



BUILDING COMMUNICATION OPPORTUNITIES Bi-Annual Meeting
Thursday 31st August 2006
IICD, HIVOS, DGIS
The Hague, Netherlands

Day 3: Learning Day, DGIS

Welcome

Henk Molenaar (DGIS) welcomed everyone to the meeting, particularly newcomers: Brigitte Sins (OxfamNovib/Free Voice), Bart Dijkstra (Free Voice), Paul Maassen (Hivos), Daniel Annerose (Manobi), Fleur de Bruin-Wijnant (KPN-STAR) and Theresa Stanton (IICD) – and thanked IICD for arranging the meeting. Representatives from other Dutch NGOs funded by the Ministry's 'co-financing programme' had also been invited make presentations at the BCO during the afternoon so that BCO members could learn more about the ministry's research plan. They included Wilco de Jonge (Press Now), Lem van Eupen (Radio Nederland Training Centre - RNTC) and Michiel Munneke (World Press Photo).

Introduction

Caroline Wiederhof, Head of the Research and Communication Division, Netherlands Ministry of Foreign Affairs – Development Cooperation (DGIS)

Ms Wiederhof informed everyone that this BCO meeting was her first opportunity to become acquainted with members of the BCO alliance. It was certainly a welcome opportunity given that the organisations represented in the BCO alliance are at the core of a field of work that is extremely important for developing cooperation. After commending the group's decision to change its name from the Building Digital Opportunities (BDO) Alliance to the Building Communications Opportunities (BCO) Alliance in 2004, Caroline referred to an essay she wrote when studying for her Communication Sciences and International Relations degree 20 years ago. The essay was on Ithiel de Sola Pool's book 'Technologies of Freedom' (1983). Pool believed that the study of communication systems could be as powerful as the study of economic systems and considered it self-evident to place communication at the forefront of development. Had he been alive today he would be amazed to discover that this was not the case and that a BCO alliance was necessary to gain more attention for ICT in the development sectors.

A brief outline was given of the context and background of the ministry's Communications Programme, particularly with regard to the policy document on Development Cooperation entitled 'Mutual Interests, Mutual Responsibilities' – this was the main focus at the moment. The document made a clear choice on themes and countries and was outspoken on issues such as coherence, harmonization and partnerships. One positive development for the Netherlands is that in August 2006 the Center for Global Development placed it at the top of its Commitment to Development Index. This index rates 21 rich countries on how much they help poor countries build prosperity, good governance and security. Each country gets scores in seven policy areas, including technology. Caroline thought that it might be interesting for BCO members to examine how the technology part of the index is composed. She pointed out, however, that despite being ranked No. 1 on the list the Netherlands had a relatively low score on the technology part of the index. As there is no explicit reference to technology for development in the Netherlands' development policy this did not come as a surprise. Although apparently this was not the reason for the low technology rating: rather it was the policy on national research and technology that was measured on the assumption that through investments in these areas, the global stock of knowledge increases which will, in the long run, lead to long term innovation and growth. We should also ask ourselves if investments in technology are also in the interests of the

poor. After all, technology is not a neutral thing – in a sense it is ‘frozen knowledge’. Harnessing the potential of ICT for development, therefore, is not a simple technocratic process.

Caroline went on to describe the ministry’s communication programme and explained that Dutch development cooperation does not focus explicitly on technology. It focuses its attention and resources on four policy areas; ICT is not one of them. Consequently, communication is not one of its main priorities, which is why DGIS has adopted a low key level of participation in the BCO alliance. On the other hand, communication is one of the themes of its programme for civil society organisations. In this programme, Dutch organisations working in the field of development cooperation can apply for a grant. The programme itself is called the ‘co-financing programme’ because the government only funds part of the costs of the CSO’s work in developing countries. Today, the programme is reserved exclusively for Dutch organisations that focus on civil society building, based on the assumption that CSOs are in a much better position to contribute to civil society building than a governmental donor such as the ministry. Each party concentrates on its own niche: the government on budget support and the civil society organisations on civil society. The ministry’s communication programme is part and parcel of this co-financing programme and therefore has a very specific framework in which it operates. The Dutch organisations that have been invited to make presentations to the BCO alliance this afternoon are currently funded under the co-financing programme and are as yet uncertain about the result of the current round of applications. Finally, the most important changes made to the co-financing programme in the last few years are: 1) the programme is now restricted to Dutch organisations; 2) In an effort to increase transparency and objectivity, an independent Advisory Committee has been set up by the Minister to advise on the proposals.

The research programme carried out by Caroline’s department does not focus on research as such but rather on research as part of innovation processes and knowledge systems. This approach leads to an emphasis on knowledge management, learning organisations, open access to information, free flows of information, local knowledge and knowledge exchange. It was therefore interesting to note encouraging similarities between the research her department was involved in and the activities of several organisations that are members of the BCO alliance. For example, research journalism (PANOS), local sources of knowledge (AMARC), the multi-stakeholder approach (IICD), local content on the web (OneWorld Africa). Also of interest was the GEM tool developed by APC which builds gender sensitive knowledge on the effects of technology; Bellanet’s key role in the growing community of interest in the field of knowledge management; and the ambitious knowledge sharing programme that HIVOS is about to embark upon.

Questions (Q) and Answers (A) from the floor

Q. I am interested in the history of Dutch organisations in this field. How do the dynamics work between the organisations involved in ICT4D in the Netherlands and the policy agenda? For example, 40 organisations in the UK are active in this area but have no history of uniting to lobby for these issues, although recently a collective white paper was drawn up on ‘Governments and the Transparency Fund’.

Q. Why is it so hard to get this issue onto the mainstream agenda?

A (Hivos): We have tried to influence the debate by organising events such as the ‘Fill the Gap’ debate, but it’s hard to judge their impact. We tried to have ICT4D placed high on the Dutch development agenda, but have not managed to do this.

Q (PANOS): Can you specify what your research activities involve?

A (DGIS): We support organisations that finance research (we do not carry out research ourselves). Some of our funds go to the Dutch National Organisation for Research Funding and we teach them how to lobby policy-makers and disseminate their results before they start their research. We also support networks, e.g. the Global Development Network; CIDENET.

A (APC): I’m not sure whether it is so difficult to place ICT4D on the policy agenda, based on APC’s own experience. A lot more people are now thinking about ICT4D and talking about it. However, I do believe that the ‘ICT4D bubble’ scared off the traditional development establishment. There’s also been a major shift in thinking: the attitude today is to carry out ICT4D because you’re scared about what will happen if you do not (digital gap), rather than because you are carried away by the benefits you think it will bring. The Dutch universities have led the way in this area by publishing the largest collection of free online information open to the general public. However, it is a pity to focus solely on Dutch ICT4D organisations as it is now possible, with new communications media, to link up with international organisations. There’s also an unfortunate assumption that if you work in Europe, it’s

feasible to work internationally, but if you work in a Southern country (e.g. Brasil), you just work in Brasil.

Q (DFID): BCO has helped DFID to collaborate by expending a great deal of its own time and energy. Are there any aspects of the DGIS programme that DFID should know about – specifically, other Dutch organisations?

A (DGIS): It would be good for DFID to liaise directly with DGIS to identify common partners.

HIVOS-KPN STAR Programme

Paul Maassen, Programme Manager ICT, media and KS, Hivos

Fleur de Bruijn-Wijnant, former STAR Programme Manager, KPN

(see presentation)

The first full-fledged PPP of Hivos – the Hivos-KPN Star Programme www.starprogramme.org – was described. This is a 4-year programme that aims to help civil society organisations in Eastern and Southern Africa to increase their capacity through ICT applications. The programme will target CSOs that are active in two areas - HIV/AIDS and Microfinance – in six countries (Tanzania, Uganda, Malawi, Kenya, Mozambique, Zambia).

KPN has over 24,000 employees and is by far the largest telecom provider in the Netherlands, expert in the field of telecommunications. Today, it is involved in Voice Over IP and the future integration of mobile phones and fixed telephony. The Hivos-KPN partnership is all about knowledge and technology, not funding and this is refreshing,' explained Paul Maassen 'and the really exciting part of this partnership is linking KPN volunteers with our local partners'.

Fleur de Bruijn added that KPN also has a lot of products that can be readily used by HIVOS partners and described how this is currently working in practice for one Hivos partner; 'Straighttalk'. Straighttalk spreads newspapers featuring items on HIV/AIDS-related issues and launched a radio programme to expand its outreach. Questions soon started coming in from listeners via the radio programme so they needed to develop an interactive system. This began with simple SMS messages. KPN stepped in and helped Straighttalk with a tool that allowed them to deal with incoming questions more efficiently. The idea is to use KPN's in-house knowledge. KPN has a lot of knowledge about how to get the best out of websites.

The partnership itself took two years to get off the ground. The key for Hivos during this entire process was having a key person within KPN who could lobby for the PPP. Interestingly, from a staff point of view, despite the fact that KPN itself was going through a difficult reorganisation process at the time, most KPN employees were very excited about the possibility of helping developing countries and therefore positive about the prospect of such a partnership. The key lessons learned during the PPP process were:

- PPP is an important Human Resources (HR) tool for KPN as it helps them train their younger people. This is because Africa provides them with a rigorous training environment that will stretch them far more than if they were to train at home in the Netherlands in a safe environment.
- People at Hivos also have a business background and this helped with the discussions with KPN.
- Different terminology can be confusing during the preliminary discussions: 'Capacity Development' at Hivos means training, 'Capacity Development' at KPN means setting up telephone lines.
- KPN initially carried out a pilot project. This was important as many people within KPN initially considered Africa to be a lost cause and were dubious about going there.
- Hivos also learned that KPN perceives the benefits of the PPP differently to how Hivos expected them to.

The first experiences of the partnership were described. These were as follows:

- The 'ripple' effect: while the Hivos/KPN partnership does not help to finance activities directly from KPN, it stimulates funding from others. For example, IDRC has offered to finance the Microfinance workshop in September. The Child Help-Line in Malawi will also be funded.
- The (15) KPN volunteers come from different departments in KPN, e.g. KPN Mobile, etc. They talk to their managers when they return to the Netherlands thereby raising awareness throughout the organisation.
- It is helpful to Hivos to see what it is like to work with other donors (KPN) as in the past Hivos was only involved with one donor (DGIS).
- It is also important to constantly assess and monitor the partnership on the ground. For example, consider what to do when someone leaves - how to replace them on time.

Status of activities: August 2006

- First and foremost, Hivos has to discuss with its local partners how its PPP support fits in with their own strategy.
- KPN is now helping the 'HIV/AIDS helpline' project.
- PSO has stepped in to be the funder of the Hivos/KPN PPP (PSO will finance the time spent by Hivos/KPN staff on the PPP). This is a positive development as the PPP partnership demands a lot of time from both parties.

International Institute for Communication and Development (IICD)

**Deem Vermeulen, Team Leader, International Partnerships, IICD
(see presentation)**

After outlining how IICD works in practice, via its Thematic Networking Programme and multifaceted Country Programmes in nine countries, Mr Vermeulen briefly described IICD's strategic alliances in general. The primary aim of these partnerships, from IICD's perspective, is to provide knowledge, although funding and networking are also important. Usually the partnerships involve a mix of all these elements. The roles of the different types of partnerships were then outlined (civil society, academic/research). In IICD's experience, private sector partnerships lead to product innovation, while public sector partnerships (DGIS, DFID) provide an entrance point into the SWAps (Sector Wide Approaches). A comparison was made between IICD's not-for-profit partnerships (Cordaid, Hivos) and its private partnerships (Manobi) and the added value of such partnerships outlined. In the case of the non-profit partnerships, benefits for Cordaid included: providing a bridge between civil society and government (civil society and government need each other in order to book results); IICD acts as a catalyst in the development process through its innovative use of ICTs; IICD has a wealth of technical knowledge and expertise in the area of ICT4D; IICD has partner networks in ICTs; and exchanging knowledge is an integral part of IICD's overall strategy. In the case of Hivos, Hivos and IICD began working together (along with APC and OneWorld) back in 2000 because Hivos itself did not have any experience in ICT. Hivos also learned from IICD because IICD was the first to start with Public-Private Partnerships. In this sense, Hivos and IICD have different complementary roles. Both Hivos and IICD are now discussing completely new strategic lines because both organisations have entered new areas. This will make the Hivos/IICD partnership more interesting. IICD also gains from its partnerships with non-profit organisations. For example, thanks to its partnership with Hivos, IICD is becoming better known within the Netherlands (IICD is well-known internationally, but not so well-known in the Netherlands and Hivos is helping it address this issue). Private partners also gain from this type of public-private partnership through, for example, an employee volunteer scheme, good citizenship, and knowledge exchange. Mr Vermeulen stressed, however, that demand should always be driven by people on the ground, not by IICD or its private partners.

Mr Vermeulen went on to describe some recent developments in the non-profit sector:

- ICTs are becoming an integral part of the organisations themselves, thereby increasing recognition within these organisations for ICT as a 'tool'.
- More and more organisations are becoming involved in ICTs and look to IICD for advice.
- The quality of work is more important.
- Changes have come about as a result of ICT itself which has changed all the internal processes within an organisation.
- A recurring question is: 'What is our organisation's added value?'
- There is also more impact on checks and balances. Within IICD, this aspect is covered by our Monitoring and Evaluation (M&E) system.
- Organisations are constantly examining their added value.
- In IICD's opinion, an alliance will not survive if you do not put money in from both sides.

Mr Vermeulen stated that it is important to have a good mix of private and non-profit partnerships as 90% of technological innovation stems from the private sector, while piloting and experimenting with ICTs in socio-economic and political processes is usually driven by the non-profit organisations. However, there are often competing assumptions: one school of thought believes that 'the private sector is enough' while another believes that 'the non-profits and public sector must take a lead role'. If we really believed this, where would we be today without the Internet?

Manobi

Daniel Annerose, CEO, Manobi

Manobi is a small, private African company that provides business services via the mobile phone to small farmers and large companies. Its goal is enable everyone to use the mobile phone as a business tool. Today, with 500% growth, Africa is the world's fastest rising mobile phone market. Manobi's mission is to develop access and services. Its main target is to contribute directly to boost the economic and social development of the rural poor via mobile telephony. To accomplish this, it is important to develop: 1) a business model and 2) a distribution channel. The goal is to provide a 100% Open Source platform free of charge. All the operator has to do is spend some time working with Manobi to provide services to the poor.

Some examples of how the mobile services work were given:

- Time 2 Market (T2M) for farmers. (This service enables farmers to get better sales prices, better negotiation-based information, and increase their net revenue).
- GSMFA – the fisherman's rescue solution (supported by INFODEV). There are plans to extend this network along the coast of Africa, starting with Senegal.
- Local government services via a GSM-Internet platform. A village woman can now register a birth with her local government office, which in turn can register the birth with the ministry.

Service distribution partnerships are provided via: farmers' and fishermen's unions; NGOs (eg. IICD); Public projects and donors; and large players in the value chain (eg. input suppliers)

The **Manobi Business Model** is private on the one hand, yet also provides free services. Manobi gives free SMS and market information services to the farmers based on the belief that if it helps farmers out of poverty they will eventually become clients. Manobi began with only 15 farmers as its clients. Today it has 16,000 users and sends 4,000 free SMSs to small farmers every day. The company is now developing a 'scaling up' project with a number of other partners and expects to generate vast incomes (millions of dollars per year). However, in order to succeed, Mr Annerose (CEO, Manobi) stressed that it is important to involve the public sectors and stay focussed on the needs of the beneficiaries, and not be driven by purely private sector motives.

The Manobi-IICD public-private partnership was described: Manobi can quickly develop single solutions within a matter of weeks. This can be used to cut down discussion times and stay focussed on the beneficiaries. Every time a farmer is involved in a transaction this is registered. This helps us monitor what is happening and track the up-scaling trajectory. In short, Manobi provides a 'win-win' ecosystem involving a user-centric strategy driven by local demand; services to under-served populations (rural poor); solutions for the world's poorest economies; and proof of the concept

Questions (Q) and (A) Answers from the floor

Comment (Bellanet). The dynamics of partnerships and collaboration – what it means and how it happens – have fascinated us for some time. Dealing with people from other countries can be time-consuming. For a partnership to work, both sides must recognize what each partner gets out of it. We should also recognize the potential power of anecdotal stories to convey knowledge, as demonstrated in some of the presentations we have just heard. The nuances they contain, references to interpersonal obstacles and small details give us a richer way of conceptualising these issues and help us retain them in our memory.

Comment (OneWorld Asia). I am also struck by the similarities between the Manobi projects and some projects in India.

Q. (OWA): We found that poor people in Africa use mobile phones above all other tools, so I was very interested in the Manobi experiences. However, at the same time I am concerned about how people in Africa can be sucked into subscribing to services provided by server providers, therefore I am keen to learn about the 'negotiating skills' developed by Manobi in this area.

A. (Manobi): The initial investment is large: we spent a lump sum of €1.2 million on implementing our system. However, once it is up-and-running it is cheap to operate.

Q. Does bureaucracy play any sort of role in the partnerships involving government services?

A. (IICD): We entered into a partnership with Manobi to fill a missing link in order to reach rural communities. Mobile telephony, in our eyes, is simply another tool to reach these communities, based on existing projects.

Q. (SDC): We are also keen to learn what has not worked in these partnerships. It is fascinating to reach a point where there are other unexpected benefits even when a partnership fails.

A. (Hivos): We initially presented our PPP to KPN as a Corporate Social Responsibility (CSR) partnership. That failed, so we went back to the drawing board. A Hivos Press Release about the PPP did not fly either. The relationship is therefore moderate now but still positive.

A. (Manobi): One of the most important lessons we have learned is: do not attempt to show the private sector how to do the job of the public sector, and do not try to show the public sector how to do the job of the private sector. The public sector understands farmers' needs and the private sector is excellent at drawing up business plans. In short, both sectors should be aware of and respect each others' unique strengths.

A. (IICD): It is important to try to extract added value from these partnerships, for example the PPP between IICD/Cordaid relating to the health sector.

A film about the Manobi fishermen sea safety project was shown. (see Manobi website at www.manobi.sn for more details of this project). Mobile phones help in sea safety. All the fishermen are registered along with their catch. This means that if they catch a lot of fish from one single species, they know that they will have to fish elsewhere.

Free Voice

Bart Dijkstra, Director, Free Voice

Brigitte Sins, Oxfam/Novib, Free Voice

Bart Dijkstra and Brigitte Sins gave short presentations on Free Voice's activities in the South and in the Netherlands. Free Voice (12 employees) was set up 20 years ago by a group of Dutch media organisations and journalists. Today it shares a building with ICT. Free Voice believes that 'an independent media is crucial for the development of countries in the South'. The organisation therefore tries to achieve the following: strengthening independent mass media in the South aiming to reach the weaker segments of the community; independent media to inform citizens; we believe that press freedom should be safeguarded by law; and pluriform media.

Free Voice has the following areas of expertise:

- Community media
- Kids News ('news' is not generally geared towards kids in the South, even though they are often in the majority in developing countries. Also, you do not instantly become a democrat when you are 18 – it is a slow process that has to be nurtured throughout a child's formative years.)
- Capacity building for media
- Media financing through revolving funds

Its recent activities include:

- Kids News Network
- Safe at home in South Sudan
- Investing in the future – Arab media (in 6 Arab countries)

KIDS News Network. This project began three years ago in South Africa and produces regular professional news programmes for 8 to 14 year-olds. The news programmes are aired on Mondays, Tuesdays and Thursdays at 16.00 in several African languages (including Kwazulu) and in English on Fridays at 16.00. Free Voice has entered into partnerships with two television companies: NOS (the Netherlands) and SABC (South Africa). As a result, NOS has trained people in Afghanistan, Suriname, and South Africa to produce news programmes for children, and SABC has trained programmers in Zambia. Meanwhile, Free Voice has also entered into agreements with Morocco, Indonesia and Peru. An independent 'Editorial Group' decides on what is aired and this works well. Young reporters are active in different areas so that underprivileged areas are also covered by the programmes. It is also essential that the programmes are professional.

Q. (PANOS): The PANOS office in the Caribbean is doing a similar project. Does Free Voice have links with them?

A: We only have links with the PANOS office in London. **Action:** PANOS will follow this up with Free Voice.

Safe at home in South Sudan. This project is being carried out together with UNHCR, Cordaid, Stichting Vluchteling and Mensen in Nood. A complete lack of information is one of the most serious problems in a refugee camps. Usually, refugees have to get all their information from the camp notice-board. This method is dangerous as it can easily lead to false rumours spreading through the camp. Refugees wishing to return home to their towns and villages need to have information about how safe the area is and whether there are any schools or hospitals. Radio would be the best medium for providing this information, in Free Voice's opinion. Free Voice is trying therefore trying to develop this with local refugee organisations and media organisations in South Sudan. Ideally, a weekly 'soap series' would be more effective media option, but this would be costly to produce.

'Investing in the future'. This two-year programme was initiated in response to a request made by six small media organisations based in Egypt, Morocco, Bahrain, Jordan, Yemen and Lebanon. It provides training to teachers as well as journalistic training. By requesting support in this area – freedom of speech - staff from the six media organisations risk possible persecution at the hands of the authorities in their respective countries. Dutch embassies in all six countries have therefore been asked to monitor their welfare. Free Voice believes that it is essential to involve the Dutch media in its activities, in part because they were founded by members of the Dutch media over 20 years ago and the organisation relies on their continued support. This support manifests itself in the following ways:

- A 4 to 5-week exchange programme: Media Colleagues International
- Professional workshops that enable Dutch journalists to learn from the South
- Placing small (free) adverts about Free Voice in Dutch newspapers
- Workshops in the Netherlands (the next one is on 18 September in The Balie, Amsterdam)
- Short 20 to 30-second animations on Internet and TV on how you can use the media (the animations are made in collaboration with the Hogeschool voor Kunsten (Art College) in Utrecht. They are also broadcasted on www.news.nl).

Questions (Q) and Answers (A) from the floor

Q. (IICD): Have you asked Al Jazeera to help with training?

A. (Free Voice): They offered their services, as did Al-Arabiya, but we are careful about this as otherwise it might look as if the initiative is being led by Al Jazeera. In addition, we have learned that workshop participants are often keen to learn how things work in practice in the Netherlands and elsewhere in Europe.

Q. (PANOS): What did the small media organisations from the Arab countries ask for specifically?

A: Training was the first thing they wanted, focusing on both the legal part and the journalistic part.

Comment (APC): In my experience, many Southern organisations are uncomfortable with Northern experts coming to the South to train them. What they prefer is to come to Europe and talk to fellow-journalists on an equal basis. Avoid the Northern 'expert' going to the South, as often the Northern expert can be out of his or her depth.

A. (RNTC): It is important to look at each situation individually to determine the best approach. There is no single answer on how to deal with training issues.

Press Now and Radio Nederland Training Centre

Wilco de Jonge, Executive Director, Press Now

Lem van Eupen, General Manager, Radio Nederland Training Centre (RNTC)

(see presentation)

This year Press Now and RNTC entered a form of partnership through which both organisations now work more closely together. This is because there were many similarities between the methodologies used by each organisation, although at the same time there were interesting differences. It is hoped that this union will help to reinforce the activities of both organisations in the South.

Press Now. Founded in 1993, Press Now supports independent media in conflict regions and countries in transition. It is a direct consequence of the war in former Yugoslavia that broke out in 1993 and was set up when Yugoslavian journalists sought support after fleeing to the Netherlands. Its primary goal is to promote the development of open and democratic societies. How? By focusing on sharing knowledge and expertise with media outlets. This involves offering tailor-made, support packages that include both financial and technical support. The core areas covered by Press Now include: providing emergency aids to independent media; the structural development of independent print media, independent TV stations and independent radio; supporting the transformation from state

to public service broadcasting; developing journalistic education; and the structural development of media institutions. It is active in the following areas:

- **Iran.** Supporting a Farsi (Iran) radio station - www.radiozamaneh.com – which is based in Amsterdam, run by Iranians and targets young people: seventy per cent of Iran's population is under 28 years of age. The radio station is important because it is not linked to any Western radio outlet such as the BBC. It is close to its listeners: they connect with Iranian webloggers both inside and outside Iran. It is therefore well-respected by its audience;
- **Turkey (Izmir):** supporting local efforts to set up independent media. The independence of the current media in Turkey today is questionable so there is a definite need for initiatives such as the one in Izmir;
- **Azerbaijan:** providing journalism training and trying to establish a new independent newspaper called 'North Wind' (Issue No. 1 will be ready in September 2006);
- **Turjkistan:** providing support to regional television stations;
- **Serbia:** implementing a Media Fund;
- **Iraq (North):** civil journalism training;
- **Russia:** supporting the independent Internet site and news agency known as 'Caucasian knot';
- **Moldova:** supporting an independent newspaper. (the Dutch newspaper *NRC handelsblad* also supports this initiative by providing training, etc.).

Press Now also has many international partners, such as the Open Society Institute, IREX Pro Media, etc.

Radio Netherlands Training Centre. RNTC was set up in 1968 by Radio Netherlands Worldwide (RNW) and the Dutch Ministry of Foreign Affairs (with support from Philips). Today it is one of twelve institutes in the Netherlands that offer international education and is considered to be a centre of excellence for media studies. Everything RNTC does falls within the scope of media, education or development. Its three core competences are:

- Capacity building and institutional development (A to Z), involving on-the-spot training within a country.
- Participation and responsive governance (this is one of the key roles of the media in society – media should not 'inform' people, but rather should give people a 'voice'.)
- Developing educational, multimedia materials and formats (often these materials are scarce).

Development organisations often have a great message but do not know how to bring that message across, while media organisations can get messages across in an exciting format. RNTC brings both parties together. Because each situation tends to be unique, its approach is demand-driven, tailor-made and participatory. It has four types of partners: media organisations, international organisations and NGOs, educational and training institutes, and network associations. Media organisations (journalists) often hate development organisations, while development organisations often hate media people as they feel that media people do not understand them. This is RNW's strength as it has a foot in both camps: the media world and the development world.

Examples of programmes

- FNPI (Columbia). For two years RNTC has been trying to help them strengthen their organisation.
- INFORMOTRAC (West Africa) strengthens community radio in West African countries. RNTC helped them to set up three mobile radio schools so that they can provide on-the-spot training to community radio staff.
- Unicef (Ethiopia). RNTC is helping Unicef to scale up its activities by using a media component. This involves making programmes that are aired on the radio.
- Toolkits for media professionals' on issues such as how age, or gender, is portrayed on television. How women are portrayed in politics, etc. and written resources/media clips etc. These toolkits are then given to the trainers and the trainers can decide how they use them.

Film presentation: '*Informing the public on health issues*' (the INFORMOTRAC Community Radio project in West Africa)

Thanks to the equipment supplied by INFORMOTRAC, this radio initiative can be extended to cover the entire province via the 'Health in Our Community' Programme. Thanks to 'awareness raising' programmes by the radio, villagers are now sending their daughters to school on a regular basis. When asked about the radio programmes, the children replied that they listened to the programmes about cholera and HIV/AIDS. Via the INFORMARC project, training is provided in technical editing.

WORLD PRESS PHOTO

Michiel Munneke, Managing Director, World Press Photo
(see presentation)

Founded in 1955, the World Press Photo organisation was set up as a direct result of the frustration experienced by Dutch photographers with the poor quality photos used by the Dutch press, compared to those used by the foreign press. At the first World Press Photo competition in 1955, 42 photographers from 9 countries sent in 301 images. Since then, the competition has grown phenomenally: in 2006, 4,448 photographers from 122 countries sent in 83,044 images (98% of which were digital).

World Press Competition. The Exhibition is purposely held at venues that are easily accessible. There are 90 venues in total, in 40 countries. Over 2 million visitors view the photographs. In addition, a catalogue is produced for the occasion in seven different languages.

Recent trends

- Technology: the move from analogue to digital – in 2006, around 81,000 images (98% of all photos sent in) were submitted in digital format.
- 'event' versus 'issue'

World Press Photo holds one-off events (1990, Budapest), regular annual events such as its Master Class for photographers under the age of 30, and structural programmes.

Photographers approached World Press Photo and asked them to develop a programme for photographers from less developed countries. This training course has been available since 1998. The organisation also feels that it has a duty to try to reach visually illiterate people (for example, editors) and educate them so that they appreciate good quality photographs.

The use of ICT. This became quite obvious to us as we wanted to share work we had done in Mali, for example, with contacts in China. We subsequently developed a 'dedicated website' for this purpose. The website also helped to create a sense of community among the photographers. We also have a space on the website that is devoted to online educational modules (in English, Bahasa Indonesia, and Russian). In addition, we launched an online magazine called 'Enter' with help from the Dutch Ministry of Foreign Affairs. There is also a useful website called www.enterworldpressphoto.nl that features a gallery section where photographers can exhibit their work, a list of links for educational purposes, and an 'Ask the Experts' section if people logging on also wish to ask a specific question. The long-term goal is to publish 'Enter' in other languages; not just English.

Facts and figures

- Since 1990, more than 60 workshops have been given in over 35 countries
- 430 photographers from 60 countries have been trained.
- Work is being assembled in numerous exhibitions and books.
- An online magazine – Enter – has been launched.
- 13 institutes have been established in Bangladesh, Peru and Turkey (former students from these institutes have gone on to become teachers themselves).
- World Press Photo has partnerships in Armenia, Turkey and Egypt.

Questions (Q) and Answers (A) from the floor

Q. (IDRC): Images are really powerful, so do you therefore use your photos to encourage advocacy on a certain theme?

A. (World Press Photo): We do not censor our exhibition at all, so we do not exhibit if someone asks us to remove a certain photo. People also use our images for fund-raising, but we do not proactively stimulate this.

Q. (IICD): Did the speakers make a conscious 'decision' to opt for specific media tools, such as the Internet?

A. (RNTC): We always look at the 'mix': what is suitable in a particular situation. For example, in Guinea Bissau radio is the best medium as there is no national TV and the newspapers simply will not

arrive. Conversely, in Iran, the web is the most suitable outlet as Iranian women are using it to exchange information, articles, etc.

A. (Press Now): We help our partners write a business plan (but usually this tends to be unrealistic). For example, we have a project in Serbia with 10 Serbian radio stations that are on the point of being privatised – there is therefore a clear connection between the follow-up and the business plan.

A. (APC): Nobody mentioned partnering with the media to transform policy. APC has successfully experimented with this, bringing the private sector and the government sector, etc. (multi-stakeholders) together to the discussion table.

A. (RTNW): I absolutely agree. This is our experience too. However, the legal framework must be in place, licenses for commercial have to be obtained, etc. if community radio in Africa is to become sustainable, which is why all the stakeholders must be involved.

A. (IICD): Our journalists felt they needed to be trained in ICT4D issues before they could report on this issue and asked IICD if training could be provided on this.

Comment (DFID): There has been a major policy shift regarding ICT4D. During this process, it was discovered that the 40 media organisations in the United Kingdom do not have a common agenda. GBP 100 million has therefore been earmarked by DFID for the Global Transparency Fund. **Note:** There needs to be more strategic discussion and dialogue on how we articulate on behalf of this sector: there should be ‘one voice’.

Comment (Free Voice): Bart Dijkstra cited an example from Latin America to illustrate how he agreed with this. He found that it is important for politicians and journalists to come together, which respecting each others’ different spheres. The danger is that the discussion can end up becoming too ‘abstract’ as needs differ from region to region (for example, there are massive differences between the situation in Africa and the situation in Latin America). Perhaps it would therefore be better if the discussion were organised by ‘theme’ or ‘continent’.

Comment (HIVOS): It is also important to avoid becoming just a ‘talking machine’.

Comment (RNTC): I miss the sharing of ‘best practices’: what works, what doesn’t work. I’d like to find ways of sharing the relationships that we all have. Sometimes we even bump into each other without realising that we have the same partner.

Comment (DFID): We need to articulate what we want to happen clearly if we are to gain respect.

Comment (APC): Policy-makers sometimes make irrational decisions so we have to choose our moments carefully, although I admit there have been times when these moments were missed. For example, ‘human rights’ was a key issue on the World Summit Conference, yet the Human Rights people were not there.

Comment (PANOS): Two interesting initiatives are worth mentioning in this context: 1) the Global Forum for Media Development and 2) the Health Journalism Project (which focuses on assessing the value of training, etc.).

Summing up

Henk Molenaar, DGIS

It is important that the organisations we support know each other and form alliances with each other. Building alliances with NGOs is also part of DGIS’s key objectives. Anriette Esterhuysen (APC) thanked the hosts on behalf of BCO and remarked that it had been inspiring to listen to all the presentations given today: poverty and inequality are still endemic, yet these presentations gave a sense of hope and solidarity.