencies, the OAU offices and NGOs. It will particularly embark on public sensitization and mobilisation campaigns on peace building and the observance of human rights and good governance in Africa.

VI.   General Recommendations

66.   In addition to the suggestions for revising and expanding the working document, the participants recommended that:

> i.   All participating organizations submit to UNESCO names of potential partners whose activities and programmes relate to the peace-building for them to be

invited to participate in the project.

ii. All participating organizations submit to UNESCO, within two-to-four months, concrete proposals of activities they plan to implement in areas related to peace building. UNESCO solicit from other organizations not represented in the meeting similar proposals to enable it prepare a draft consolidated regional plan of action which should then be sent to the organizations concerned for comments and modifications before finalization.

iii. The participating media organisations should, within three months, organize national or sub-regional sensitisation workshops or seminars in their countries/regions for senior media personnel to expose and introduce them to the communications for peace-building action.

iv. UNESCO, as the lead agency, should, directly and through the OAU, get explicit commitment from African governments on their willingness to support and participate in the action.

V. Given their central role in conflict resolution and peace-building, special efforts be made to incorporate women in this project through regional and national professional media organizations and other women's networks.

vi. Definite and focussed efforts should be made to bridge the gaps between media practitioners and activists and specialists in peace building.

vii. To assist in implementing the communication for peace-building action, the UN system should establish sub-regional press centres to disseminate information on activities and meetings of each UN agency related to peace-building and liase at country or sub-regional levels with members of NGOs, academic institutions and local or international media representatives.

viii. Media institutions should be requested and encouraged to support the communications for peace-building action by publicizing it on radio, television, newspapers, and magazines.

VII. Closing of the Meeting

67. The meeting was closed by the UNESCO Representative in Ethiopia, Mr Mamadi Condé who referred to on-going armed conflicts in Sierra Leone, Congo Brazzaville and Central Africa which contributed to insecurity and instability in Africa. He noted that such conflicts should remind all that peace was not only the absence of war or violence but also a process built on justice, equity, and respect for human rights and democracy. Mr Condé expressed the hope that concrete support in implementing the communications for peace-building action would follow the suggestions, recommendations and commitment made at the meeting.

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Annex 2:
Agenda and Timetable

Monday 23 June 1997

09.30	Registration
	Welcome Remarks by Representative of the Executive Secretary of ECA
	Welcome Remarks by Representative of the Director-General of UNESCO
	Election of Chairperson and Rapporteurs
	Adoption of the Agenda and Timetable
11.00	Tea/Coffee Break
11.30	Statement of the Theme of the Meeting
	Presentation by various organizations of their activities/approaches related to the theme of the meeting
13.00	Lunch Break
14.30	Presentation by various organizations of their activities/approaches related to the theme of the meeting (cont.)
	Discussion of Revised Working Document Prepared by UNESCO
16.00	Tea/Coffee Break
16.30	Discussion of Revised Working Document Prepared by UNESCO (cont.)
18.00	End of session

Tuesday 24 June 1997

10.00	Regional Plan of Action for Peace-building in Africa
11.00	Tea/Coffee Break
11.30	Project Countries: Selection Criteria & Terms of Reference for Preparatory Missions

13.00	Lunch Break
14.30	Project Countries: Selection Criteria & Terms of Reference for Preparatory Missions (cont.)
15.30	UNICEF Video "SARA"
16.00	Tea/Coffee Break
16.30	Strategies for Implementing Activities
18.00	End of session

Wednesday 25 June 1997

10.00	Budget & Modalities for Fund-Raising
11.00	Tea/Coffee Break
11.30	Possible Linkages with other major components of the Special Initiative Harnessing Information Technologies for Development Governance Basic Education
13.00	Lunch Break
16.00	Discussion of Draft Meeting Report
17.30	Tea/Coffee Break
18.00	Closing Remarks by the Representative of the Director-General of UNESCO

Annex 3:
Working Document
(Revised: February 1997)

I. Introduction

1.   The failure of past attempts to achieve social and economic development in Africa can be traced, to a large extent, to factors which minimised the importance of popular participation and consensus building in setting and achieving overall national and development goals. These failures accentuated the marginalization of large segments of the population, contributed to social upheaval and jeopardised peace and stability in many African countries.

2.   In the past decade, and particularly since the end of the cold war, conflicts which have arisen in Africa have proven increasingly to be internal in nature. In many instances, they have led to violence and destruction of social and economic infrastructure and more dramatically, have resulted in a massive displacement of populations. A large proportion of the population who stay in their countries are exposed to potential situations of violence due to absence of peace, economic and political instability and a lack of basic structures which promote tolerance, democracy, and respect for human rights.

3.   Under such circumstances, only by securing a peaceful environment can African countries achieve the goal of sustainable development, democracy and social progress. Therefore, there is a need for relevant actions aimed at laying or strengthening the foundations on which peace-building can be supported. These actions may include targeted educational and informational programmes on human rights, tolerance and democracy; support to democratic institutions and community-based structures; measures to build confidence among conflicting groups; efforts to forge cooperation among African countries; creating an atmosphere in which divisive ideologies can cede to mutual understanding and tolerance; and support for local initiatives as well as national and regional mechanisms for resolving conflicts.

4.   The challenge for building a sustainable peace in Africa is a real one. UNESCO has responded to this challenge by establishing a Culture of Peace Programme in line with the UN Secretary-General's appeal contained in his Agenda for Peace. A culture of peace cannot be imposed from outside. It is a long-term process that grows out of the beliefs and actions of the people themselves and develops differently in each country and region depending upon its history, cultures and traditions. It also aims at promoting democratic principles and procedures through equitable systems of governance.

5.   The Culture of Peace Programme aims at promoting and reinforcing a culture of peace in post-conflict and pre-conflict situations through support for national programmes. The national programmes already initiated in Mozambique and Burundi put the following basic concepts of a culture of peace into action:

the non-violent management of conflicts, based on traditional methods;

the development of democratic procedures and respect of political and human rights for everyone;

a broad-based participation, dialogue and cooperation in the development process of all parties in a conflict, to ensure that development is sustainable, endogenous and equitable.

6.   Another type of activities consists of national colloquia in which UNESCO has helped to develop the above-mentioned process of dialogue between all parties to the conflicts in Congo, Sudan and Somalia.

7.   National culture of peace programmes work to re-establish the confidence of populations toward public institutions through a campaign of information and education. Such a campaign is most effective when the mass media are actively involved.

8.   Of the modem communication media, the most widespread and useful as an instrument for social and political development in the African region is the radio. Statistical data on the development and spread of radio transmitters and distribution of radio sets in Africa indicate that radio is, in reality, the only modem communication instrument which has attained the status of a mass medium in the region. Radio has undergone a steady and high rate of growth and expansion in Africa since the 1950s when there was an estimated total of about 360,000 radio sets in countries south of the Sahara, to 80,146,000 sets by the year 1990. In the whole continent of Africa, the number of radio receivers was 110,681,000 compared to the number of television receivers of 23,420.000. These numbers clearly indicate the importance of sound broadcasting for the peace-building process in Africa. But this growth in the number of transmitters and radio sets is uneven and reflects inter- and intra-country disparities as well as imbalances with most of the transmitters and radio sets being concentrated in the urban areas. There is, therefore, an urgent need to encourage the development of community radio to cater to the communication and information needs and interests of the rural population.

9.   Virtually all African countries have at least one and in many instances several newspapers. With the exception of a few which are oriented to news, information and issues of interest to rural communities, newspapers and magazines in Africa are urban-based and national in scope and character, serving the needs and interests of a minority of the population. Newspaper prices are unaffordable for a large segment of the population in Africa in addition to the extremely high percentage of illiteracy. Other modem instruments of communication in the region are television; films and such other audio-visual media as audio cassette recorders; video; slides; transparencies; and posters.   These communication instruments have the potential of being used in varying degrees to generate and disseminate information oriented to tolerance, respect for human rights, democratic practices and peace-related issues.

10.   However, people who live in the rural communities have limited or non-existent opportunities to use radio, television and newspapers. For about 80 per cent of them, much of their communication environment is characterized by the predominant use of oral and traditional media, especially interpersonal sources, for information transmission and reception rather than modem communication methods. Among the various forms of oral and

traditional communication which are prevalent in many African rural communities are interpersonal networks, oral narratives, drama or folk theatre, story-telling, the "gong-gong", music, drums, games, linguists and town criers. The network of traditional media and culturally-rooted interpersonal communication outlets constitutes appropriate, established and credible instruments which can be purposely and systematically fused with modem communication media to disseminate information and encourage critical awareness, discussion, decision-making and collective action among rural communities to deal with issues related to tolerance, respect for human rights, democratic practices and peace.

11.   The major features of the communication environment in Africa? which form the background for the proposed project are:

    i.   Availability of public or state-owned radio broadcasting stations which rarely cover the entire geographical territory of the country;

    ii.   A growing number of independent radio stations as a result of the "liberalization" of the airwaves;

    iii.   Gradual increase of community radio stations and newspapers;

    iv.   National news agencies which, in many countries, have nation-wide news and information collection and distribution facilities;

    v.   The long oral traditions of African societies which smoothly adapt to various broadcasting formats;

    vi.   Gradual growth of human resources in communication sustained through communication educational institutions all over the continent; and

    vii. Availability of programs broadcast by such international radio organizations as the BBC, the Voice of America, Deutsche Welle, Radio France International, Radio Canada International, Radio Netherlands International, Africa No. 1, Radio South Africa, Radio Swiss International, Radio Japan International, Radio Moscow, Radio China, etc.

12.   With a growing number of African countries undergoing democratic transition, and endeavouring to build more peaceful societies, international assistance is increasingly requested to help promote independent public and private media, develop human resources for the media and to put communication technologies to work for peace and democracy.

13.   For example, in the recent years, UNESCO has undertaken actions in support of independent and public media through building or strengthening media structures and providing training opportunities for media personnel to enhance their knowledge and skills in the use of communication in support of democracy, peace and human rights,

14.   Since the end of the apartheid regime and the installation of President Nelson Mandela after the April 1994 elections, UNESCO has been involved in several media activities in South Africa. These activities have been geared towards providing opportunities for the development of pluralistic and independent media as well as strengthening communication capacities in communities which were marginalized and suppressed during the apartheid era. These activities include training workshops for media professionals, provision of equipment for independent publications and community media which promote

literacy, democracy and development in disadvantaged communities and a project for developing human resources for the media.

15.   In West and Central Africa, UNESCO has launched a three-year project on Communication and Good Governance in 10 countries (Benin, Chad, Equatorial Guinea, Gambia, Ghana, Guinea Bissau, Liberia, Mali, Sao Tome and Principe and Togo) which aims at strengthening the human and technical capacity of the media through decentralization and the creation of media facilities at the provincial and community levels.

16.   In Rwanda, UNESCO has launched a project which seeks to strengthen the skills of media practitioners and guarantee the operations of independent media as well as public service broadcasting, through training workshops and seminars for journalists, provision of equipment and the establishment of the Rwanda Press House which serves as a meeting and training place for all media practitioners, regardless of their ethnic background, religious and political persuasion. The Organization has also concentrated its efforts in Burundi on setting up a training program for journalists and a Press House whose aims are similar to the one in Rwanda.

17.   FAO has also carried out a number of communications for development activities in Africa. Over the years, the Organization has been involved in a programme to strengthen rural radio services in African countries, in collaboration with the Union of National Radio and Television Organizations in Africa (URTNA) and the Inter-African Centre for Rural Broadcasting Studies (CIERRO). As part of this programme, FAO organized a workshop in Ouagodougou, Burkina Faso, in June 1996 to address the major issues related to rural radio in Africa. The Workshop recommended that rural radio should be considered central to the Communications for Peace-building action of the UN System-wide Special Initiative on Africa.

18.   The Economic Development Institute of the World Bank Group has launched a training programme to strengthen the skills of journalists and other media practitioners in the service of enhancing public broadcasting and independent press as an integral component of good governance. In addition, the Bank supports the promotion of basic education and development some activities of which use mass media and communication technologies.

19.   To respond to the challenge of peace and development in Africa, the UN System-wide Special Initiative on Africa has identified areas where the international community, national governments and local communities can be called upon to act. Some of these areas which will be addressed by the project "Communications for Peace-Building" are: peace-building, conflict resolution and national reconciliation; strengthening the capacity for governance; and strengthening of civil society for development.

20.   The proposed project intends to use the media of communication, particularly radio broadcasting. It will put emphasis on training of local media practitioners, provision of technical and advisory services and will create a setting for the elaboration of programmes which promote tolerance, democracy, respect of human rights and peace-related issues in Africa.

21.   The functional relationship between this project and other peace components foreseen in the framework of the Special Initiative on Governance in Africa (SIGA) was highlighted at a meeting of the participating agencies organized by UNESCO in Paris on 13 November 1996 during which a first draft of the present document was discussed.

II   Problem to be addressed

22.   In many African countries where there are deep cleavages based on factors such as ethnicity and an unequal share of economic resources, where social harmony is precarious, where consensus is minimal on many issues of democracy and governance, the lack of information and the low level of education of a large proportion of the population are additional sources of conflict. Conflicts which arise today in Africa among citizens of the same nation are often the result of ignorance or inadequate knowledge of others' culture and unawareness of their basic rights and responsibilities.

23.   As noted by participants in the Audience Africa meeting organized by UNESCO in Paris in February 1995, one of the major challenges facing the construction of peaceful environment in Africa consists in increasing access to information to a larger proportion of the population. The different segments of the population in many African countries, especially those living in rural communities, have minimal access to communication media and are often not reached or provided with adequate information on issues of critical importance to national welfare and societal development. The availability and suitability of communication and information media are essential prerequisites for empowering and enabling populations to express their views and opinions about significant development problems and to participate in the process of democratic transition and conflict resolution.

III   The Response

24.   The project seeks to address one of the main challenges which all African countries are facing today: peace and stability. Its main objective is to use communications - particularly radio broadcasting which is the most widespread modem medium of communication in Africa, especially in rural areas - to convey messages and programmes which could foster a culture of peace and create an environment conducive to a sustainable development. The messages and programmes will be produced locally in local languages and will address issues mainly selected and elaborated by media professionals in the project countries. Participatory approaches will be used in the production and dissemination of the media programmes and materials to ensure that issues of concern to local communities are reflected.

3.1   Project Objectives

25.   Given the significant functions of communication and information media in socioeconomic, political and cultural development, the proposed project is designed to use communication media to promote peace, tolerance, democracy, good governance, respect for human rights. The long-term development objective is to contribute effectively to the establishment of a culture of peace, through strengthening the human and technical capacity of communication media in Africa, especially radio broadcasting.

26.   The specific immediate objectives of the proposed project are as follows:

    i.   To have prepared a Regional Plan of Action for Building Peace in Africa through Communication.

    ii.   To have prepared 12 National Plans of Action for Building Peace in Africa through Communication in selected countries.

    At the end of the project :

    iii.   To have organized 24 national training workshops in the 12 selected countries for personnel working in broadcasting and print media to promote tolerance, respect for human rights and peace-related issues.

    iv.   To have produced and disseminated in these countries radio programmes and printed media articles on tolerance, respect for human rights and peace-related issues.

    v.   To have disseminated programmes on tolerance, respect for human rights and peace-related issues in Africa through selected international radio broadcasting organizations with special programmes for the continent.

    vi.   To have improved access to radio broadcasting and print media for large segments of the population by strengthening the technical capacity of public and community radio stations and print media institutions through the provision of required equipment and materials.

3.2.   Expected results

27.   It is envisaged that, by the end of the project, it will have contributed, through the use of the media, to the consolidation of democracy and peace in Africa and the promotion of a culture of peace. In particular, the following results are expected:

    i.   Enhancement of social and political cohesion through the promotion of dialogue among different groups.

    ii.   Dissemination of values and attitudes which promote peace, tolerance, and respect for human rights.

    iii.   Production and dissemination through the media of educational and information programmes which focus on peace, non-violence, democracy and good governance.

    iv.   Promotion of programmes and activities of IGOs, NGOs, governmental bodies and other advocacy groups dealing with peace and conflict resolution.

    v.   Enhancement of the capacity of media professionals (journalists, editors, publishers and programme producers) to use the media in support of conflict resolution, peace, tolerance, good governance and respect for human rights.

    vi.   Improvement of access to the media, especially community radio and newspapers, through the provision of equipment and training in equipment use and maintenance.

3.3. Target beneficiaries

28. The principal immediate beneficiaries of the project are both independent and public-service media institutions, especially those in rural communities, which will be assisted to develop their human resources and technical capacity. Community-based media organizations which have the trained human resources and strengthened technical capacity to gather, process, produce and disseminate news and information to different segments of society related to peace, tolerance, good governance and respect for human rights can contribute considerably to sustainable development in Africa.

29. However, the general populations in the selected countries would be the ultimate beneficiaries from increased access to the media and greater opportunities to express their views and opinions on national issues and to involve themselves effectively in the process of establishing a culture of peace, as well as in creating the social and political conditions leading to a peaceful and democratic environment.

IV. Project Strategy

30. The internationally recognized importance of encouraging popular participation in sustainable development and the role of information in that process indicate the need to (i) decentralize in each African country the mechanisms for news and information coverage, production and distribution; and (ii) increase access to the media for the national population, particularly the majority who live in rural communities.

31. The present project takes into cognisance the realities of the communication environment in Africa and will use a four-tier strategy to achieve its objectives. The strategy consists of:

    i.   mobilising and training of media professionals;
    ii.   production and dissemination of media programmes geared towards promoting attitudes and values related to a culture of peace;
    iii.   provision of required equipment and material to media institutions; and
    iv.   support to independent community-based media, especially rural community radio stations and local language newspapers.

4.1 Mobilising and training of media professionals

32. To enable the media in the selected project countries to effectively fulfil their functions in the process of national reconciliation and in the promotion of a culture of peace, the personnel working for the media have to be equipped with the requisite knowledge and skills through organising short-term national training workshops for journalists, editors, publishers and programme producers.

33.   Public service media organizations in Africa have a duty to ensure the dissemination of news and information to all segments of the national population, especially those living in rural and isolated areas and marginalized sections of urban communities. To do this properly, national broadcasting institutions must have editorial independence and higher professional standards which will also be improved through training in the framework of the project.

4.2.   Production and dissemination of media programmes

34.   The need for peace, tolerance, democracy, good governance and respect for human rights as both prerequisites and essential elements of sustainable development poses a special challenge to the media to produce and disseminate on a regular basis public-enlightenment programmes and to print media articles which promote those processes and foster appropriate attitudes and values. The project will provide provision of advisory services to media institutions to that effect. It will also entail arrangements to use part of the programming time of international broadcasting organizations to broadcast these programmes.

4.3   Provision of required equipment and material to media institutions

35.   To enhance their ability to produce and disseminate programmes which promote attitudes and values related to a culture of peace, media institutions in the selected countries would also require strengthened technical capacity. Thus, the project strategy will involve the provision of required equipment and materials to both broadcast and print media organizations.

4.4   Support to independent community-based media

36.   The emerging independent media organizations have an important role to play in the process of building peace and democracy. Community media, especially community radio, can address the specific information needs of the communities they serve, act as a voice for the community, and often as a link with those in authority. In so doing, community media organisations strengthen a community's identity, culture and history, encourage participation in decision-making processes and help to create a peaceful environment. However, the development, growth and extension of independent media (radio and local language newspapers) to the community level in many African countries are constrained by lack of equipment and materials as well as production and distribution problems. The project will attempt to remedy these problems by supporting in particular the efforts of non-governmental organizations to create such media outlets.

V.   Co-ordination mechanism

37.   A Regional Plan of Action for Building Peace in Africa through Communication will be developed in accordance with the recommendations of OAU consultations held in Cairo and Addis Ababa in 1993 and 1994 regarding the need for Africans to take the responsibility of resolving conflicts within the region by using their own capacities. Technical and advisory support to develop the above plans of action will be provided by UNESCO and the participating UN agencies in cooperation with African inter-governmental organizations and local professional associations. The different partners involved will hold consultative

meetings to adopt a programme of activities and develop a strategy for mobilizing the resources required. A number of countries (three each) will be selected from West, Central, Eastern and Southern Africa according to criteria to be determined by a group of experts from the above organizations.

38.   Preparatory missions to the selected countries will lead to a set of recommendations for the Regional Plan of Action and the formulation of preliminary outlines of National Plans of Action for Building Peace through Communication in the countries concerned. UNESCO, the lead agency for this project, in co-operation with UNDP, UNICEF, FAO, ITU, UNFPA and the World Bank, and in consultation with the OAU and ECA, will assist countries to formulate more detailed National Plans of Action. Regional as well as national organizations and professional associations such as the Pan-African News Agency (PANA), the Union of National Radio and Television Organizations in Africa (URTNA), the Union of African Journalists, the Media Institute of Southern Africa, the East Africa Media Institute, and the Union of West African Journalists will take part in the consultation process and in the implementation of project activities.

39.   The implementation of project activities will be carried out by specialists from the participating agencies (Headquarters and field offices in Africa). Planned training workshops as well as the production and dissemination of media programmes and messages will primarily be organized at national and local levels. The provision of equipment to media will similarly be done in close consultation with national and regional media professional organizations.

40.   An overview of the project activities and workplan is attached.

VI.   Risks

41.   It is worth noting here that successful implementation of the project partly depends on the socio-political situation in the selected countries. With regard to countries in conflict situations, often a series of unpredictable events tend to affect the course of efforts at mediation and the use of communication resources to disseminate messages of peace and reconciliation. On the other hand, whilst democratic changes may be taking place in countries in post-conflict situation, it must be stressed that such countries have emerged from long periods of civil conflict and that the roots of national reconciliation are not yet firmly established. Also, whilst considerable progress has been made in creating an environment conducive to press freedom and the development of independent, private and pluralistic media in some of the countries, there are several constraints facing journalists and other media professionals working for the private and independent media.

42.   The uncertainty in the socio-political milieu in the selected countries and the constraints in the development of independent and pluralistic media may affect the implementation of project activities.

VII. Project Inputs

43.   The project inputs will be as follows:

  i.   International and national experts and consultants
  ii.   Fellowships to enable media professionals in the selected countries to attend relevant regional training programmes and seminars
  iii. Equipment (sound broadcasting and studio transmission and equipment; Desk-top publishing units, laser printers, printing press, photocopying machines, photo cameras, dark-room materials, newsprint and other production material).

44.   A detailed list of equipment (both expandable and non-expandable) will be drawn up by in consultation with personnel working on media institutions in the selected countries. Details of the financial resources required to implement the project over the five-year period are given in the annex.

Project Activities and Workplan Overview

Activities	Year 1 (months)				Year 2 (months)				Year 3 (months)				Year 4 (months)				Year 5 (months)			
	1 to 3	4 to 6	7 to 9	10 to 12	1 to 3	4 to 6	7 to 9	10 to 12	1 to 3	4 to 6	7 to 9	10 to 12	1 to 3	4 to 6	7 to 9	10 to 12	1 to 3	4 to 6	7 to 9	10 to 12
First UN Interagency Consultation Meeting	X																			
Preparation and Finalizing of Prodoc	X																			
Regional Consultation Meeting		X																		
Preparation of Regional Plan of Action		X																		
Missions to selected countries			X	X			X				X					X			X	
Consultation Meeting with International Broadcasting Institutions				X																
Finalizing Regional Plan of Action				X																
National Seminars/National Plans of Action					X	X	X	X												
Media Training Workshops						X	X	X	X	X	X	X	X	X	X	X	X	X	X	
Identification of equipment needs					X	X			X				X				X			
Equipment procurement						X	X			X	X			X	X			X	X	
Production and dissemination of programmes								X	X	X	X	X	X	X	X	X	X	X	X	
Mid-Term Project Review											X									
Project Evaluation																				X
Preparation of Reports				X				X				X				X				X

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Provisional Project Budget (US$)

	TOTAL	1997	1998	1999	2000	2001
1. **Technical assistance**						
Experts, consultants	1.020.080	116.000	233.000	233.000	219.000	219.000
Mission costs	250.000	50.000	50.000	50.000	50.000	50.000
Sub-Total	1.270.000	166.000	283.000	283.000	269.000	269.000
2. **Training**						
Media workshops	840.000	---	210.000	210.000	280.000	140.000
National seminars	360.000	60.000	210.000	90.000	---	---
Regional seminars	350.000	150.000	---	100.000	---	100.000
Sub-Total	1.550.000	210.000	420.000	400.000	280.000	240.000
3. **Programmes**						
Production and dissemination	3.300.000	450.000	600.000	750.000	750.000	750.000
4. **Equipment**						
Radio	1.000.000	200.000	200.000	200.000	200.000	200.000
Newspapers and materials	500.000	100.000	100.000	100.000	100.000	100.000
Sub-Total	1.500.000	300.000	300.000	300.000	300.000	300.000
5. **Research and Evaluation**	60.000	---	20.000	20.000	---	20.000
6. **Miscellaneous**	120.000	20.000	22.000	24.000	26.000	28.000
GRAND TOTAL	**7.800.000**	**1.146.000**	**1.645.000**	**1.777.000**	**1.625.000**	**1.607.000**