



## GLOBAL MEDIA FORUM

The Role of Media in Realizing the Future We Want For All

August 25-28, 2014, Bali - Indonesia



### *Executive Summary*

The world has a new opportunity to articulate clear goals and targets for post-2015 Sustainable Development Goals as the Millennium Development Goals come under review next year. Human development in the coming decades will increasingly depend on people's access to information. Groundbreaking new media and technology are enabling major expansion of economic, social and political progress. Access to and dissemination of information and knowledge is imperative for development, and free, professional and independent media is an indispensable partner here for.

In all countries, rich and poor, women and men depend for most of their information on their media. Being informed of development strategies and policies requires media being capable and interested in informing and explaining such policies in ways that audiences - and particularly people living in poverty - can understand. Media must adhere to the highest professional standards and avoid hate speech and inciting to violence.

It requires media to provide a forum for public debate and it requires media that are able to act as channels also for people living in poverty to communicate their perspectives into public debate. To hold governments to account, citizens need access to information on government policy and on how and where funding allocated to benefit them is being spent.

Active and informed participation in society is conducive to people having and acknowledging ownership of progress and development. And again, this requires access to information, freedom of expression as well as freedom of association and assembly. Media professionals must be guaranteed the right to work without fear. Democracy cannot thrive without open and critical debate. It is a fact that human and social development thrives when there is peace and suffers when war and conflict reign. A human rights based democracy is the best guarantee of social and political stability.

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### **1. The context**

The world has a new opportunity to articulate clear goals and targets for post-2015 Sustainable Development Goals as the Millennium Development Goals come under review next year. Human development in the coming decades will increasingly depend on people's access to information. Groundbreaking new media and technology are enabling major expansion of economic, social and political progress. Access to and dissemination of information and knowledge is imperative for development and free, professional and independent media is an indispensable partner here for.

In all countries, rich and poor, women and men depend for most of their information on their media. Being informed of development strategies and policies requires media being capable and interested in informing and explaining such policies in ways that audiences - and particularly people living in poverty - can understand. It requires media to provide a forum for public debate and it requires media that are able to act as channels also for people living in poverty to communicate their perspectives into public debate.

To hold governments to account, citizens need access to information on government policy and on how and where funding allocated to benefit them is being spent. The poorer people are, the more they need such information. They also need the capacity to articulate their perspectives on these issues. The media provide one of the very few mechanisms available to fulfill these functions. In recent years democratization, liberalization of media and new technologies, especially the Internet, have meant that control of information and media by government has become far more difficult. The number of media actors has exploded, the complexity of media markets has intensified, and the consumption of media has grown tremendously, even in countries with rather oppressive media systems.

During the recent Open Government Partnership's Asia Pacific Regional Conference, which was held in Indonesia, Indonesian President Susilo Bambang Yudhoyono in his inauguration speech ((Note 1)) expressed his view very clearly, saying "I believe we all share the view that openness and transparency are key to an effective government. These are the virtues that the Open Government Partnership promotes. And these are the virtues that can help governments respond to the public needs more promptly and appropriately. Such as to deliver more economic benefits, civic rights, and equal opportunities to improve people's lives. We also believe that open and transparent government is a source of trust and predictability. They serve as a good basis for a more sustainable cooperation among governments, including to help resolve regional and global problems more coherently. Although an open and transparent government is good, it is still not good enough, if the public distant themselves from civic participation. In my view, openness and transparency should stimulate their sense of ownership in open government".

Development is not only a national challenge. It is a complex and systemic global process. If the world wants to really pursue this process people must know how they are connected and how the sustainability of the planet depends on their behavior. The media makes it possible for the citizens of the world and for organizations to understand global trends and their local implications as well as the local routines and patterns and their impact on global processes. Individuals can voice their ideas and concerns and actively take part in discussions on what is being done and what needs to be done. Media has an important role to play to ensure public participation in all aspects of public life, to facilitate that people and enterprises share their ideas and innovations that are key to development as well as in exercising its professional role to further good governance. Governments are well served with this because people are the best drivers of their own development. Active and informed participation in society is conducive to people having and acknowledging ownership of progress and development. And again, this requires access to information, freedom of expression as well as freedom of association and assembly.

Noting Indonesia's role as one of the leading countries not only in the Open Government Partnership debate but also in the post-2015 Development Agenda process, it is timely to call an international forum that will focus on the critical and constructive role of media, including social media, in this new development framework.

## **2. Development and the media**

In 2000 the world leaders agreed at the UN General Assembly to address development challenges and the Millennium Development Goals by 2015. Much progress has been made in achieving the Millennium Development Goals. However, there are new challenges to the development agenda. Inequality is on the rise. Conflicts have not disappeared and are becoming increasingly complex with growing ethnic and sectarian elements, as well as being exacerbated by terrorism and organized crime. The natural resources are becoming scarcer and there are a growing number of conflicts related here to and the effects of climate change are mounting steep challenges. All around the world people are worried, there is discontent and increased insecurity and vulnerability trigger widespread social unrest and violence. The new development agenda will have to reflect all of this and as expressed by UN Deputy Secretary General, Jan Eliasson it must focus on "freedom from fear, freedom from want and freedom to live in dignity". ((Note 2)) Each part of the development agenda will have to be underpinned by existing human rights obligations and human rights norms and standards should be serving as a major principle when formulating the post-2015 Sustainable Development Goals.

In July 2012 UN Secretary General Ban Ki-Moon established a High-Level Panel of Eminent Personalities (HLPEP, co-chaired by the Presidents of Indonesia and Liberia and the UK Prime Minister), charged with consolidating global voices on the Post-2015 Development Framework. The report of the Panel ((Note 3)) makes detailed recommendations towards a number of universal goals for the decade after 2015. Among these goals are those ensuring rule of law, good governance and effective institutions, and in which freedom of speech and the media, openness, transparency and access to information and knowledge have been specifically highlighted.

The Rio+20 Earth Summit formalized the establishment of an Open Working Group (OWG) of 30 nations tasked with drafting the new set of development goals, the Sustainable Development Goals (SDGs). This Open Working Group has concluded discussing

about these new goals in July 2014. Among the included issues, good and effective governance and the rule of law have become important topics.

The Global Media Forum will contribute to this debate providing convincing arguments for why there cannot be social and human development without access to information and knowledge, and real democracy without media freedom. For example there cannot be legitimate, free elections without free press. Democracy cannot thrive without open and critical debate. It is a fact that human and social development thrives when there is peace and suffers when war and conflict reign. A human rights based democracy is the best guarantee of social and political stability in the long run. Short-term stability can maybe be achieved by suppressing opposition, but in the long run such a policy will polarize and destabilize society. Human rights based democracies based upon inclusion and openness will much more likely succeed.

Another contribution to the debate has been made by the United Nations Group on the Information Society (UNGIS). It has underlined that information and communication and their technologies are key enablers of development and has made the point that “ICTs in general, and the Internet in particular, play an important part in ensuring rights-based development, especially enabling wider exercise of freedom of expression and press freedom, which in turn are critical to combating corruption, ensuring gender-sensitivity, deepening accountability, and promoting socially inclusive development.” ((Note 4))

The observations of the High Level Panel and UNGIS coincide with the long-standing positions of UNESCO. In its Constitution, adopted after the Second World War in November 1945, it reads that Member States will “collaborate in the work of advancing the mutual knowledge and understanding of all peoples, through all means of mass communication and “promotes the free flow of ideas by word and image”. ((Note 5))

At its 37th Session in November 2013, UNESCO’s General Conference passed a resolution that highlights the importance of promoting three main concerns in the post-2015 Development Agenda: freedom of expression, universal access to knowledge and its preservation; and free, pluralistic and independent media, both offline and online. In the resolution these elements are described as indispensable for flourishing democracies and to foster citizen participation. For UNESCO, freedom of expression and its corollary of press freedom and freedom of information are both fundamental rights as well as enablers of many goals relevant to the post-2015 Development Agenda. These include good governance, transparency and access to information, empowerment of women and youth, ending poverty, sustainable development and ensuring stable and peaceful societies ((Note 6)).

At the celebration of World Press Freedom Day in Paris in May 2014 the meeting adopted the Paris Declaration, which further underlines these perspectives. It says “Recognising that freedom of expression across all media platforms is an enabler of human development, including a culture of peace; Believing that freedom of expression, which encompasses press freedom and the right to access information, including through information and communication technologies (ICTs) , such as the Internet, is central to contemporary democracy, sustainable and human rights centered development and economic growth”. ((Note 7))

### **3. Democracy and media**

The UN Task Team on the post-2015 Development Goals stated in its report to Secretary Ban Ki-Moon ((Note 8)) that “Pluralistic, independent media may help raise public aware-

ness about development issues, empowering people with information to better monitor implementation and hold governments accountable". In many countries media face barriers investigating and reporting on development issues. Often they are unable to access important information and face both legal and extra-legal threats, particularly when exposing corruption of public funds. Such barriers must be lifted and the legislative framework and the guarantee for journalists to be able to work in safety without fear must be put in place.

The free flow of information and transparency are widely recognized as central for the promotion of development. The High Level Panel stated ((Note 9)) that "openness and accountability helps institutions work properly - and ensures that those who hold power cannot use their positions to favor themselves or their friends. Good governance and the fight against corruption are universal issues. Everywhere, institutions could be more fair and accountable. The key is transparency. Transparency helps ensure that resources are not wasted, but are well managed and put to the best use." The Panel called for a "New Data Revolution" to strengthen the collection of information to meet development goals. To achieve such a data revolution, an effective legal framework needs to be adopted, which can ensure that individuals, civil society organizations and businesses have a legal right to access information held by government or other institutions relevant to their needs. Such a legal framework will comprise minimum standards on the right of everyone to demand information, the duty of legal bodies to collect, store and provide information in usable formats, and appeals mechanisms, oversight, and sanctions. Indonesia is one of the more than 100 countries that have adopted such a legal framework.

Open access to information and transparency in public affairs enables civil society to play a meaningful role in promoting development. Laws should not restrict the participation of citizens and civil society groups in policy and decision-making, but on the contrary open up civic space to ensure that the best, most creative ideas and actions to address sustainable development goals are shared. Proactive procurement of public information must be taken up in a much more direct way in many countries.

#### **4. Empowerment and media**

New social media, first and foremost enabled by the Internet and mobile devices, offer many people opportunities for information access, expression and interaction. Active participation in traditional institutions in society is much facilitated, but the world is also seeing the creation of new horizontal, often international or regional networks that canalize energy and vision of, very often, young women and men. And indeed there is a need to ensure that the youth's voices are heard. Young people have once again proved to be early adapters of new technologies, including information and communication technologies. The use of ICTs by the youth has been a crucial element for youth empowerment as seen in recent global political and social reform and liberation movements.

The increased public access to information and knowledge raises a whole set of questions in regard to accessibility such as linguistic, gender, age and other exclusions. Media and information literacy, another UNESCO key action, is becoming central to open and inclusive development. Media and Information Literacy recognizes the primary role of information and media in our everyday lives. It lies at the core of freedom of expression, freedom of information and related ethical issues on and offline - since it empowers citizens to understand the functions of media and other information providers, to critically evaluate their content, and to make informed decisions as users and producer of information and media content.

However, an essential requirement to creating change through social media is having access to the Internet and social media in the first place. Although Internet access is accelerating the so-called digital gap is still a reality and cannot be ignored. This also means that traditional media still have a big role to play, especially in rural and poor urban environments. In this context community media in all its formats have proved essential for empowering individuals and groups. Bridging the “digital divide” is however not simply a technical matter; training is needed for the effective use of community media by those individuals and social groups whose voices and opinions are rarely heard in mainstream media. The self-confidence that can come from the media experience helps people see that change is possible, in themselves as well as in the world around them and provides them with the tools to pursue it. The nexus between information, knowledge and empowerment is as important when we speak about the media as when we speak about education.

### ***5. Ethical and professional standards in the media***

The new online social media provides many possibilities to retrieve information, to share it and to create new knowledge but they also place new challenges to traditional news media and our understanding of what is journalism. Long-standing generally accepted definitions of what is editorial content and what is advertising are blurred as well as traditional definitions of who is a journalist. We find overlaps between local and community media and other media sectors as all increasingly articulate through social media and enable public voice. Electronic communication and big data raise very important questions on how privacy and professional standards and ethics impact on freedom of expression and the confidentiality of journalists’ sources. Traditional self accountability institutions like independent press and media councils are tasked with new responsibilities and have to redefine their, increasingly important, role in the overall media landscape. It is therefore also encouraging to note how the Indonesian Press Council has done a very important job, including supporting journalists in Myanmar and other ASEAN countries. This is how such a network should function. In the Asian region there is a move towards sustainable self-regulation, which underscores the need to urgently create a well-functioning united global body of independent press councils. It takes regional and global partnerships to meet today’s media and communication challenges, such as data security and data privacy on the Internet, the transparency mechanisms for authorities and large corporations and the physical threats to reporters and whistleblowers. We hope that the Forum will be able to support this important work.

The media have different functions. They provide information in the form of data, knowledge, analysis, background orientation, ideas and education; they can be platforms for cultural expression strengthening identity, values and social cohesion; they are tools for empowerment of the individual and groups by giving voice also to underprivileged groups and minorities; they also serve as moderator of necessary debates in society offering fora for discussion between different actors thus serving as a facilitator of participative democracy; as a watchdog they deepen social and political accountability of public authorities as well as of large private enterprises and influential pressure groups through critical investigative journalism, which can expose individual wrongdoing and systemic lack of functionality.

A well-functioning media landscape is pluralistic in its mix of private independent media, community media, public service media and social media. Media legislation and regulatory frameworks must ensure that such pluralism thrives, including looking into the ever-growing concerns in regard to media sustainability. Also public service media have in

many countries proved its importance to contribute to the general information and education, not least because of its responsibility to ensure an inclusive programme platform.

Professional journalism observes relevant issues in society, present independent expertise providing pluralistic choices, and continuously seek the truth through well researched and documented facts and enlightened analysis and dialogue. When the press is independent and perceived as such also by its audience it is able to withstand influence from various parties that may want to put pressure on it. This is particularly important when media are reporting on elections. The world has all too clearly seen how pre-election and, not least, post-election times may be destabilizing countries. As there cannot be any real democracy without free press, societies cannot organize legitimate, free elections without free press. Democracy cannot thrive without open debate. International research has documented that democracy promotes peace and that democratic states are less inclined to start wars against each other because they have various tools at their disposal that enable them to resolve conflicts before they become violent. Professional media with solid ethical standards is an important player in this peace-dialogue-democracy virtuous circle.

## ***6. Dialogue, peace and the media***

The role of the media is not uncontroversial. Freedom of speech sometimes leads to provocative words, insulting messages, controversial statements, racism, sexism, fascism and other extreme points of view that most of us do not like or agree with. If such expressions should be prohibited by law the threshold should be very high. Our primary answer must be to meet such statements with counter arguments and critical debate. Keeping any dialogue in the open is one way of avoiding secret groups plotting against democratic institutions. But of course there are limits. Incitement to violence is one area where limits to freedom of expression are defined by international law, and it is concerning to see that there has been a worrying increase in the number of expressions of hate, incitement to violence and discrimination, according to the 2012 report by the Special Rapporteur on Freedom of Expression and Opinion to the United Nations. ((Note 10))

Hate speech is often directed towards minorities, and we see a clear pattern of minorities being more exposed in periods of political and social turmoil. Hate speech is often cross-regional and transnational, which means that national legal systems are often unable to provide adequate responses and remedies. Non-legal measures are often the most important way of tackling the root causes of hatred and intolerance, often caused by economic decline, poverty and youth unemployment. Interfaith and intercultural dialogue can sometimes be the best antidote to hate and intolerance. The right of journalists to decide how best to communicate information and ideas to the public should be respected, also when reporting on intolerance, hate and similar incidents. But if the media are to fulfil their role of providing society with accurate facts, applying the highest professional and ethical standards in journalism is required. Voluntary ethical codes and standards that do not allow hate speech are therefore important. There is a need to improve media practice, to ensure accuracy, context and balance in reporting religious affairs, and to prevent sensationalism and the promotion of religious stereotypes. Journalists must be alert to the risk of manipulation by political or religious extremists and should seek to be balanced and accurate in their reporting. Journalism schools must include these aspects in their curricula.

Journalists are exposed to many dangers, not least in conflict situations, and their safety must be ensured by the various authorities. Safety is not only the responsibility of the individual journalist and her employer but of the authorities, in particular the police and the military must actively work to facilitate the free movement of journalists, also in conflict and

post-conflict situations. Too often we do however regrettably see that exactly these authorities put obstacles in the way of reporters. The UN Plan of Action on the Safety of Journalists and Media Workers and Combating Impunity ((Note 11)) is rightly working to improve the conditions for reporters, not only in conflict situations but also where their safety is threatened in criminal or corrupt environments.

## 7. *The Global Media Forum*

Ensuring that free and independent media and information and communications technologies will have a prominent position in the new post-2015 Sustainable Development Goals will encourage the media to improve their services to society, particularly to poor, weak or excluded groups. The inclusion of a goal that points to the role media play for the democratic and effective functioning of society would mean emphasis on the fact that all citizens have a right to access news and knowledge in the format of timely, relevant, comprehensible and continuous information from a variety of sources and perspectives, and the option of participating without fear of repression in the public discourse.

It is the objective of the Global Media Forum: The Role of Media in realizing the Future We Want For All to contribute to the ongoing international debate about the importance of media and information and communication technologies for peace and sustainable development and to work for the inclusion of a goal acknowledging this in the post-2015 Sustainable Development Goals.

The Forum is organized through a number of sessions dedicated to issues of the highest interest.

In the first Plenary Session, **How can Media Contribute to Human and Social Development?** The invited keynote speakers and panelists will present an overview of the international debate about media and development and will introduce the main themes for the Forum. They will look critically at the role media is playing for development and the different functions free and independent media can play that are conducive to human and social development. Moreover, this session will also discuss how viable indicators can be set up to concretely measure the achievements of the sustainable development goals related to the role media play for development. The existing UNESCO Media Indicators constitute a very good basis.

In the first Parallel Session, the Forum will look into the current **UNESCO global study on Internet-related Issues**.<sup>1</sup> As a result of this consultative study, there will be options presented to UNESCO Member States for consideration at their General Conference in November 2015. The options in turn should be within the frame of UNESCO's ongoing work on action lines of the World Summit on the Information Society (WSIS). Significantly, the 10<sup>th</sup> anniversary of WSIS will be marked one month later by the UN in New York, in December 2014. The UNESCO study investigates new challenges and opportunities concerning Access to Information and Knowledge, Freedom of Expression, Privacy and Ethical Issues in the Information Society. The study's 30 questions on these subjects are informed by the draft concept of Internet Universality. This concept identifies, from existing UNESCO positions, four basic principles that should be observed from the interface of development and the full potential of an Internet for all. These principles are: human rights, openness, accessibility and multi-stakeholderism (abbreviated as R.O.A.M). In this session, the link between Internet Universality and the Internet-issues study will be discussed,

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<sup>1</sup> [www.unesco.org/new/internetstudy](http://www.unesco.org/new/internetstudy)



and each speaker will address specific questions from the study. The dialogue will also cover what the Study could include as options for the Member States to consider about the Internet.

The theme for the second Parallel Session is **Providing Voice to the voiceless. Empowering marginalized groups through Media**. Increased access to information is particularly important for groups that are or risk being marginalized like people with disabilities, people living in rural areas, indigenous groups and other. Information and communication technologies are of significant importance for people with disabilities, as they use technological assistance for daily activities to a higher extent than people in general. With technological equipment adapted to the abilities of everyone, disabled end-users would be able to participate to all aspects of social and political life on more equal terms than ever before. Still for many people with disabilities, the complexity of accessibility and usability of many ICTs products and services is a major barrier to inclusion, preventing them from enjoying the facilities at the equal footing with non-disabled people. This complexity is also an issue on top of concrete access and education to use the media for people living in rural societies. A particular session/workshop will discuss these issues.

The second Plenary Session turns the light towards **Empowering People through Media - Access to Information and Civic Participation**. New media have had a groundbreaking impact on the way modern life is organized. There are of course both positive and negative aspects of this development but one thing is certain, the mere explosion of information and communication opportunities has once and for all opened up borders, perspectives and minds, and when supported by education it has led to empowering not least young people all over the world. We have witnessed that social media has the capacity to alter traditional power dynamics. Citizens have used media to develop relationships between neighbors, increase awareness of local news and events, and ultimately encourage more people to get involved in community action. Of course new media also has features that must be seriously debated: The same wearable miniature cameras that are used by activists for "surveillance" (gathering evidence of abuses by officials) can also be used for surveillance by security services. And even for those not inclined to street demonstration, the personal technology revolution poses a threat to privacy, for new gadgets and services are already generating plenty of sensitive data about their users' whereabouts, interests and social circles. The session will also discuss whether these dangers outweigh the potential of the revolution in personal technology? Or is it the other way around?

**Youth** has been a key actor globally in using new media, not least social media. The third Parallel Session will discuss the **revolution of social and new media**, not least the huge potential in horizontal communication networks not only for social contacts but also for information and knowledge dissemination and active and participative citizenship. Youth empowerment is critical in a world where labor markets often leave the young generation in a dire situation. While we know that there are no simple technological solution for democracy's dilemmas and that the availability of information and communication technologies is no guarantee that they will be used for civic purposes, we have witnessed - in all regions of the world - that internet has become a critical feature of political society.

Gender equality issues are at the forefront of the international development agenda. The fourth Parallel Session will contribute to the **follow-up on the UNESCO Global Media and Gender Forum** which was held in Bangkok in December 2013. During this Forum, the Global Alliance on Media and Gender (GAMAG) was launched as a mechanism for systematic follow-up of the gender and media strategic objective of the Beijing Declaration and Platform for Action. Child marriage, honor killings, female genital mutilation, workplace

sexual harassment and cyber stalking are a few of the shocking violations of women's rights. Sadly, historically unequal power relations between men and women across the globe have meant that such violations are not confined to a specific culture, region, country or status. The media have the power to counter or reinforced gender inequalities. Women participation in decision make in the media and stereotypical representation of women and men in the media content remain as major development challenges. Increasingly newer digital and social media platforms are giving women a voice for self-determination and self-expression. In some countries, social media are providing an effective platform for women's rights. The session will discuss and make recommendations on these issues. Furthermore it will discuss and adopt a mechanism to advance gender equality in and through the media in the region.

The Global Forum in Bali will also host the Asia Pacific Launch of the **UNESCO World Trends in Freedom of Expression and Media Development report** ((Note 12)). This new study covers trends at both global and regional levels, including the Asia and the Pacific. The session will highlight and compare the key global trends with those in the Asia and the Pacific region. In this, it will cover study's four sub-fields: media freedom, pluralism, independence and safety, which were all researched and written with a gender-sensitive lens throughout. The value of this research to various stakeholders will also be discussed, and suggestions will be solicited concerning follow-up reports.

The third Plenary Session focuses on **How Media can Contribute to Peace and Dialogue?** Our world is still marked by conflict and wars. It is not so much the traditional warfare between nations but more violent fighting among peoples within common or rough borders, often between communities, tribes, or religious groups. The violence is increasingly lawless and the international community has difficulties in mediating in many of these conflicts because state authority or the rule of law is weak or absent. International media able to disseminate news in fractions of seconds globally have more and more become a target for manipulation, misinformation and direct pressure, often in radical and violent forms, by the conflicting partners. In such environments a reliable, responsible news media is a critical part of preventing and resolving violent conflict and the journalists must have the skills and knowledge in reporting objectively on the peace process. There have been examples of media taking sides in conflicts and directly and indirectly inciting to violence. The session will discuss how media professionals can strengthen their reporting to avoid stereotypes and narrow perspectives on the causes and process of conflict and on the contrary explore and provide information about opportunities for resolution while at the same time maintain its essential standards of accuracy, fairness and balance, and responsible conduct. Keeping the public informed through the media is key to the success of the peace process and will strengthen the country's emerging democracy. Thus, building a professional media and strengthening its capacity in reporting sensitively in a fragile conflict transformation process are of paramount importance to social and human development.

In the fifth Parallel Session, the focus will be on **Ethical and Professional Standards in the Media**. The financial sanctions of soft censorship are a more widely used tool than ever before because it hits straight into the core of the sustainability of the media. Economic pressure from both private companies and authorities interferes seriously with the measures needed within the media to ensure professional and ethical journalism. Commercialism as well - is journalism selling itself to advertisers? Are the traditional shutters between the newsroom and the commercial units of the news media as strong as they ought to be? At the same time however, the new media make it possible for almost everybody to mount their own media operation. Community media flourish even on low budgets

but for how long can quality journalism and information dissemination be secured when it must be based on voluntary workforce? The session will also touch on the blurred lines between professional journalism and reporting and narratives on blogs and the websites of various organizations. As mentioned above when it comes to peace and intercultural dialogue the most important demand to professional media is to report on facts and to ensure that all parties in any conflict are heard. This entails an open and pluralistic editorial policy and ethical and professional standards that do not fall into the easy trap of biased or even inciting reporting. As much as media can contribute to find common ground or to understand factual discrepancies or conflicts, they can also contribute to aggravating any crisis. UNESCO's advocacy for conflict sensitive reporting can play an important role together with the Ethical Journalism Initiative by the International Federation of Journalists.

In the sixth Parallel Session the Forum will look into one of the fundamental conditions necessary for all citizens to fully benefitting from the opportunities while effectively managing the risks that come with the information and communication explosion, namely **the knowledge of how citizens can effectively engage with information and media in all aspect of their daily lives. Media and Information Literacy** is becoming ever more important, and the Forum will put focus on why and how Media and Information Literacy must be integrated in the non-formal, formal and informal education systems, at all levels from basic education and onwards. In the context of the recently launched Global Alliance for Partnerships on Media and Information Literacy, this session will also facilitate discussion on and hopefully adopt a mechanism to sustainably ensure media and information literacy for all.

In the fourth Plenary Session focus will be on **How Can Media Facilitate Good and Effective Governance?** Good and effective governance includes the capability of the state to perform its key functions in response to the needs of its citizens, and to be accountable for what it does. Emphasis has therefore often been placed on a people-centered ideology -- needs of the people, public interest, transparency, accountability and responsibility of the policy-makers. All these have also become central to establishing sustainable development. Successful states are furthermore often characterized by a free and unhindered dissemination and sharing of information and knowledge, and this is mostly translated into efficient Freedom of Information Acts. The media in all formats substantially contribute hereto. Transparency, accountability, confidence, inclusion, qualitatively strong educational systems are all features that mirror good and effective governance. But the role of the media also poses challenges to themselves to perform their duty effectively. First of all, the media must be independent and pluralistic. They should be free from any kind of influence, particularly political or commercial control. Secondly, the media should be equipped with the necessary investigative capacity to bring out the truths to the public and fulfil their functions in promoting good governance, including during legislative elections. They need journalists who are professionally trained in gathering and analyzing information. In addition, they should have the infrastructure and organizational capacity to sustain an economically viable operation. Without adequate investigative capacity, the media would find it hard to satisfactorily accomplish the promotion of good governance.

**Safety of journalists** is a precondition for freedom of speech and is the subject for the seventh Parallel Session. If journalists cannot report unhindered and without fearing for their lives or welfare for themselves, or those of their dear ones, then society loses out on vital information flows. Furthermore, when the people who attack or kill journalists go unpunished, the prevailing state of impunity for their actions leads to self-censorship amongst journalists and society at large. In this way, the problem of impunity exposes weaknesses in a society's criminal justice system, and is an index of the state of the rule of law in that

jurisdiction. In turn, problems in applying the rule of law are identified as a major obstacle to development within the Post-2015 Development Agenda. In this context, it is significant that the UN General Assembly in 2013 passed a resolution to establish 2 November every year as the International Day to End Impunity for Crimes Against Journalists. This session will discuss these issues. In particular, it will examine how impunity is being combated by a range of stakeholders, and will reference the framework of the UN's Plan of Action on the Safety of Journalists and the Issue of Impunity.

In the eighth and last Parallel Session the Global Forum will discuss one of the genres of professional journalism, which is mostly endangered when it comes to the protection of the persons exercising it, namely **investigative reporting**. The session dedicated here fore will focus on how investigative reporting, including cross-border research and reporting initiatives can provide insight in the complex and often shady mechanisms of international trade and banditry as well as in public authorities' handling of public funds. Corruption and crime can only be met efficiently when fully exposed and the session will show examples of brave reporters who have risked their lives to practice this.

In a Special Session the Forum will turn from the global to the national perspective and debate the **State of the Media in Indonesia, Its Challenges and the Way Forward** with a panel representing the full diversity of media in Indonesia.

## ***8. The Bali Roadmap for Media and Development***

The Global Media Forum will adopt the Bali Roadmap for Media and Development, which will include recommendations on both media development and media for development. Both perspectives must be included in the coming Sustainable Development Goals. The Forum will document how human and social development is relying also on unhindered access to information and knowledge and free media. The Global Media Forum fully subscribes to the strong words of UN Secretary-General Ban Ki-Moon and UNESCO Director General Irina Bokova on the most recent celebrations of World Press Freedom Day 3 May, "Journalism provides a platform for informed discussion across a wide range of development issues –from environmental challenges and scientific progress to gender equality, youth engagement and peace-building. Only when journalists are at liberty to monitor, investigate and criticize policies and actions can good governance exist." ((Note 13)).

Independent media are critical to development, democracy and dialogue. Globally, citizens are looking for trustworthy information about all the issues that affect their daily lives and it is imperative that they have reliable sources that they can trust. Increasingly citizens all over the globe are also using the new social media to voice their concerns, interests and visions. Media give people a voice, acting as a balance and watchdog to potential misconduct, corruption or crime. Without a voice, citizens cannot be heard; with a voice, they cannot be ignored. But the impact of the media is not limited to the area of politics. Economic development is benefitting from more openness and access to economic information so that citizens have better information about what is happening in their communities and in commercial and financial markets, allowing them to make better informed choices. The role media play in educating the public on issues related to education, health, the environment, gender, and minorities cannot be underestimated. Independent media, not least community media give voice to those whose voices often are not heard and make it possible for marginalized groups to become active citizens having a direct influence on programs that impact their lives.

States and the international community must ensure the conditions for this to be realized in every region of the world and media and civil society must see to that they seize the opportunities that the new media and the internet has offered with professionalism and dedication to the noble objectives of human development, well-functioning inclusive democracies and peace and dialogue. The Bali Roadmap for Media and Development will contribute here to.

#### Notes:

- 1) <http://www.presidentri.go.id/index.php/eng/pidato/2014/05/06/2334.html>
- 2) <http://www.un.org/News/Press/docs/2014/dsgsm784.doc.htm>
- 3) The High Panel group was co-chaired by President Susilo Bambang Yudhoyono of Indonesia, President Ellen Johnson Sirleaf of Liberia, and Premier Minister David Cameron of the United Kingdom, and it included leaders from civil society, private sector and government. Their report A new global partnership: Eradicate poverty and transform economies through sustainable development can be found on <http://www.beyond2015.org>
- 4) Comprised of 29 members of the UN family, including UNESCO, ITU, UNDP, UNCTAD, UN Women, World Bank, World Trade Organization and others, plus the OECD. The joint statement can be found on [http://www.unesco.org/new/fileadm/MULTIMEDIA/HQ/CI/CI/pdf/wsis/ungis\\_joint\\_statement\\_wsis\\_2013.pdf](http://www.unesco.org/new/fileadm/MULTIMEDIA/HQ/CI/CI/pdf/wsis/ungis_joint_statement_wsis_2013.pdf)
- 5) <http://unesdoc.unesco.org/images/0012/001255/125590e.pdf>
- 6) [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/post2015/pdf/UNESCO\\_Media\\_Democracy\\_Development.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/post2015/pdf/UNESCO_Media_Democracy_Development.pdf)
- 7) [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/images/WPFD/2014/wpfd\\_2014\\_statement\\_final.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/images/WPFD/2014/wpfd_2014_statement_final.pdf)
- 8) <http://www.undp.org/content/dam/undp/library/Poverty%20Reduction/Realizing%20the%20future%20we%20want.pdf>
- 9) <http://www.beyond2015.org>
- 10) <http://daccess-dds-ny.un.org/doc/UNDOC/GEN/N12/501/25/PDF/N1250125.pdf?OpenElement>
- 11) [http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/official\\_documents/UN\\_plan\\_on\\_Safety\\_Journalists\\_EN.pdf](http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/pdf/official_documents/UN_plan_on_Safety_Journalists_EN.pdf)
- 12) <http://www.unesco.org/new/en/communication-and-information/resources/publications-and-communication-materials/publications/full-list/world-trends-in-freedom-of-expression-and-media-development/>
- 13) <http://www.unesco.org/new/fileadmin/MULTIMEDIA/HQ/CI/CI/images/WPFD/2014/AGENDA-wpfd-2014.pdf>