



United Nations  
Educational, Scientific and  
Cultural Organization

Information  
for All  
Programme



# **(Revised) Draft Strategic Plan (2008 – 2013)**

*This Plan has been prepared by the Bureau of the Intergovernmental Council of the Information for All Programme, based on the results of the Council's 5<sup>th</sup> session in April 2008. Following an online consultation, it will be adopted by the IFAP Council for submission to the Executive Board of UNESCO.*

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## 1. Executive Summary

The Information for All Programme (IFAP) was established by UNESCO to provide a framework for international co-operation and partnerships in “building an information society for all”. An intergovernmental Council comprising 26 Member States was elected to guide the Programme in its planning and implementation.

While there is much global focus on providing digital connectivity for all people, UNESCO’s unique focus is on the **content and the confidence (or capability) of people to access and make effective use of information.**

This strategic plan, for the period 2008-2013, addresses this challenge by declaring a six-year vision of *Information for All* and suggesting how IFAP can concentrate its efforts in progressing towards this vision. Building on the intergovernmental strength of the programme, IFAP calls on Member States to support a single overarching goal for IFAP:

*“to help Member States develop and implement national information policies and knowledge strategies in a world increasingly using information and communication technologies (ICT)”*

To achieve this objective in the six-year period to 2013, IFAP will:

- Develop and maintain **an observatory on information policies and strategies;**
- To this end, draw on existing Member State resources and on the expertise of Member States and its multi-stakeholder partners wherever possible, but where there are gaps, **develop new resources** for Member States to use in preparing their own national information policy frameworks;
- Develop for this purpose an **overall comprehensive information and knowledge policy framework**, covering all the channels for gathering and distributing information, and complemented by policy frameworks in five priority areas – **information for development, information literacy, information preservation, information ethics and information accessibility;**
- Adopt a strong **human rights orientation** in its work in line with the WSIS outcome documents which put human rights at the heart of the Information Society and treat full exercise of human rights by everyone as an ultimate objective of Information Society development;

- On this basis, **assist Member States** without an existing framework to develop and implement a national information policy framework relevant to their particular needs and situation, as well as assist those with existing frameworks that might need to be updated, extended or revised; IFAP has an important job to do in helping Member State governments focus on the opportunities (and the threats) arising from the ever increasing explosion of information and communication technologies. The goal set in this plan is to **mainstream “information” into national public policy agendas**;
- Seek to be more **active in the international forums of the post-WSIS Information and Knowledge Society debate** and contribute to it from its vantage point;
- **Open up to even more cooperation with all stakeholders and profit from their contribution** and work in collaboration with all multistakeholder partners, including intergovernmental organizations (including, e.g., the Council of Europe and other human rights organizations), NGOs, research institutes, other international organizations and the private sector to achieve this goal.
- Open its documents and plans for action **to public consultation**, in order to involve all stakeholders and international public opinion in its work;
- Use this **results-based strategy**, designed to increase **the efficiency and effectiveness of IFAP**, to assign specific tasks to the Intergovernmental Council, Bureau and Working Groups that make up its structure;
- Develop cooperation with **the International Programme for the Development of Communication**;
- **Seek greater synergies with the UNESCO Secretariat** in order to implement UNESCO’s goals and objectives; IFAP is part of UNESCO and is oriented to contributing to its success in the Communication and Information sector. Challenged by the need for reform, all UNESCO sectors are starting to contribute to the goal of *Information for All* by leveraging on the new Information and communication technologies (ICTs), especially the Internet, to expand the reach of their programmes and achieve greater impact. UNESCO’s drive for a more intersectoral approach to its programmes, and the commitment of a very competent CI Sector, with which IFAP seeks to operate properly, and on which it relies to provide assistance and funding for its activities, should create **a propitious environment and provide support for the Information for All Programme**;
- Report to each General Conference on results achieved.

Tumultuous change in the media and the ICTs requires consideration of **the future of IFAP** and of the best way of harnessing UNESCO's potential to tackle challenges facing converging media, communication and information sectors. Chapter 15 of this Strategic Plan formulates ideas in this regard.

### *IFAP Goal*

UNESCO's Information for All Programme exists within the framework of the World Summit on the Information Society and UNESCO's Medium Term Strategy 2008-2013. IFAP's programme is one of the implementation "sharp ends" of the WSIS process. IFAP recognizes the important role that information has in development. IFAP's focus is on ensuring that all people have access to information they can use to enhance their lives. IFAP will contribute to this outcome by assisting Member States develop **national information policy frameworks** and build national capacity to exploit the opportunities presented by the explosive growth in information and communication technologies. IFAP will also seek to contribute to the **international debate** on these matters.

## 2. Background

The Information for All Programme (IFAP) was established by UNESCO in 2001 with the mandate to be, in the words of the Executive Board decision, "**a key participant** in the fulfilment of UNESCO's mandate to contribute to 'education for all', to the 'free exchange of ideas and knowledge' and to 'increase the means of communication between ... peoples'".

Its mandate is also to "contribute to narrowing the gap between the information rich and the information poor." For this purpose IFAP is to "take direct initiatives, commission studies, facilitate cooperation, analyse and report on all aspects of access to and management of information", as well as "provide a platform for international **policy discussions and guidelines for action** on the preservation of information and universal access to it, on the participation of all in the emerging global information society and on the ethical, legal and societal consequences of ICT developments."

The Executive Board decision named five main programme areas in which the objectives of IFAP were to be pursued up until 2007 and added :

“The delivery of these results will depend on the **allocation of the appropriate resources** by the General Conference and of extrabudgetary resources”.

This remains true today.

The Director-General has been charged by the Executive Board with providing the Secretariat for the IFAP Council, and with placing at the Council’s disposal the staff and other means required for the sessions of the Council and meetings of its working groups. The operating costs of the Council and its working groups are covered by an appropriation voted for this purpose by the General Conference of UNESCO.

An external review of IFAP carried out in 2006 concluded that the activities of the Programme have resulted in a number of substantive accomplishments, including:

- the establishment of the intergovernmental framework;
- the establishment of National Committees;
- publications in the IFAP 's field of expertise;
- support for the development and implementation of policy and standard setting instruments.
- development of the IFAP Bureau as a specialist body supporting the IFAP Council. The IFAP Bureau has evolved to become both a specialist body itself and an enabler of expert opinion in support of IFAP's supporting activities
- the organization of thematic debates with governmental, NGO and other representatives.

However, the evaluation report states clearly that overall IFAP's accomplishments since its establishment in 2001 have been limited and that IFAP has faced and continues to face a number of key challenges, including:

- **unclear mandate.** IFAP's overall mandate lacks clarity and focus <sup>1</sup> and does not readily lead to clearly identifiable outcomes and achievements;
- **insufficient resources.** IFAP lacks the financial and human resources sufficient to realize its objectives;
- **structural limitations.** The IFAP Council meets only every two years and the IFAP Bureau has **virtually no resources** to support inter-meeting activity in support of substantive activities.

Nevertheless, the evaluation report states that “An appropriately constituted (and, importantly, appropriately resourced) IFAP is ideally placed to ... provide a means for leadership in harnessing the collective will of governments, civil society and business in finding innovative technology-enabled solutions for responding to the information and knowledge needs of the disadvantaged and under-served particularly in Less Developed Countries (LDCs).”

Therefore, the present Strategic Plan seeks to capitalize on the strengths of the Programme and to remove the weaknesses. **While the Programme itself can better define its mandate, within the parameters established by the Executive Board, and seek to overcome structural limitations, the Director-General and the General Conference are invited to help alleviate the problem of insufficient resources.**

This Strategic Plan places IFAP squarely in the centre of UNESCO's mission in the Communication and Information Sector (see below, chapter 4).

A Discussion Draft of this Strategic Plan was first developed by Mr. Laurence Zwimpfer, previous IFAP Chair, based on an online consultation with IFAP Council members and other stakeholders and on the results of a Workshop on the IFAP Strategic Plan, held in Paris in January 2008. The draft plan was reviewed with Bureau members and then published online in February 2008 for public consultation. The 5th Session of the Intergovernmental Council for the Information for All Programme held from 2-4 April 2008 provided the first opportunity for a formal review of the discussion draft. When it met, the Council endorsed the general priorities of the discussion draft

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<sup>1</sup> This point was also made by the IFAP Bureau at its 13th meeting, when it found the IFAP priorities (Information literacy; Information preservation; Information ethics) to be “too broad and not concrete enough to provide an integrating vision for the programme”.

submitted to it, but requested the Bureau to revise it, based on the results of the session and of a planned online public consultation, and agreed to adopt it in an online consultation in six months' time. Given that the 179th Session of the Executive Board was taking place concurrently with the 5th Session of the IFAP Council, the revised plan can only be submitted to the Executive Board for its consideration at its 180th Session.

### **3. Information for All: A Human Right, a Global Need and Goal**

Access to information is fundamental to all aspects of our lives – in learning, at work, in staying healthy, improving our individual and collective rights, in being entertained, in knowing our history, in maintaining our cultures and languages and in participating actively in democratic societies. Documents adopted during the World Summit on the Information Society show a clear link between the human and the broader societal, cultural and economic dimensions of information access and use.

As noted in two documents adopted by the Committee of Ministers of the Council of Europe (*Declaration on human rights and the rule of law in the Information Society*, 2005, and *Recommendation CM/Rec(2007)16 on measures to promote the public service value of the Internet*), the ICTs offer unprecedented opportunities to enjoy the right to freedom of expression, information and communication. As stated forcefully in WSIS outcome documents, this translates into an obligation for States and the international community to ensure enjoyment of these opportunities by everyone.

One of UNESCO's signal contributions to the Information Society debate is the concept of Knowledge Societies<sup>2</sup>. This draws attention to the people impacts of the Information Society, and especially the four pillars – knowledge creation, knowledge preservation, knowledge dissemination and knowledge utilisation. These four pillars are based on the principles of inclusion and pluralism, which in turn derive from underlying human needs and rights.

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<sup>2</sup> See *Towards Knowledge Societies*. UNESCO World Report. Paris: UNESCO Publishing, 2005.

The OECD speaks of knowledge economy <sup>3</sup>, or “knowledge-driven economies” to signify the complex and all-encompassing change leading – though at a different pace in different parts of the world – to the emergence of the “knowledge society” and the “knowledge-based economy.”

“information for all” could mean Information literate communities, where “people in all walks of life are empowered to seek, evaluate, use, and create information effectively to achieve their personal, social, occupational and educational goals.”<sup>4</sup> **A realistic strategy to provide information for all must take account of the existence of a wide range of sources of information used by individuals and societies, including both traditional media and information distribution channels such as libraries and the ICTs, including the Internet.** Information and knowledge policies and strategies must therefore be oriented to drawing on all these media and channels.

This has also been highlighted in the report *Media Development Indicators: A Framework For Assessing Media Development*, adopted by the Intergovernmental Council of the International Programme for the Development of Communication at its 26th session in Paris in March 2008. Among those indicators are: “Professional capacity building and supporting institutions that underpins freedom of expression, pluralism and diversity” and “Infrastructural capacity is sufficient to support independent and pluralistic media.” This part of the report deals *inter alia* with ICT penetration and calls for the development of ICT policies and strategies to ensure access to the new technologies for all.

The growth in digital technologies during the last decade has been astounding <sup>5</sup>. Many countries have already reached the turning point where their communities now have better access to digital information (in their own languages) than through traditional analogue (print and broadcast) media. Some countries are also leapfrogging the wired telephone age, which until recently has been a necessary condition to obtain access to the Internet, into wireless mobile devices that combine the functionality of telephone, computer and the internet. By 2011, the number of mobile phones is expected to reach 4 Billion, or over 50% of the world’s population, far exceeding the number of fixed wire telephones. The growth in the Internet has been equally dramatic. An estimated 1 billion people (one sixth of the world’s population) now have access to the Internet.

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<sup>3</sup> OECD, *The Future Of The Global Economy: Towards a Long Boom?*. Paris: Organisation For Economic Co-Operation And Development, 1999.

<sup>4</sup> The Alexandria Proclamation of 2005 on Information Literacy

<sup>5</sup> IDC White Paper, *The Expanding Digital Universe: A Forecast of Worldwide Information Growth Through 2010*, March 2007 <http://www.emc.com/leadership/digital-universe/expanding-digital-universe.htm>

A consequence of this rapid growth in digital technologies has been an equally rapid growth in digital information.

Nevertheless, the **digital divide** remains a global challenge. Despite these impressive statistics the distribution of access between developed and developing countries, between urban and rural communities and even between different age groups is inequitable. The resources required to bridge all these digital divides is far beyond the means of UNESCO and interestingly most governments view this beyond their means as well. This Strategic Plan does not pretend to solve this problem, but underlying the priorities identified in the Plan is an assumption that governments and others will continue to seek solutions that provide all citizens with digital connectivity if not in their homes, at least within walking distance of their homes.

Community libraries, public archives, telecentres, community multimedia centres and other community-based centres where people can get access to information, have many of the key functionalities required to build information literate communities

Libraries, archives and community information centres are good examples of how “*information for all*” could materialise within a community.

For example, “information for all” could mean:

- Information literate communities, where “people in all walks of life are empowered to seek, evaluate, use, and create information effectively to achieve their personal, social, occupational and educational goals.”<sup>6</sup>
- All people have access to “information services,” including the media, ICTs and in whatever other form they present themselves;
- Community libraries, archives and community information centres<sup>7</sup> are accessible to all;
- Qualified information professionals staffing libraries and archives;

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<sup>6</sup> The Alexandria Proclamation of 2005 on Information Literacy

<sup>7</sup> The term “community information centre” is used to cover all types of places where people can get access to library services (physical and online), where no library is available or accessible. As in libraries, people are able to access information and share knowledge within their local communities. Community information centres are popular especially in developing countries, with well developed library and archival services; they exist under a variety of names, including rural telecentres, community multimedia centres, knowledge centres or sometimes just community centres.

- Information resources relevant to local communities accessible, available and affordable;
- Digital access (computers, internet) in all community libraries;
- Mobile phones being used for information creation and access;
- People with computer literacy (ICT skills) and media literacy;
- Facilities for storing and preserving information whether in analogue or digital form in all communities;
- School libraries (learning resources) accessible to all children;
- Online libraries and archives accessible to all on the internet;
- Online search tools available to all, including multilingual searching;
- “Open access” to scientific and educational information and resources;
- New literacies (information, computer, media) incorporated into education curricula.

In its 2008-2013 Medium Term Strategy, UNESCO has singled out youth, least developed countries (LDCs) and small island developing states (SIDS) for priority attention. It is in these three areas where the challenges are the greatest in providing access to information. Yet they are also the areas of greatest need for development, and would therefore benefit the most.

Speaking during the 5<sup>th</sup> Session of the IFAP Intergovernmental Council, Mr. Koïchiro Matsuura, Director-General of UNESCO, said:

For UNESCO, the word “empowerment” captures the essence of what “development” should be. This means giving people the power to gain control over their own lives. Building knowledge societies therefore opens the way to humanizing the process of globalization. And if knowledge societies are to be effective tools for inclusive human development and positive social change, then the role of knowledge and the guarantee of free and universal access to it, must be at their core. This is why the goal of “Information for All” must be realized.

This *Strategic Plan* is designed to promote the achievement of this goal.

#### **4. The UNESCO Mission**

UNESCO's Medium Term Strategy 2008- 2013 (34C/4), adopted by the 34<sup>th</sup> General Conference in 2007, provides a bold response to the every growing number of global challenges. The strategy proposes that UNESCO assert more visibly its contribution to **national development priorities**. It also proposes UNESCO **leadership in building knowledge societies** based on the principles of freedom of expression, universal access to information and knowledge, promotion of cultural diversity, and equal access to quality education. Furthermore, UNESCO accepts a global role in **benchmarking and monitoring** and also proposes explicit support for the formulation and implementation of **evidence-based policies** by Member States.<sup>8</sup>

The document also states in para. 117: “The Organization will continue to provide **policy advice** and promote mechanisms that increase opportunities for marginalized and disadvantaged groups to benefit from inclusive information and communication processes, drawing on the work of IPDC and **IFAP**.”

UNESCO's Programme and Budget for 2008–2009 (34 C/5) states in part in para. 05013 that its “action to foster universal access to information and knowledge will primarily consist in assisting Member States in **establishing and implementing national information policy frameworks, building on the three priorities of the Information for All Programme (IFAP)** – “Information preservation”, “Information ethics” and “Information literacy”.

During the 34<sup>th</sup> session of the General Conference in 2007, many delegates speaking during the meeting of the Communication and Information Commission reiterated the need for UNESCO to address digital and knowledge divides, including between urban and rural areas, and **referred to the contribution that the Information for All Programme (IFAP), after the revision of the strategy and the improvement of its effectiveness, could play in this regard**.

These high level strategies all help to point towards a new focussed role for IFAP and the need for it to be more effective and productive.

## 5. The WSIS Outcomes

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<sup>8</sup> Refer to Appendix 1 for relevant extracts from the 34 C/4 Medium Term Strategy 2008-2013

The **World Summit on the Information Society (WSIS) Tunis Commitment** (reaffirming the Geneva Declaration of Principles) and the Tunis Agenda for the Information Society also have a powerful influence in shaping IFAP's priorities and strategies.

The *Tunis Commitment* has a special focus on endorsing a multistakeholder approach to implementation, bridging the digital divide and recognising the potential of ICT for development. The Tunis Agenda has a special focus on financial mechanisms, internet governance and implementation and follow-up through a number of Action Lines.

While the UN Economic and Social Council (ECOSOC) through the Commission on Science and Technology for Development (CSTD) has been asked to “oversee the system-wide follow-up of the Geneva and Tunis outcomes of WSIS”, UNESCO, together with ITU and UNDP, has key responsibilities for implementation activities, including facilitation of six of the Action Lines. UNESCO is also a key stakeholder in two other parts of the international post-WSIS coordination activities:

- **Internet Governance Forum**, which includes policy dialogue on ethical dimensions, the realization of multilingualism in the Internet development environment and capacity building;
- **Partnership on Measuring ICT for Development**, which includes the development of appropriate indicators and benchmarking, including community connectivity and ICT impacts in education, science and culture.

Nevertheless, despite the flurry of high level government activity in the lead up to the two phases of WSIS in 2003 and 2005 and the global agreements that were reached on a broad set of principles and action lines, there are signs that the lofty goals and visions are not going to be easy to achieve.

An acknowledged weakness of the WSIS implementation process is the lack of any particular leadership or any political imperative. As a result, government interest is waning at the global level. **UNESCO (and IFAP), as intergovernmental organizations, could potentially play a crucial role in maintaining the interest and commitment of governments.**

## *WSIS Action Line Facilitation by UNESCO*

UNESCO has been assigned an international facilitation role for six WSIS Action Lines within the competence of the organization:

- C3: Access to information and knowledge
- C7: E-learning
- C7: E-science
- C8: Cultural diversity and identity, linguistic diversity and local content
- C9: Media
- C10: Ethical dimensions of the Information Society

“Information” clearly underpins all six Action Lines. The Task Force on Knowledge Societies, comprising representatives from all UNESCO’s Sectors as well as the UNESCO Institute for Statistics, has been established to ensure coherence of UNESCO’s action in the WSIS follow-up, in particular in the facilitation of the implementation of the six Action Lines. The Task Force is chaired alternatively by the Director-General and the Assistant Director-General for CI, and the Secretariat is provided by the Director of the Information Society Division in the CI Sector.

## **6. IFAP’s Mission**

The WSIS process has provided an excellent global framework for action; the Plan of Action adopted by the Geneva WSIS phase in 2003 and reaffirmed in the Tunis Agenda in 2005 is very comprehensive in terms of actions needed to progress towards knowledge societies. The Tunis WSIS phase in 2005 encouraged governments to elaborate, as appropriate, comprehensive, forward-looking and sustainable national e-strategies, including ICT strategies and sectoral e-strategies, as an integral part of national development plans and poverty reduction strategies, as soon as possible and before 2010 (para. 85 of the Tunis Agenda). It is now primarily the responsibility of Member States to implement the many recommendations and action lines from WSIS. The same is true in terms of the Information for All objectives. Therefore, this strategy focuses on the needs of Member States – IFAP can make the most effective contribution by assisting Member States develop and implement **national information policy frameworks**.

A crucial strength of IFAP is its **intergovernmental structure and mandate**. The direct support of 26 member states in terms of representation on the IFAP Council provides an opportunity as IFAP will need strong ongoing government engagement to achieve its goal of a national information policy framework in all member states. Its policy and standard-setting focus requires a reasoned debate between, and input provided by, governments of countries representing different societal, cultural and economic backgrounds. On this basis, IFAP can provide a highly specialized forum capable of helping to shape UNESCO's contribution to the global Information Society debate (the Internet Governance Forum, WSIS Action Lines, etc.).

Governments may also need help in understanding the benefits of developing a national information policy. Many member states, especially the developed countries, probably already have a policy framework in place, but it may require revision, extension or updating. For many countries, where there may not even be the capacity to start to think about developing a national policy framework, the first challenge will be to help governments recognise this as a priority and get it on their agenda.

Creation of frameworks for information and knowledge policies and strategies requires a two-fold process:

1. Development of an overall vision of policy goals and objectives and methods of their implementation; and
2. Focused analysis of the issues in main priority areas to fill out and complement the overall vision.

A first step in achieving the first objective should involve **commissioning a study from expert consultants, providing a general template, or templates of information and knowledge strategy and policy**, taking into account different circumstances in developed and developing countries. This should cover all the channels used for gathering and distributing information.

The second objective should be pursued by setting up specialized working groups. The results of their work should then, in addition to providing standard-setting and policy documents for the particular field, also feed into the general template(s), specifying and detailing different elements of public policy needed to achieve the goals required in each area.

## *IFAP's Mission: National Information Policy Frameworks*

The following overarching goal is proposed for the Information for All Programme:

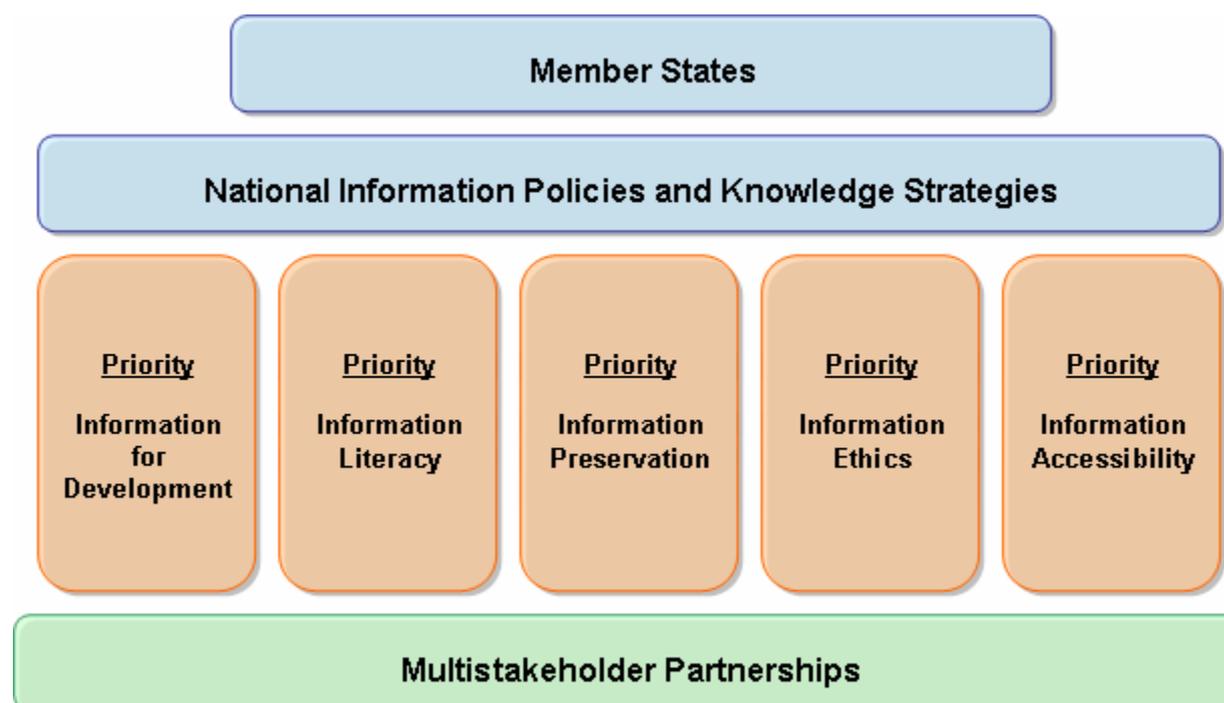
***“to help Member States develop and implement national information policies and knowledge strategies in a world increasingly using information and communication technologies (ICT)”***

Each Member State is unique in developing and implementing an information policy framework. The effective deployment of these frameworks is dependent on many different elements, including the availability of communications infrastructure (connectivity), the skills of people in using information (capability) and the accessibility and availability of information itself (content). As an intergovernmental programme, IFAP has a special opportunity to assist and influence Member State governments.

Activities will include in particular:

- Developing a general template or templates for information and knowledge strategies and policies, to be supplemented by the results of specialized working groups
- Consulting with member states and partner organisations to identify countries that recognise the benefits of a national information policy framework
- Identifying lead government agencies in each member state, noting they could be national libraries, national archives, development agencies or government ministry
- Preparing information policy guidelines, covering IFAP priorities (see below)
- Identifying and publishing examples of good practices (clearing house function)
- Monitoring the information policy development processes and advising Member States on relevant models
- Strengthening the advocacy role of National Commissions and IFAP National Committees in establishing national information policy frameworks
- Supporting capacity building in Member States

In order to achieve this goal, the Information for All Programme will concentrate its efforts on preparing resources for use by all Member States in preparing national information policies and knowledge strategies. The focus will be on the five priority areas illustrated below – **information for development, information literacy, information preservation, information ethics** and **information accessibility**. IFAP will draw on the skills and expertise of all its partners to achieve practical and timely results.



## 7. IFAP Priorities

Within the context the above overarching goal of information policy frameworks, IFAP will retain its focus on the existing three priorities – **information literacy, information preservation and information ethics**. These priorities have been endorsed in the 34 C/4 and will remain key modules within an information policy framework. In addition two new priorities have been added – **information for development** and **information accessibility**. Information for development focuses on the value of information for addressing development issues. Information accessibility encompasses the many issues surrounding availability, accessibility and affordability of

information, such as multilingualism, metadata, interoperability, open source software, open content, Creative Commons licences as well as addressing the special needs of people with disabilities.

UNESCO has five recognized and internationally accepted core functions:

1. Catalyst for International Cooperation
2. Laboratory of Ideas
3. Standard-setting
4. Clearing House
5. Capacity-builder in Member States

IFAP will draw on these strengths in preparing a knowledge strategy framework, but recognizes that a comprehensive national information policy framework will require support and expertise outside UNESCO's core competencies, and this is where IFAP will need to draw on its multistakeholder partners for their support.

The table below summarizes some of the actions envisaged to complete a knowledge strategy framework. Further detail is provided in the subsequent paragraphs.

## Towards Knowledge Strategies: IFAP Action Plan

IFAP Goal		To help Member States develop and implement national information policies and knowledge strategies				
IFAP Priorities		Information for development	Information Literacy	Information Preservation	Information Ethics	Information Accessibility
UNESCO Core Functions	Catalyst for International Cooperation	Thematic debates	International alliance for information literacy	Memory of the World Programme	Regional campaign on ethical implications of ICTs	
	Laboratory of Ideas		Framework for measuring information literacy			
	Standard-setter	Guidelines for national information policy	Promoting a better understanding of information literacy	Charter and Guidelines for preservation	Mainstreaming information ethics into global discussions	
	Clearing House	Platform of success stories	Resources directory			Open training platform
	Capacity-builder in Member States	National information policy toolkit	Training the trainers in information literacy	Training of librarians, records managers and archivists	Training on information ethics and e-government	Supporting the development of open content
Multistakeholder Partners	Content Producers		Training material on information literacy			
	ICT Providers (hardware and software)		Equipping community information service centres with ICTs	Open source archival repository and preservation system		
	Research and Monitoring		Indicators, International state of the art report		Ethical implications of ICTs	

<b>IFAP Goal</b>		<b>To help Member States develop and implement national information policies and knowledge strategies</b>				
<b>IFAP Priorities</b>		<b>Information for development</b>	<b>Information Literacy</b>	<b>Information Preservation</b>	<b>Information Ethics</b>	<b>Information Accessibility</b>
	<b>Information Access Infrastructure</b>		Building and connecting libraries, schools, and other community information service centres			

Each of the cells in the above map links with core elements of a national information policy. The value of such map is that it provides a holistic overview, where it is possible to quickly identify any gaps, which in turn can help shape priorities and work plans.

## 8. Strategic Programme Objectives

Five strategic programme objectives have been identified to correspond with each of the above five priorities:

1. Mainstreaming the importance of information in national development plans;
2. Fostering information literate societies;
3. Identifying and promoting cost-effective technical solutions for information preservation;
4. Raising awareness of ethical issues related to information;
5. Enhancing universal and multilingual accessibility to information.

### *Priority: Information for Development*

One of the challenges facing the *Information for All* programme is to explain to governments and communities the value of information in addressing development issues. The objectives in the UN Millennium Declaration link the development and eradication of poverty to good governance and transparency. The costs of neglect and disorder of records in organizations are seriously underestimated and the benefits to be derived from good records management in respect of efficiency and accountability need to be recognised.

A UNESCO study has found that a free press is strongly associated with a good level of development and reduced poverty. Access to primary goods and better nutrition also coexist with strong freedom of the press. A free press is well associated with decent medical environment: where medical staff is missing, a free press can help spreading the word about it, and thus help improve the situation. A free press has to be understood as being a crucial

key in the reduction of poverty, for development in both its social and economic aspects. It helps to show the government, or remind it when necessary, where its true responsibilities lie. As a development tool, the press is as effective as investment or education <sup>9</sup>. The same is already true of digital media available through the ICTs and their importance will grow.

Information for development is a tool for empowerment, e.g. through making the planning figures of government budgets available to all, through transparent and competitive bidding processes, through increased accountability of government offices, etc., for increasing opportunities, e.g. through access to information on market prices, possibilities of direct marketing through the Internet or mobile phones, and for increasing livelihood security, e.g. through weather forecasts, tsunami warnings, pest controls, health centres etc.

The central underlying issue is the need to stress not only the importance of access to information, but also the relevance and usefulness of the information.

Access to digital technologies provides new opportunities for development; the global ICT4D movement is a strong advocate. UNESCO can play a special role at the intergovernmental level by encouraging governments to continue to advocate for the Internet to remain as an open platform that does not discriminate between rich and poor users.

The value of developing human capacity and in providing access to information and knowledge for development is well recognized, but more effort is required to explain and demonstrate the benefits of investing in these resources.

Activities could include:

- Supporting good records management in governments in collaboration with UNDP
- Managing and promoting an online platform for sharing success stories
- Supporting with project funding innovative uses of information for development
- Collaborating with the International Programme for the Development of

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<sup>9</sup> Anne-Sophie Novel, *Press Freedom and Poverty. An analysis of the correlations between the freedom of the press and various aspects of human security, poverty and governance*. UNESCO-CPHS Research Project. Paris: UNESCO, CPHS. 2006. See also Roumeen Islam, Simeon Djankov, Caralee McLeish (2002) *The Right to Tell. The Role of Mass Media in Economic Development*. Washington, D.C.: The World Bank.

Communication (IPDC) to build on the media infrastructure they support

### *Priority: Information Literacy*

Information literacy and lifelong learning have been described as the “beacons of the Information Society, illuminating the courses to development, prosperity and freedom. Information literacy empowers people in all walks of life to seek, evaluate, use and create information effectively to achieve their personal, social, occupational and educational goal. It is a basic human right in a digital world and promotes social inclusion in all nations.”<sup>10</sup> Closely linked are the other two related literacies in a digital world – computer literacy (ICT skills) and media literacy (understanding of various kinds of mediums and formats by which information is transmitted).

Activities could include:

- Promoting the IFAP publication *“Understanding Information Literacy: A Primer”*
- Pursuing with UIS and the multistakeholder “Partnership on Measuring ICT for Development” the development and implementation of Information Literacy Indicators drawing on the IFAP publication *“Towards Information Literacy Indicators”*
- Supporting with project funding the development of human capabilities (capacity-building) in accessing, discerning, critiquing, using and creating information (information literacy) and participation in the “e-world” (digital literacy)
- Promoting the inclusion of the new literacies into national education curricula

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<sup>10</sup> Alexandria Proclamation “Beacons of the Information Society”, High Level Colloquium on Information Literacy and Lifelong Learning, Bibliotheca Alexandria, Egypt, November 2005

## *Priority: Information Preservation*

Universal access to information is a prerequisite for building knowledge societies.

Throughout history, libraries and archives have been the guardians of the documentary heritage of humankind. But in a world increasingly being shaped by digital technologies, the traditional guardian institutions (libraries, archives and museums) are challenged to keep pace with the rapid growth in information. They also face a new challenge – as technology advances the stability and lifespan of documents is considerably decreasing. If nothing is done, many important documents in electronic format will not survive or will become completely inaccessible within a very short time. The result will be a permanent loss to the collective memory of humankind. This challenge needs to be tackled urgently and the costs of preserving digital information should not be underestimated – these far exceed the preservation costs experienced to date with five millennia of traditional documents.

Digital preservation also contributes to at least two other IFAP priorities – information for development and open & multilingual access to information. Digital technologies open up access to information and knowledge in democratic dimensions that have never been experienced before.

This priority area will be predominantly executed by strengthening the underlying principles and concepts of the Memory of the World Programme, beyond its registers, which serve as catalysts to alert decision makers, and the public at large.

Activities could include:

- Promoting the preservation of documentary heritage through the Memory of the World programme
- Supporting the development of preservation standards and management tools
- Strengthening the capacity of librarians and archivists to respond to the challenges of digitization of analogue materials and the preservation of digital materials (drawing on the UNESCO *Charter on the Preservation of Digital Heritage*, 2003 and the *Guidelines for the Preservation of Digital Heritage*, 2003)
- Collaborating with private sector partners to address the technical and cost challenges of digital storage

- Collaborating with International NGOs, especially IFLA, ICA, IASA and CCAAA to increase Member State's awareness of the importance of information preservation

### *Priority: Information Ethics*

The international debate on information ethics (infoethics) addresses the ethical, legal and societal aspects of the applications of information and communication technologies (ICTs). Ethical principles for knowledge societies derive from the *Universal Declaration of Human Rights* and include the right to freedom of expression, universal access to information, particularly that which is in the public domain, the right to education, the right to privacy and the right to participate in cultural life. One of the most challenging ethical issues is the inequity of access to ICTs between countries, and between urban and rural communities within countries.

Activities could include:

- Raising the awareness of information ethics issues through regional symposia and then promoting the outcomes of these events
- Promoting freedom of access to administrative information
- Promoting the use of the IFAP publication on the *"Ethical Implications of Emerging Technologies: A Survey"*
- Integrating information ethics into the mainstream discussions on ethics
- Training on information ethics and e-government

### *Priority: Information Accessibility*

The new economic and technological environment raises concerns about the erosion of access to certain information and knowledge that has been freely shared in the past, for example to facilitate scientific research and education. At the same time, developments such as the Internet create an unprecedented opportunity for sharing information as well as promoting

linguistic diversity and preserving languages that would otherwise become extinct. While many thousands of the world's languages are still absent from Internet content, the provision of digital connectivity to all people will allow communities to create their own content in their own languages. In 2003, UNESCO adopted a *“Recommendation concerning the Promotion and Use of Multilingualism and Universal Access to Cyberspace”* promoting multilingualism and an equitable balance between the interests of information rights-holders and the public interest. Subsequently, UNESCO has endorsed global efforts related to Free and Open source Software (FOSS), Open Educational Resources (OER), and has responded with several projects to promote multilingualism in cyberspace, as well as the use of ICTs for more equitable access to information, including for people with disabilities.

Activities could include:

- Lobbying governments at both the country level and in international fora to advocate for an **open platform Internet**;
- Promoting a better understanding of open and multilingual access to information through **thematic debates and regional campaigns**;
- Supporting the development of **guidelines and toolkits** for national policy on open and multilingual access to information;
- Sustaining and promoting UNESCO's **free and open source software (FOSS) portal**, and building capacity in the use of FOSS;
- Sustaining and promoting UNESCO's **open training platform**, which provides collaborative access to existing free training courses and promotes open licensed resources to specialized groups and local communities for development;
- Supporting the creation of **linguistically and culturally diverse content** in cyberspace and offering possibilities for the preservation of endangered languages;
- Promoting the development of digital resources accessible to **people with disabilities**;
- Supporting the development of “open” **information processing tools**, inter-operability standards, metadata, content ordering, interfaces to digital collections, search tools, preservation tools;
- Promoting the development and use of **multilingual search tools** on the Internet;

- Promoting the development and use of **automated language translation tools**.

## 9. Expected Outcomes

Given a clear statement of the overall global goal of **Information for All**, and a good understanding of the areas where UNESCO has both the mandate and competency, **there is a need to be realistic** in terms of what can be achieved through the *Information for All* programme. This is particularly challenging since most of the outcomes are at the Member State country-level and outside the direct control of UNESCO.

The single overarching outcome IFAP is expecting is a national information policy framework developed and implemented in every Member State. However, supporting the development of this framework, it is envisaged that IFAP can play a key role in the provision of policy orientation on a number of critical aspects, including information literacy, information preservation etc.

While the primary focus will be on action at the country level, it is recognized that some of the solutions will come from international initiatives and multistakeholder collaboration. It is proposed that IFAP maintain a visibility at the international level, seeking opportunities for new partnerships that can contribute to the primary goal of national information policies.

Some specific areas are listed below where IFAP has already made a start in addressing these issues for each of the five priority areas; these are presented as IFAP “outcomes”. Other outcomes will be defined progressively as a comprehensive information policy framework model is developed.

### *Outcome One*

#### **Parameters for National Information Policy Frameworks**

IFAP, as an intergovernmental programme, has a unique opportunity to influence governments in developing and implementing a whole-of-government information policy framework or strategy. In developing such a framework, governments have the opportunity to bring together the different elements necessary for an effective information strategy. Some

countries have used the new digital opportunities as an opportunity to develop a whole-of-government digital strategy, integrating the components of infrastructure (connectivity), information (content) and skills (capability). These 3 “c’s” – connectivity, content and capability - provide an excellent framework to develop a national strategy. The expected outcome is that key parameters of national information policy frameworks will be established and made available. These can then be used to assist governments develop or update their national information policies and knowledge strategies. This framework will be available in 2009; thereafter IFAP National Committees and/or National Commissions would be expected to monitor and report biennially on implementation progress. Some countries already have exemplary information policy frameworks and national knowledge strategies and these could be published to provide examples of good practices.

## *Outcome Two*

### **Information for Development – Good Practices**

One of the goals of the Information for All Programme is to explain how “information” can be used as an effective tool for development. The linkage is not always sufficiently well understood by governments and policy makers and as a result the level of resources allocated to information institutions such as libraries, archives and museums is insufficient for them to move beyond their core functions of preservation. The challenge is even greater with digital materials. The preservation of ‘digital born’ documents requires the involvement of records professionals in the records management system from the very beginning, even before the information is created. Opening up collections and promoting the use of information stored in public institutions requires additional resources and the benefit in doing this is not always obvious. Developing countries face an even bigger challenge. When faced with poverty, hunger, poor health and inadequate education facilities, it is difficult to prioritise investment in information infrastructure and training of information professionals. Yet, there is increasing evidence that access to information and the use of this information to create knowledge and ensure accountability is the pathway to sustainable development.

The Tunis Commitment of the World Summit on the Information Society recognized the connection:

“We affirm our desire and commitment to build a people-centred, inclusive and development-oriented Information Society, premised on the purposes and principles of the Charter of the

United Nations, international law and multilateralism, and respecting fully and upholding the Universal Declaration of Human Rights, so that people everywhere can create, access, utilize and share information and knowledge, to achieve their full potential and to attain the internationally agreed development goals and objectives, including the Millennium Development Goals.”<sup>11</sup>

One objective will be to seek to secure **funding for projects** that demonstrate practical on-the-ground examples of how people in local communities are **using information for development**. This information will then be shared using an online “**success stories**” platform that was launched at the beginning of 2008. In addition, summary reports of these success stories will be provided in the biennial IFAP report – in 2010, 2012 and 2014.

### *Outcome Three*

#### **Information Literacy Indicators**

One of the most important overarching goals for the Information for All programme for the period 2008-2013 is to increase human capacity in local communities in terms of accessing, discerning, critiquing, using and creating information (information literacy) and to expand active participation in the e-world (digital literacy). These are the characteristics of **information literate communities**. The challenge will be to know when this outcome has been achieved and more importantly to know what progress Member States are making towards achieving this goal. IFAP’s proposal is to pursue the work already started in collaborating with international experts and other agencies, especially the UNESCO Institute of Statistics (UIS) and the International Federation of Library Associations and Institutions (IFLA), to develop and implement **information literacy indicators**. By 2013 it is expected that these will be integrated into regular national and international monitors and the first reports on progress will be available.

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<sup>11</sup> Tunis Commitment, November 18 2005

*Outcome Four***Information Literacy Strategies in National Education Policies**

The concept of **information literacy** is not particularly new; according to Woody Horton, the author of IFAP's *Understanding Information Literacy: A Primer*, the first person to use the term was Paul Zurkowski in 1974.<sup>12</sup> However, while librarians around the world have a good understanding of the importance of information literacy, the concept appears to have received little attention from educators, whose focus has been and still is largely on basic literacy (also referred to as functional literacy). With the arrival of computers, there was a flurry of interest in computer literacy, and with the growth of the internet, this interest was extended to ICT (information and communication technology) literacy. But in most countries information literacy still appears to be poorly understood let alone receive serious attention from educators. IFAP's goal is to change that. The outcome being sought is for "information literacy" to be mainstreamed into Member States' education agendas.

IFAP plans to collaborate with IFLA, where most of the leadership has come from to date, and the UNESCO Education Sector to persuade Ministers of Education to integrate information literacy into their education curricula. Resources, such as the Information Literacy Primer, will be promoted to help achieve this goal. IFAP National Committees will be asked to report progress in their respective countries. The CI Sector will be asked to collaborate more effectively with their colleagues in the Education Sector to integrate information literacy into the excellent work on literacy already in progress, including the Internet Literacy Portal, the Literacy Initiative for Empowerment (LIFE), the United Nations Literacy Decade (2003-2012), the International Literacy Day, the Associated Schools Network programme, and the UN Decade of Education for Sustainable Development (2005-2014).

IFAP will seek to integrate information literacy indicators into existing in-country and international surveys, including UNESCO's Global Monitoring Reports on Literacy for Life (2006). Where possible, there should be reporting to each General Conference (2009, 2011, 2013) along with other literacy indicators.

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<sup>12</sup> Horton Jr, Forest Woody *Understanding Information Literacy: A Primer*, pg v, IFAP Publication Series, UNESCO 2008

## *Outcome Five*

### **Cost-effective Technical Solutions for Information Preservation**

Dietrich Schüller, Member of IFAP Bureau and a world recognized audiovisual archive specialist, has alerted UNESCO to the growing challenge of digital information preservation:

*“In the digital age, if we do nothing to preserve information, we will lose everything.”<sup>13</sup>*

If all the world’s information – text, audiovisual, film – was to be digitised, an estimated storage capacity of 12 ExaBytes (= 12 billion GigaBytes) would have been required in 1999. The figure is even larger today and increasingly rapidly. The pending introduction of high definition television will soon catapult the storage requirements to new heights. The present day cost of professionally preserving digital information is US\$5-8 per GigaByte per annum; this equates to a global cost of \$60-96 billion per annum for the amount of information at the start of this century. Metadata is also critically important in ensuring that in the future, not only can this data be read, but the meaning should still be understood. Proprietary software is changing rapidly and there is no guarantee that future software will be backwards compatible; at the same time, open source software doesn’t necessarily secure the future as support is dependent on volunteers.

These are challenges that UNESCO needs to partner with industry to address. Specifically:

- Industry must find more cost effective ways of preserving information, to bring the costs down from \$5-8/GB/year to \$1/GB/year;
- Manufacturers of digital technologies must be made more aware of their responsibility to ensure that information recorded on the carriers they produce can be accessed in the future;
- Industry needs to develop technically viable solutions for preserving the integrity of great quantities of information, e.g. lossless compression.

IFAP’s plan is to **engage industry partners** in responding to this challenge by 2011. In the meantime, IFAP will continue to monitor the **average costs of digital storage** as well as research trends that can reduce the **rate of technical obsolescence** of digital media.

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<sup>13</sup> *Key Messages for Governments and Industry*, Outcome of the IFAP Thematic Debate, Bibliothèque nationale de France, Paris, April 2007

## *Outcome Six*

### **Ethical Issues of Emerging Technologies Debated and Highlighted in National Information Policies**

Emerging technologies will continue to present new opportunities as well as ethical challenges to the global community and within Member States, especially in the area of safeguarding the exercise of human rights and preventing their violation. Mechanisms are required at the country level for experts to debate these issues and guide policy makers. While international and regional discussions can help increase awareness of issues likely to arise and enable information sharing, each country must take responsibility for deciding the delicate balance between the positive benefits of new technologies and the risks associated with their deployment, especially for children and youth who may not have the maturity or discernment to fully appreciate the risks. The balance between access to information, as promoted by Freedom of Expression legislation, and the right to privacy, enshrined in data protection legislation, raises major ethical questions. The need to protect national security and commercial confidentiality may also run counter to unrestricted access to information.

IFAP's vision is for every country to establish an **info-ethics advisory board** or info-ethics council, supported by eminent technologists, academics and community representatives. This could play a similar function to bioethics councils, for example, that have been established in many countries to address the ethical issues of biotechnology. Such advisory groups should include representatives from all stakeholder groups including young people.

The proposal is to support the establishment of such advisory boards and provide a framework for action, including encouraging Member States to debate the issues and highlight them in their national information policies. IFAP could assist by supporting a

**global watch** on technology developments and frameworks and draw on this information to prepare impact reports on emerging technologies.

## *Outcome Seven*

### **Role of Free and Open Source Software**

Open access is of special concern of UNESCO. In the education and science sectors, open access can greatly benefit developing countries in making accessible and freely available knowledge developed in countries that can afford the investment in scientific research and educational learning materials.

Free and open source software (FOSS) can contribute to the “affordability” and “open access” aspects of information, giving communities more control over the software they use, one of the most critical digital components. UNESCO is already taking a global lead in promoting the opportunities that come with open access to information with initiatives such as the Free and Open Source Software portal, the Open Training Platform and with practical tools for development using open source software such as the Greenstone Digital Library software. The choice between FOSS and proprietary software is not necessarily an “either-or” one; the challenge for Member States is to identify within the framework of their national information policies the role for FOSS while recognising that benefits and limitations of proprietary software.

## *Outcome Eight*

### **Creation of Multilingual Digital Content**

Digital technologies open new opportunities for citizens to actively participate in their communities and the world. The Internet makes it possible for anyone who is connected to publish their own information in their own language. This has not only important cultural implications in terms of the preservation and promotion of cultural diversity but also economic impacts in terms of the opportunity to create new digital content – images, music, film - and trade in a global market. But in order to achieve this, UNESCO must continue to

advocate for an open platform Internet, accessible to both rich and poor communities; the issue of ‘net neutrality’ remains paramount.

IFAP’s vision is for all Member States to develop a **digital content strategy**, to encourage and promote the creation of new content, while at the same time committing resources to the storage and preservation of digital materials. It is expected that the **Memory of the World** programme would be interpreted for each country or regional situation would form part of such a strategy. This may well include a legislative response, e.g. to address **digital copyright**. Most national copyright legislation pre-dates the digital age and did not envisage the new opportunities for creating and sharing content. Nor did concepts such the **Creative Commons Licence** exist; this provide a fresh new approach to the sharing of information, with potentially huge benefits to countries and communities that have historically been unable to afford information protected by copyright.

Digital content strategies could be developed as an integrated component of a national information framework, but because of IFAP’s special focus on “information” and “content”, this has been identified as a distinctive outcome. IFAP National Committees and National Commissions should report biennially (2009, 2011, 2013) on progress in their countries in developing and implementing content strategies. The CI Sector could assist by managing an **online clearing house** directing Member States to examples of multilingual content strategies and legislation.

## *Outcome Nine*

### **Digital Resources Accessible to People with Disabilities**

In an ideal world, every human being, irrespective of any disability they may have, would have access to information they need to manage and enhance their lives, whenever required and at a place convenient to them. The rapid growth of mobile phones suggests this could become the ultimate personal information access device. However, there is no ubiquitous solution for people with disabilities – telephones are of limited value to the deaf community while the Internet is of less value to those who are blind. But there have been many innovative uses of information and communication technologies (ICTs) to overcome these challenges. The outcome IFAP seeks is to ensure that national information and knowledge

policies provide for digital resources to be accessible to all people, including those with disabilities.

## *Outcome Ten*

### **Capacities and Competencies of Information Professionals Enhanced**

For the foreseeable future, most of the world's population will not have access to a personal internet-connected device, whether this is a computer or a mobile telephone. These communities will rely on shared community facilities for getting access to information, through community libraries or community information centres. The concept of a community library embraces the range of functionalities considered necessary to build information literate communities. However, not every country has the resources or the infrastructure to establish and maintain local community libraries that are accessible to all people. This gap is being bridged with a wide range of community centres that are typically referred to as rural telecentres, community multimedia centres or knowledge centres. IFAP's vision is for national information and knowledge policies to ensure that every community has access to a library or library-type facility with digital access, i.e. computers and Internet access. These provide the gateway to the world's knowledge banks as well as allow local communities to contribute their own information and tell their own stories.

But equally important are the information professionals who staff these centres; they must have the capacity and competencies to access relevant online digital resources.

## *Outcome Eleven*

### **International Research Agenda Supporting Information for All Goals**

Research on progress in meeting the goals of the WSIS process is fragmented. There is need for adequate policy research to support the development of information and knowledge strategies and policies. There is also need for international instruments on measuring the

effectiveness of these technologies on improving the lives of people. IFAP has wrestled with similar issues and while it was clear about the importance of information literacy, after extensive research and consultation no reliable measures could be identified. For this reason, in consultation with the UNESCO Institute of Statistics (UIS), IFAP commissioned international experts to provide a framework for the development of suitable measures. There is an ongoing need to identify suitable measures and then establish ongoing research programmes into all aspects of IFAP's work, including information literacy, information preservation and information ethics.

It is not proposed that this research work be carried out within the Information for All programme, but rather the objective is to seek to identify relevant measures and then **collaborate with research agencies** such as UIS to integrate any new measures into their existing surveys. The initial focus is to complete the current workstream on identifying **information literacy indicators** by 2011 and then ensure these are incorporated into existing surveys at both the national and international level. The first results are expected by 2013. Consideration can then be given to suitable measures in the area of information preservation.

## **10. Alignment with WSIS Outcomes**

A key objective of this plan is to align IFAP objectives and outcomes with the WSIS outcomes and the objectives set out in UNESCO's Medium Term Strategy 2008-2013 (34 C/4). The above IFAP outcomes have been mapped against the WSIS Outcomes (Action Lines C3 and C10) and the C/4, clearly demonstrating a high degree of alignment. The relevant extracts from the C/4 and the WSIS Action Lines are contained in Appendix 1 and 2, respectively.

## Alignment of IFAP Outcomes with C/4 and WSIS Action Lines

IFAP	C/4 <sup>14</sup>	WSIS <sup>15</sup>
Key parameters of national information policy frameworks established and made available to stakeholders	Information will play an increasingly important role in building knowledge societies (para 113)	Develop policy guidelines for the development and promotion of public domain information as an important international instrument promoting public access to information (C3a)  Review national library strategies and legislation (C3h)
Collection of good practices in using information for development made available to decision makers	The strategic and effective use of appropriate media and information and communication technologies (ICTs) in education is essential to reach the six Dakar EFA goals and MDG 2 (para 110)	Encourage initiatives to facilitate access, including free and affordable access to open access journals and books, and open archives for scientific journals (C3i)
Information literacy indicators developed	Providing equitable, appropriate and affordable access to communication and information for all is a fundamental requirement for building knowledge societies (para 114)	
Information literacy included in national education policies	The strategic and effective use of appropriate media and ICTs in education (para 110)  Promote the development of information literate communities (para 116)	Governments should actively promote the use of ICTs as a fundamental working tool by their citizens and local authorities. In this respect, the international community and other stakeholders should support capacity building for local authorities in the widespread use of ICTs as a means of improving local governance (C3f)
Multistakeholder partnerships established to develop cost effective technical solutions for information preservation	The creation, preservation and sharing of information and knowledge (paras 109, 113)  The multistakeholder approach is at the heart of UNESCO's role as facilitator of the implementation of several Action Lines of the WSIS Action Plan (para 113)	Establishing legislation on access to information and on preservation of public data, notably in the area of new technologies, is encouraged (C3b)  Develop a global understanding of the need for "hybrid libraries" [incorporating traditional libraries and archives], and foster worldwide cooperation between libraries (C3h)
Ethical issues of emerging	A global platform to reflect on the ethical and societal aspects of	Take steps to promote respect for peace and to uphold the fundamental values of freedom, equality,

<sup>14</sup> *Medium-Term Strategy for 2008-2013, 34C/4, paras 108-125*

<sup>15</sup> *WSIS Geneva Plan of Action (2003), Action Lines C3 and C10*

Strategic Plan for the Information for All Programme (2008-2013)

<p>technologies debated and highlighted in national information policies</p>	<p>building knowledge societies (para 111)</p>	<p>solidarity, tolerance, shared responsibility, and respect for nature (C10a)</p> <p>All stakeholders should increase their awareness of the ethical dimensions of their use of ICTs (C10b)</p> <p>All actors in the Information Society should promote the common good, protect privacy and personal data and take appropriate actions and preventive measures, as determined by law, against abusive uses of ICTs (C10c)</p>
<p>Role of Free and Open Source Software in national information policies clarified</p>	<p>Support the development of open courseware as well as free and open source software for extending and disseminating knowledge in different educational settings (para 119)</p>	<p>Promote awareness among all stakeholders of the possibilities offered by different software models, and the means of their creation, including proprietary, open-source and free software (C3e)</p> <p>Support research and development of the design of useful instruments for all stakeholders to foster increased awareness, assessment, and evaluation of different software models and licences, so as to ensure an optimal choice of appropriate software that will best contribute to achieving development goals within local conditions (C3j)</p>
<p>Factors enabling the creation of multilingual digital content identified integrated into national information policies</p>	<p>Contribute to multilingualism in cyberspace (para 118)</p>	<p>Governments are encouraged to provide adequate access through various communication resources, notably the Internet, to public official information (C3b)</p>
<p>Digital resources that are accessible to people with disabilities promoted</p>	<p>Provide policy advice and promote mechanisms that increase opportunities for marginalized and disadvantaged groups to benefit from inclusive information and communication processes (para 117)</p>	<p>Support the creation and development of a digital public library and archive services, adapted to the Information Society (C3h)</p>
<p>Capacities and competencies of information professionals to foster accessibility</p>	<p>Support institutional efforts to build in various countries the capacities of information and communication professionals to create, disseminate, and preserve information (para 116)</p>	<p>Governments, and other stakeholders, should Establish sustainable multi-purpose community public access points, providing affordable or free-of-charge access for their citizens to the various communication resources, notably the Internet.</p>

enhanced		These access points should, to the extent possible, have sufficient capacity to provide assistance to users, in libraries, educational institutions, post offices or other public places, with special emphasis on rural and underserved areas (C3d)
International research agenda in support of Information for All goals proposed		Promote research and development to facilitate accessibility of ICTs for all, including disadvantaged, marginalized and vulnerable groups (C3c) Encourage research on the Information Society (C3g) Invite relevant stakeholders, especially the academia, to continue research on ethical dimensions of ICTs (C10d)

## 11. Modalities of Cooperation with Key Partners

One of the most significant outcomes of the World Summit on the Information Society was the recognition that the path towards information and knowledge societies can only be shaped in a **multistakeholder collaborative environment**. UNESCO, while an intergovernmental organization, has a long history of working closely with civil society and more recently with the private sector.

For the *Information for All* programme in particular, strenuous efforts were made from the very beginning to integrate relevant stakeholder groups into IFAP meetings and other activities. The WSIS spirit suggests a need for a more equal partnership, even at formal intergovernmental meetings. This creates a challenge for organizations like UNESCO, which operate within well-defined protocols and procedures within an intergovernmental environment.

Nevertheless, there are proposals for **strengthening IFAP's multistakeholder approach** in pursuing the goal of *Information for All* during the 2008-2013 planning period.

It is also recognized that bilateral intergovernmental partnerships have been valuable in addressing development issues. These are referred to as public-public partnerships, North-South partnerships or, as even South-South partnerships. Partnerships between developing countries can sometimes deliver more positive results than the more traditional north-south development aid model. In a digitally connected world, the opportunities for stimulating and enhancing partnerships between governments is greatly increased.

## **International Non-Governmental Organizations**

A range of international NGOs with an interest in “information for all” are listed in Appendix 3. This includes a number of international professional stakeholder organizations that have a long history in working collaboratively with UNESCO. Some are now regular participants in IFAP meetings, both at the Council and the Bureau. The strongest level of engagement has been with representatives from archive associations, including audiovisual archives and from library associations.

At IFAP Council meetings, representatives are allocated speaking time in accord with the rules of the meeting, during which time they can provide advice or specific suggestions within their fields of expertise; at Bureau meetings, representatives are encouraged to freely engage with Bureau members and participate in thematic discussions. Representatives from these organizations also engage actively with specialists in the CI sector on an ongoing basis. The CI Sector also provides funding for programme specific initiatives that may be managed by the relevant international NGO.

All these relationships are expected to continue for the foreseeable future. In terms of strengthening these relationships, NGO partners have had the opportunity to contribute directly in the development of this strategic plan. Other specific suggestions for the library and archive professional associations are:

- Participate in the annual dialogue of Presidents of the audiovisual archive associations to share views and plans and identify specific collaborative opportunities;
- Experts are invited from professional associations to engage with relevant IFAP Working Groups;
- A speaking slot is sought at each annual conference of the professional association for an IFAP representative;
- Professional associations are consulted on the agenda for IFAP meetings (Council, Bureau and Thematic);
- Representatives from each professional association are invited to give a brief informational presentation at each Council meeting;

- Professional associations are given the right to bid for any UNESCO contract work within their fields of expertise.

## Intergovernmental Organizations

A number of United Nations agencies (see Appendix 3) took an active part in the WSIS process and have been assigned specific roles as facilitators in the follow-up process. UNESCO has an obligation to liaise with all these organizations and provide an **information clearing house service** in fulfilling its WSIS facilitation role for six Action Lines. It is unrealistic to expect an active engagement from all intergovernmental organizations in the meetings of IFAP. However, it should not be that difficult to identify a **focal point** in each organization and ensure that they receive information about IFAP activities, meetings and other IFAP-related events<sup>16</sup> with a **standing invitation** to engage whenever appropriate. Pro-active representation from relevant organizations should also be sought in IFAP Working Groups.

## Private Sector

The CI sector has established a track record in building positive partnerships with a number of major global players in the private sector (see Appendix 3 for a list of current partners).

These relationships have evolved from the philanthropy donation era to new cooperation-type partnerships benefiting both UNESCO and the industry partner.

Partnerships include:

- Fully Operational partnerships,
- Partnerships on sharing of resources and best practices,
- Partnerships towards setting norms and standards, and
- Advocacy partnerships.

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<sup>16</sup> For example in 2008, it is expected that the focal points in these organizations would all receive invitations to the UNESCO *International Conference and Exhibition on Knowledge Parks*, to be held in Qatar in March 2008, and the *Regional Information Ethics Conference*, being held in Vietnam, also in March 2008

All partnerships are based on the following set of *critical success factors*:

- To ensure consistent internal and external communication flow on the partnership,
- To clearly define expectations and perceived added value for both partners,
- To ensure total transparency in handling the partnership, and
- To ensure sustained briefings to both governments and the respective civil societies.

Strategies for enhancing private sector partnerships during the next six years (2008-2013) include:

- Maintaining an active relationship with each partner; there must be a clear personal responsibility for maintaining each relationship within the CI Sector;
- The ADG (CI) should commit to a personal contact at CEO level at least once a year to review progress and discuss new opportunities;
- The *Information for All* programme should be promoted directly to private sector partners, with practical suggestions for engagement;
- Companies with official high-level agreements with UNESCO should be invited as Observers to Council and Bureau meetings as well as all other related UNESCO-supported events;
- Opportunities should be sought to develop ongoing joint IFAP-private sector initiatives;
- Promote UNESCO's strong ethical approach in pursuing "information for all".

## UNESCO

Within UNESCO, all sectors have some engagement with one or more of the WSIS Action Lines, including Education, Natural Sciences, Social and Human Sciences, Culture, and Communication and Information. Of particular relevance to the *Information for All* priority on information ethics is Action Line C10 – ethical dimensions of the Information Society. Strong collaboration is expected with the Social and Human Sciences Sector to integrate information ethics with the C/4 overarching objective - *Addressing emerging ethical challenges*. The **UNESCO Institute for Statistics** (UIS) will also have a special role to play in collaborating with IFAP in developing information literacy indicators and potentially

information preservation indicators. In addition the **Bureau of Strategic Planning** (BSP) and the **Internal Oversight Service** (IOS) have a direct interest in achieving successful outcomes from the *Information for All* Programme. In order to maintain an active dialogue with other sectors **IFAP focal points** will be identified in each of the other sectors. The focal points would then receive the same information as staff in the CI sector supporting *Information for All* objectives. It is also expected that the focal point would bring to the attention of IFAP any developments in their Sector of direct relevance to the programme.

IFAP could also expect to contribute directly to the new Intersectoral Platforms identified in the Programme and Budget for 2008 -2009 (34 C/5), especially platform 5 *Fostering ICT-enhanced learning*, platform 7 *Languages and multilingualism*.

Of special relevance to IFAP is the work of the **International Programme for the Development of Communication** (IPDC). The IPDC has a long history of providing practical on-the-ground support in developing media infrastructure and capacity. The results of this support contribute directly to the IFAP goal of ensuring all people have access to facilities in their local communities for accessing information and knowledge. IPDC supported the early pilots for community multimedia centres (CMCs), linking the powerful reach of radio into local communities with the global world through the Internet. In many developing countries this model will continue to remain the most cost-effective way in which people can gain access to information.

## 12. Roles and Responsibilities

The *Information for All* programme was established in 2001 as an intergovernmental programme with a 26-member Council. The Information Society Division in the CI Sector provides a small part-time Secretariat to support the Council and its Bureau.

IFAP is **not** a programme separate from the Regular Programme and Budget of UNESCO.  
IFAP simply brings into focus one of the key areas of civilisation, namely information and its

**organization**, in a world that is increasingly influenced and challenged by digital technologies.

The Statutes of the IFAP Council call for a regular plenary session once every two years and a Bureau that may be convened between sessions. The Council is a direct cost to UNESCO (US\$120,000 for the 2006-2007 biennium) and also draws on staff resources to prepare papers and organize meetings. Clearly this investment must be justified in terms of the benefits delivered.

In line with the **multistakeholder approach** of the World Summit on the Information Society, it is proposed that a wider multistakeholder group including intergovernmental organizations, private sector and civil society, be involved in IFAP activities, including participation in the IFAP Working Groups and National Committees.

A biennial **review process** is proposed to assess the value being delivered, and make any changes considered necessary.

The **roles and responsibilities** for each of the IFAP bodies is summarised below.

## **IFAP Council**

The functions of the Council as detailed in the Statutes are:

- to **consider proposals** on the development and adaptation of the Information for All Programme;
- to **recommend the broad lines of action** that the Information for All Programme could take;
- to **review and assess achievements** and define the basic areas requiring increased international cooperation;
- to **promote participation of Member States** in the Information for All Programme;
- to **support all fund-raising efforts** for the implementation of the Information for All Programme.

In addition, the Council has played an important role in endorsing guidelines, recommendations, and other instruments, including those developed by partners, e.g. Library Manifestos developed by UNESCO and IFLA. The Council has also established Working Groups to address *Information for All* topics of special interest – this has included Working Groups on Visibility, Measuring Knowledge Societies (with an initial focus on Information Literacy) and Good Practices in Using Information for Development.

At its 5<sup>th</sup> session, IFAP Council resolved to contribute to the development of the Programme and Budget for 2010-2011 (35 C/5) in the context of the Director General's consultations. The Council will seek to play a more direct role in **UNESCO planning** (C/4 and C/5) to recommend future strategies and programmes in order to prioritize information-related issues that UNESCO could address .

Council members will increase their engagement by:

- actively promoting the establishment or development of IFAP National Committees in their countries;
- providing a **regional focal point** for IFAP National Committees, including consultation and communications;
- hosting **regional meetings** for IFAP National Committees and National Commissions;
- joining IFAP Working Groups or identifying **country experts** to participate in them;
- assuming responsibility for, or contributing to, the achievement of the “Expected Outcomes” listed above and, possibly, joining working parties or project groups organized by the Bureau for that purpose;
- facilitating introductions to **private sector partners** domiciled in Member State countries;
- **actively participating** in international, regional and national information society events, especially those organised by UNESCO.

Efforts should be made to strengthen the engagement of Council members, as this will be critical in achieving the goals of this plan.

**Success Criteria for the IFAP Council for 2008 – 2009 Biennium**

Outcome	Role of Council	Success Criteria
<b>Multistakeholder engagement</b>	The Strategic Plan identifies some 42 stakeholder organisations; the Council is expected to involve these organisations in its activities	<ul style="list-style-type: none"> <li>Active engagement of at least half of the identified stakeholder groups in the Information for All programme</li> </ul>
<b>Working Groups</b>	The Strategic Plan calls for the establishment of Working Groups; the Council is expected to develop Terms of Reference for these groups. Council members should join them, or and identify country experts to participate	<ul style="list-style-type: none"> <li>Terms of Reference published after a public consultation</li> <li>All Council Member States identify at least one expert to participate in one or more working groups</li> </ul>
<b>Leadership</b>	The Strategic Plan encourages Council members to take a lead within their regions in hosting meetings of IFAP National Committees	<ul style="list-style-type: none"> <li>Council members organise at least one meeting of IFAP National Committees in each region</li> </ul>
<b>Visibility</b>	The Strategic Plan calls for Council members to take a more active role in related international, regional and national events	<ul style="list-style-type: none"> <li>All council members engage in at least one international, regional or national event each year, representing IFAP</li> </ul>
<b>Planning</b>	The Strategic Plan calls for the Council to provide direct input to UNESCO's strategic planning processes (C/4 & C/5)	<ul style="list-style-type: none"> <li>Council prepares a brief for Member States to contribute to the biennial regional consultations on the C/5</li> </ul>
<b>New Issues</b>	The Strategic Plan calls for Council Members and IFAP National Committees to identify new issues	<ul style="list-style-type: none"> <li>Each Council member prepares and submits to each Council Meeting an "information issues paper" to</li> </ul>

	that can usefully be addressed at the international level and provide specific recommendations to the Director-General	be used in the international Information Society debate.
<b>Communications with Member States</b>	The Strategic Plan calls for a continuation of the email bulletin IFAP AGENDA	<ul style="list-style-type: none"> <li>• IFAP AGENDA is published every 6 months in at least two working languages</li> <li>• The distribution is expanded to reach all Member States</li> </ul>
<b>Fundraising</b>	IFAP would need some US\$5 million for the 2008-09 biennium to enable the Council to support pilot projects in a meaningful way. This should be the goal of fundraising efforts.	<ul style="list-style-type: none"> <li>• Funding coming as close to US\$5 million as possible, secured either directly or through leveraged partnerships</li> </ul>

## IFAP Bureau

The core function of the Bureau is to support the work of the Council, including planning meetings and following up on decisions. The Bureau has met bi-annually and has taken a pro-active role in shaping and implementing programme objectives, including hosting a **thematic discussion** on an *Information for All* priority at each meeting. The Bureau has published an online report, **IFAP AGENDA**, after each meeting and from time to time has also issued special **IFAP Briefs** to advise Member States, the Executive Board and the Director General on matters of importance to the programme. In 2006, the Bureau, with the support of the Secretariat, produced a **biennial report** on the activities of the programme and a further report is in preparation for 2008.

The Council delegated responsibility for allocating funds to projects to the Bureau and most of the funds available have now been committed. The Bureau has played a formative role in identifying areas of focus for the *Information for All* Programme and in recommending these to the Council and to the Director-General. Special efforts were made to promote IFAP priorities in the development of the 34 C/4 Medium Term Strategy and each biennial

Programme and Budget (C/5). On a more operational level, the Bureau has provided a framework for actions to the Secretariat with monthly teleconference reviews.

Bureau member responsibilities include:

- Involvement in, or liaising with, a Working Group, to ensure successful operation and delivery of results;
- Following developments in a selected post-WSIS forum (Internet Governance Forum, Action lines, etc.) and preparation of IFAP position or background papers for their consideration, or planning and execution of other forms of IFAP participation in, or contribution to, their work;
- Liaising with IFAP Committees in their regions to promote their growth and successful operation.
- Assuming responsibility for the delivery of one or more of the “Expected Outcomes” listed above; organizing and leading working parties and project groups, including IFAP Council members, dedicated to their delivery.

Some of the activities that could be undertaken by the Bureau:

- Regularly review **priority areas of focus** for the *Information for All* programme and make recommendations to the Council and the Director-General
- Schedule **thematic discussions** to coincide with each Bureau meeting
- Publish **IFAP AGENDA**, the online bulletin published six-monthly and distribute to all Member States
- Publish a **Biennial IFAP Report**
- Using the online platform, select and provide evaluative commentary on good practices in using **information for development**
- Using an online platform, select and provide commentary on good practices in developing and implementing **national information policy frameworks**
- Allocate **funds to projects** (subject to availability of funds)

## IFAP Working Groups

During the last six years, IFAP has convened three working groups with the following objectives:

- 1. Visibility:** to increase the awareness of *Information for All* objectives amongst Member States. This resulted in development of the IFAP brand “Living Information”, and publication of an information brochure, banners for use at events, a basic Power Point presentation and the biennial IFAP report.
- 2. Measurement for Knowledge Societies:** initially to identify measures that are relevant to the development of knowledge societies and then identify organizations currently engaged in related measurement activity. In the event that there are gaps, the objective is to collaborate with organizations already engaged to measurement activity to encourage them to include new measures. Activity to date has focused on Information Literacy and to this end an *Information Literacy Primer* was published in 2007, and a report “*Towards Information Literacy Indicators*” was published in 2008.
- 3. Good Practices in Using Information for Development:** IFAP recognizes the important contribution that information can make in addressing major global issues such as poverty, health, quality education, disaster prevention, governance and care of the environment. Information has a special role to play in economic and social development, but this is often not well understood nor given any particular priority by governments and other global decision makers. The purpose of this Working Group is to identify good practices in using information for development and recommend ways to promote these practices. Activity to date has included the establishment of a moderated online platform where Member States can contribute their success stories, with the “best” in each UNESCO region receiving funding support from the IFAP Special Account.

At its 5<sup>th</sup> session, IFAP Council decided to set up Working Groups to deal with each of the 5 priorities: **information for development, information literacy, information preservation, information ethics and information accessibility**. They will be oriented to achieving the expected outcomes listed above.

Guidelines for the Working Groups are as follows:

- Working Groups established by the Council with agreed terms of reference

- Scope of activity limited to IFAP priorities
- Multistakeholder partners invited to participate
- Preferred method of working would be virtual
- All Working Groups have sunset clause, generally terminating at each biennial Council meeting
- Working Groups report back to the Bureau and to Council

### **IFAP National Committees**

IFAP National Committees have been recognized as one of the potential greatest strengths of the Information for All Programme.

While over 50 exist, at least in name, very few have demonstrated a tangible outcome. There has been a consistent call for more direction – what exactly is expected from a National Committee? Field offices were allocated budget in the 33 C/5 (2006 - 2007) to support the establishment of National Committees, but follow-up has been limited. An online platform was established to support National Committees but this remains largely unused. Some IFAP National Committees have strong links with National Commissions and this appears to be a strength; however it also raises the question why a separate committee is necessary.

In developing countries where the need for national committees is probably the greatest, national commissions are probably least able to provide any support, in particular in terms of funding. The approach adopted in some regions such as the Pacific has been to form a regional IFAP committee, where developed countries in the region can provide support for nearby developing countries. As noted above UNESCO field offices are also able to provide limited funding support for national committees.

Activities that National Committees should undertake include:

- Creating multistakeholder forums (with the involvement of government officials, private sector, NGOs and academia) for an ongoing debate on national information and knowledge policies and strategies, their development and implementation;

- Translating policy templates developed by IFAP and its Working Groups into policy orientations adjusted to the needs and circumstances of their countries;
- Convening multistakeholder thematic discussions on IFAP priority areas, e.g. information literacy, information ethics, etc. (using IFAP reports as discussion starters);
- Engaging in a constant dialogue with government agencies and other stakeholders on the development and implementation of information and knowledge policies and strategies; facilitating (or just engaging in) high level collaboration amongst government agencies to help develop national information policies;
- Participating in the IFAP Working Groups;
- Promoting *Information for All* objectives to Member State Governments;
- Securing funding support for IFAP projects;
- Helping establish partnerships with private sector organizations;
- Promoting *Information for All* objectives to National Commissions and Member State representatives on the Executive Board;
- Identifying local (national or regional) projects that would help to raise IFAP visibility;
- Identifying concrete actions responding to the WSIS Outcomes;
- Promoting international standards instruments and charters, especially the UNESCO *Recommendation on Universal Access to Cyberspace* and the *Digital Preservation Charter* and related Guidelines;
- Promoting public and media discussion of key IFAP issues
- Identifying issues requiring global attention and briefing IFAP Council members

Capacity-building at the country level is clearly going to be critical to achieve the outcomes of this Plan. It will be important to identify specific mechanisms for mobilizing the joint resources of UNESCO (probably through its Field Offices) and Member States (probably through National Commissions, where these are strong, but in most cases will involve other in-country agencies).

Successful National Committees will rely on leadership, enthusiasm and probably National Commission support. While the above list of possible activities provides an interesting set of suggestions, National Committees cannot be expected to respond positively without a burning reason to engage. This could be the role of the Council, supported by the Secretariat, to stimulate a passion and imperative into the IFAP mission. The focus on national information policy frameworks might also help to give more direction to National Committees. However, while some Member States have responded to the stimuli already sent, most will await some more direct call to action and this will require strengthening the Secretariat support (HQ and Field).

One possibility for strengthen the role of National Committees and /or National Commissions in the area of communication and information could be the establishment of largely self-funded annual regional forums of IFAP National Committees and National Commissions. Some seed funding to help with planning could be provided by the UNESCO field offices. These would preferably be linked to an existing regional event to avoid the high overhead costs in organizing stand-alone events. Such events do not necessarily need to be UNESCO events, especially since many of IFAP's partner organizations already hold regular international or regional conferences. Leadership in planning these regional IFAP forums could come from the IFAP Council members. The agenda would be driven by issues identified by the Council or Member States and have a strong capacity-building role. Online networks could be established and provide ongoing networking and communication opportunities. In summary:

- Regular regional IFAP National Committee forums, in association with other regional or international events
- IFAP National Committees establish strong personal connections with their regional representatives on the IFAP Council
- IFAP Council sets a timetable for National Committee activity, helping to create an imperative for National Committee engagement
- National Committees monitor in-country developments in terms of information policy frameworks, information literacy strategies and digital content strategies and report these at least annually to the Council

## **IFAP Secretariat, Information Society Division**

The Statutes of the IFAP Council require the Director-General to provide a Secretariat “to provide the necessary services for the sessions of the Council and meetings of its working groups”. The Secretariat is also required to assemble suggestions and comments from Member States and other international organizations as well as formulate specific projects, for examination by the Council.

Administrative support for a Council that meets once every two years and a Bureau that meets six-monthly is not a huge challenge but does call on a significant amount of staff time, not just in organizing the meetings, but also in preparing and distributing papers for each meeting. But an even greater challenge is the staff resource needed to implement the ideas and suggestions emerging from the Council and Bureau. The scope of activities undertaken by the Secretariat has included:

- collecting project proposals, coordinating implementation and reporting
- sharing information among the key partners for IFAP
- providing platforms for discussions – online and for thematic debates
- facilitating establishment of IFAP National Committees
- developing visibility material, e.g. IFAP’s brand and promotional materials
- coordinating research and disseminating results, e.g. IFAP publication series
- technical and administrative assistance to the work of the Council, its Bureau and Working Groups, e.g. organizing statutory meetings, preparing papers, developing online tools

Going forward, clarification is needed on this expanding role for the Secretariat, as additional resources are not being budgeted in the Regular Programme and Budget. **Recognition must be given to both the administrative functions in supporting the functioning of the various IFAP Groups and the content activities recommended by the Council, which potentially engage a much wider staff group.** Programme content should be dealt with by the most suitably qualified staff in the Information Society Division and integrated with their regular

work plans. **IFAP work should not become an “add-on”. This is consistent with the view that IFAP is not separate from the regular programme, and that activities from throughout UNESCO, but especially the CI sector, can contribute, to the achievements of its goals, forming part of the UNESCO’s own goals.**

IFAP Secretariat should be resourced to support with IFAP initiatives and carry out the necessary work until such time the initiatives can be integrated into existing or future work plans. This would entail:

- Dedicated Secretariat support provided to IFAP Council, Bureau and Working Groups to provide both administrative support and new initiative development
- IFAP Programme content activities integrated progressively with CI sector work plans
- Ongoing support provided to Member States
- Online platforms established and maintained to support ongoing information sharing amongst Council members and National Committees

### **CI Sector (HQ and field offices)**

The work plans for the CI Sector are agreed each biennium by the General Conference and detailed in the C/5 Programme and Budget.

For the 34 C/5 (2008-2009), IFAP activities fall within the biennial sectoral priority – *fostering free, independent and pluralistic communication and universal access to information*. It could be expected that staff resources allocated to this priority take into account fully the *Information for All* priorities. The current C/5 provides an excellent framework:

*Foster universal access to information, and to that end: assist in the formulation of **national information policy frameworks**; support the preservation of analogue and digital documentary information through the **Memory of the World** Programme; establish policy frameworks and international standards to increase **information literacy**; monitor orientations and foster the exchange of best practices with regard to the **ethical dimensions of the information society**, building*

*on the **priorities of the Information for All Programme (IFAP)**; foster **international partnerships** for enhancing universal access to information; encourage the development of knowledge societies.*<sup>17</sup>

Future biennia (2010-2011 and 2012-2013) might have a slightly different emphasis, but the scope of activities is likely to be similar. Specific programme suggestions and priorities identified by the IFAP Council could be expected to progressively emerge in each update of the biennial programme and budget. A current weakness is that this process is informal and not very transparent. While the advice of the IFAP Council is evident in both the 34 C/4 and 34 C/5, this did not happen automatically. Special effort was required on the part of the Bureau to get recognition of IFAPs three strategic priorities – information literacy, information preservation and information ethics – in the planning documents. This indicates a breakdown in the linkage between the Intergovernmental Council and the Regular Programme. This gap must be plugged for the future.

Support is also required from all staff in the CI Sector (in Headquarters and Field Offices) in developing project proposals and implementing projects. Staff can also contribute to research in the areas of UNESCO's competences within IFAP framework and help in developing guidelines, recommendations and other standard-setting instruments. The scope of CI Sector staff engagement could include:

- Integrating IFAP recommendations and suggestions progressively into the regular Programme and Budget for the CI Sector
- Recognizing more explicitly CI Sector staff contributions to the *Information for All* goal
- CI field staff recommending “information for development” projects and supporting their implementation
- CI HQ staff seeking direct input from the Council at the start of each C/4 and C/5 planning round

## 13. Resource Requirements

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<sup>17</sup> 34 C/5 2<sup>nd</sup> Version, *Major Programme V: Communication and Information*, p.127

As stated by the Executive Board, the delivery of IFAP goals and objectives depends on the resources (human and financial) allocated to it. Resources are required for the following aspects of the programme:

- Statutory Meetings of the Council, Bureau and Working Groups
- Visibility
- Collaboration with Partners
- National Committees
- Managing project funding
- Administrative support for the Council

The budget, as allocated for 2008-2009, is presented in the following table.

	2008-2009
<b>Statutory meetings</b>	<b>\$72,000</b>
<b>Visibility</b>	<b>\$30,000</b>
<b>Collaboration with partners</b>	<b>\$10,000</b>
<b>National Committees</b>	<b>\$120,000</b>
<b>Project funding</b>	<b>\$8,000</b>
<b>Administrative support</b>	<ul style="list-style-type: none"> <li>• 1 FTE* professional staff</li> <li>• 05 FTE secretarial</li> </ul>
<b>Total – Regular Budget allocation per biennium</b>	<b>\$240,000</b>

*\*FTE = full time equivalent*

It is important to understand that the above budget is largely an administrative one. The resources to implement most of the ideas suggested in this Plan must come from either UNESCO's Regular Programme and Budget or from extrabudgetary resources.

This level of administrative support is not adequate to the work that must be undertaken by IFAP bodies (Council, Bureau and Working Groups) to conduct their activities. As they gather momentum in the next biennium, 35 C/5 should provide for a higher budget to support IFAP's activities. Otherwise, IFAP's ability to achieve practical results on a scale commensurate with its goals will be severely constrained.

### **Statutory Meetings**

The Council statutes require all members, except those from the least developed countries, to fund all their own costs of participation in Council, Bureau and Working Group meetings. The cost of organising one Council meeting and three Bureau meetings, including translation and interpretation services, requires US\$120,000 per biennium. Working Groups will have to be organized (in cooperation with other stakeholders) in a way that minimizes their costs of operation.

### **Visibility**

The minimum requirement is for the publication of a biennial report (as in 2006 and planned for 2008) and an information brochure about the programme – the current "Living Information" brochure. Provision should be made to refresh the brochure every biennium and publish the biennial report. A budget of US\$30,000 per biennium is required.

### **Collaboration with Partners**

In line with the WSIS outcomes, this plan has a strong multistakeholder component. Stakeholders will be expected to meet their own costs in engaging in collaborative activity. A nominal provision of US\$10,000 is required to cover expected travel costs of staff and, for the first two phases, Council Members (e.g. Bureau) to participate in multistakeholder discussions and events.

### **National Committees**

In the 2008-2009 biennium, a total of US\$120,000 has been allocated from the Regular Programme to UNESCO Field Offices to support activities of National Committees. In

addition, IFAP National Committees would expect to receive some support from their National Commissions. The effectiveness of allocating Regular Programme funding through Field Offices should be evaluated, but a provision should be made each biennium for IFAP National Committees. It is proposed that US\$50,000 of this funding be allocated each biennium to assisting with the proposed regional forums for IFAP National Committees.

### **Project funding**

As at the beginning of this planning period (2008) the IFAP Special Account has a balance of some US\$28,000 of uncommitted funds. It is proposed that an allocation be made from the Regular Budget each biennium to assist with direct fund-raising initiatives through the IFAP Special Account and in developing joint initiatives with private partners. A goal of US\$5 million for the first biennium (2008-2009) is considered to be an appropriate target. If possible, the objective could be to target US\$5 million of extrabudgetary global resources towards "Information for All" initiatives. This will be achieved through the development of new private sector joint initiatives, building on established relationships with global ICT companies and by developing new relationships.

### **Administrative Support**

The human resources currently assigned to the IFAP Secretariat include 25% of a professional staff (P2) and 25% of a secretarial assistant (G6). Web support is costed as part of CI Sector regular activities. As noted above, in order to achieve the goals of this plan, dedicated full-time professional staff is essential, irrespective of the number of physical meetings being held. Provision should also be made to increase the level of secretarial support.

## **14. Monitoring and Reporting**

What will be the success criteria? What measures of success should be reported? This was clearly a weakness for the first six years of the *Information for All programme*. *Without any* measurable goals, the external evaluation could not be precise in terms of assessing success. To conclude this plan some guidelines have been suggested for measuring the performance of the programme. These measures could be used as key elements of the statutory reports to the General Conference already in 2009 but, given the fact that this *Strategic Plan* will only be launched in mid-2008 and that it covers the years 2008-2013 – it will only be in 2011 that its effect can truly be assessed. It should be noted, moreover, that most of these benchmarks

and criteria refer to action at the national level, where a variety of circumstances may prevent speedy or full adoption of IFAP-developed policy frameworks.

Programme Element	Measure
National Information Policy Frameworks	<ul style="list-style-type: none"> <li>• Number of Member States with Information Policy Frameworks updated, in development or adopted</li> <li>• Frequency of use of National Information Policy Observatory</li> </ul>
Information for Development – Good practices	<ul style="list-style-type: none"> <li>• Number of published success stories</li> <li>• Web visits to published stories</li> <li>• Evidence of success stories being replicated</li> <li>• Funding secured for demonstration projects</li> </ul>
Information literacy indicators	<ul style="list-style-type: none"> <li>• Number of information literacy indicators<sup>18</sup> developed</li> <li>• Surveys using information literacy indicators</li> </ul>
Information literacy strategies in national education policies	<ul style="list-style-type: none"> <li>• Number of countries with information literacy embedded in their education strategies</li> </ul>
Cost-effective solutions for information preservation	<ul style="list-style-type: none"> <li>• Number of libraries and information centres with digitization capabilities</li> <li>• Cost of digital storage</li> <li>• Rate of technological obsolescence</li> </ul>
Ethical issues of emerging technologies debated and highlighted in national	<ul style="list-style-type: none"> <li>• Number of countries with Info-ethics Advisory Boards</li> <li>• Number of observatory entries established from</li> </ul>

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<sup>18</sup> Currently being developed with international partners, including UIS

Programme Element	Measure
information policies	technology watch <ul style="list-style-type: none"> <li>• Number of countries referring to ethical issues in their national information policies</li> </ul>
Role of free and open source software	<ul style="list-style-type: none"> <li>• Creative Commons licences</li> <li>• Countries including FOSS in their national information policies</li> <li>• <i>Information for All</i> tools developed using FOSS</li> </ul>
Creation of multilingual digital content	<ul style="list-style-type: none"> <li>• Number of languages represented on the internet</li> <li>• Multilingual search tools</li> <li>• Online libraries and archives</li> <li>• Number of Member States with digital content strategies, including preservation</li> <li>• Number of countries with digital copyright legislation</li> </ul>
Digital resources accessible to people with disabilities	<ul style="list-style-type: none"> <li>• Innovative ICT solutions for people with disabilities</li> <li>• Percentage of people with disabilities with access to digital content</li> </ul>
Capacities and competencies of information professionals enhanced	<ul style="list-style-type: none"> <li>• People with access to library services</li> <li>• Community information centres (CICs) with digital capabilities</li> <li>• Information professionals with digital skills</li> </ul>
International research agenda	<ul style="list-style-type: none"> <li>• Published research focused on <i>Information for All</i> goals</li> </ul>
Private Sector partnerships	<ul style="list-style-type: none"> <li>• Number of partnerships</li> <li>• Countries benefitting from partnerships</li> </ul>

Programme Element	Measure
	<ul style="list-style-type: none"> <li>• People benefitting from partnerships</li> <li>• Value of partnerships</li> </ul>
IFAP National Committees	<ul style="list-style-type: none"> <li>• Number of active Committees</li> <li>• Participation by National Committees in regional or international IFAP or IFAP partner events</li> <li>• Engagement of National Committees with National Commissions and other in-country Government and civil society agencies as well as private sector groups</li> <li>• Introductions to potential private sector partners</li> </ul>
Multistakeholder engagement	<ul style="list-style-type: none"> <li>• Number of meetings/communications with partners</li> <li>• Number of collaborative initiatives</li> <li>• Engagement with partner events</li> </ul>

## 15. Looking into the Future

### Future Modalities of IFAP Council and Bureau Operation

At its 5<sup>th</sup> Session, the Council decided to “consider the future modalities of its operation at the 6th Session in Paris in 2010.”

One challenge is to find a role for the Council and its members to play between biennial meetings.

The present Strategic Plan assigns duties and responsibilities to Council members to be undertaken on an ongoing basis. If Council members accept and discharge these duties and responsibilities, then the work of IFAP will be significantly enhanced and will become more productive and effective.

At the 6<sup>th</sup> Session, the Council can review activities undertaken by Council members and, based on the results of that review, develop further modalities for their ongoing involvement in delivering the objectives of IFAP.

Another issue, in view of the scarcity of resources, concerns the need for biennial meetings of the Council and 6-monthly meetings of the Bureau, as the resources needed for these purposes could possibly be better spent on financing and supporting substantive activities.

IFAP *Rules of Procedure* provide for the possibility of virtual meetings. The logistics of that may, however, render such meetings difficult to organize, especially for Council meetings. However, another possibility is that of online consultations and voting procedures. This *Strategic Plan* itself is to be adopted in an online consultation among Council members. If the modalities of ongoing engagement of Council members in the work of the Programme, and of online consultations and voting procedures prove to be successful, it may be possible to reconsider the need for regular meetings.

Nevertheless, the possibility of meetings should be retained, when they are really necessary.

### **The Future of IFAP and some other UNESCO activities in the Communication and Information Sector**

As already noted, tumultuous change in media and ICTs requires consideration of the future of IFAP and the best way of harnessing UNESCO's potential to tackle challenges facing converging media, communication and information sectors.

With digitization and convergence, all traditional media are becoming transformed into "new media," i.e. digital, interactive, multimedia, available on demand, and integrating and enabling both interpersonal and mass communication. We are seeing the emergence of "networked communications" in a media system, that "offers two central nodes, one centred on low interactivity, where television rules, and another where the centre is the Internet, offering high interactivity. Those different media nodes are connected mainly through

interpersonal media (although they can be used as mass media): mobile phones; E-mail; iPods; etc.”<sup>19</sup>

This general trend has been described as “mediatization of the Internet and internetization of the media.”<sup>20</sup>

This process is prompting a change of policy frameworks and both substantive and institutional integration of previously separate policy areas. Thus, the European Commission has described its approach in the following way: “A key element of the renewed Lisbon partnership for growth and jobs, i2010 will build towards an **integrated approach to information society and audio-visual media policies** in the EU.”<sup>21</sup> Similarly, the Council of Europe has renamed its Steering Committee on the Mass Media into the Steering Committee on the Media and New Communication Services, extending its terms of reference to “take account of technological, legal, political and economic changes which concern means of public communication, their operation and governance, in particular in the context of globalisation and **the evolution of communication services in the information society.**”

In many countries, convergence has prompted the integration of broadcasting and telecommunications regulatory bodies into convergent regulators, responsible for the regulation of broadcasting, telecommunications and new communication services, while preserving different policy objectives and regulatory orders for media content and media infrastructure. In addition to the USA and Canada, integrated regulators have been introduced *inter alia* in Australia, Bosnia and Herzegovina, Brazil, Ghana, Hong Kong, India, Iraq, Italy, Malaysia, South Africa and the United Kingdom. Plans to integrate broadcasting and telecommunications regulatory authorities are being considered in Nigeria, Thailand and the Republic of Korea.

The implications of this process should also be considered in the UNESCO context in terms of how the Communications and Information sector is organised. This is a matter for the Director-General to address but increasing overlaps can be expected between the three

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<sup>19</sup> Gustavo Cardoso, *The Media in the Network Society: Browsing, News, Filters and Citizenship*, Lisboa, Portugal. CIES - Centre for Research and Studies in Sociology, 2006, p. 145.

<sup>20</sup> Leopoldina Fortunati, Mediatization of the Net and Internetization of the Mass Media. *Gazette*, 2005, 67(1): 27-44.

<sup>21</sup> European Commission. *i2010 – A European Information Society for growth and employment*, COM(2005) 229 final, Brussels, 2005: 3.

current divisions – Information Society, Freedom of Expression and Communications Development.

This could also affect the future of the two intergovernmental councils supporting the work of the sector, IFAP and the IPDC. In recent years, consideration has been given to merging these two councils, but as recently as 2007, the external review of IFAP concluded the missions were still sufficiently different to justify the retention of two separate councils. Nevertheless, with further convergence, this may change. In any case, every effort should be made for enhanced cooperation between these two programmes. As already noted, the IPDC is adopting a stronger policy approach (as shown by the publication of *Media Development Indicators: A Framework For Assessing Media Development*). IFAP and the IPDC should enhance each other's work by seeking synergies in approaching the converging areas of the media and the ICTs.

## **16. Timetable of Activities**

To be added

## **Appendices**

**Extracts from UNESCO's Medium Term Strategy 2008-2013 (34 C/4)**

**Multistakeholder Partners**

## Appendix 1

### Extracts from UNESCO's Medium Term Strategy 2008-2013 (34 C/4)<sup>22</sup>

UNESCO's Medium Term Strategy 2008-2013 (34 C/4), especially overarching objective 5 – *building inclusive knowledge societies through information and communication* and strategic programme objective 12 – *enhancing universal access to information and knowledge*.

Specific strategies proposed include:

- the creation, access, preservation and sharing of knowledge and information (para 109) ;
- a global platform to reflect on the ethical and societal aspects of building knowledge societies; based on universal principles among which universal access and freedom of expression are pivotal (para 111);
- media and ICTs are particularly effective tools in outreach to marginalised communities – particularly in Africa and SIDs (para 112);
- information will play an increasingly important role in building knowledge societies. This includes the creation , preservation and sharing of information as well as access (para113);
- providing equitable, appropriate and affordable access to communication and information for all is a fundamental requirement for building knowledge societies (para 114) ;
- support institutional efforts to build in various countries the capacities of information and communication professionals to create, disseminate, and preserve information and knowledge while upholding high ethical and professional standards (para 116);
- promote the development of information-literate communities (para 116);
- provide policy advice and promote mechanisms that increase opportunities for marginalized and disadvantaged groups to benefit from inclusive information and communication processes, drawing on the work of IPDC and IFAP (para 117).

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<sup>22</sup> Medium Term Strategy for 2008-2013, 34C/4, UNESCO 2008

## Appendix 2

### Multistakeholder Partners

A critical success factor of the WSIS outcomes is to effectively engage all interested parties – from governments, intergovernmental organizations, the private sector and civil society - in follow-up activities. The mechanism implemented to achieve this ongoing collaboration is a facilitation process open to all stakeholders. The following organizations are working in areas covered by the *Information for All* Programme and should form part of the wider multistakeholder approach proposed in this Plan. This list is not exhaustive, but does illustrate the wide range of stakeholder organizations.

#### Intergovernmental Organizations

- International Telecommunication Union (ITU)
- United Nations Development Programme (UNDP)
- Economic and Social Council (ECOSOC)
- United Nations Conference on Trade and Development (UNCTAD)
- Food and Agriculture Organization (FAO)
- World Health Organization (WHO)
- United Nations Industrial Development Organization (UNIDO)

#### International Non-governmental Organizations<sup>23</sup>

- \*International Council on Archives (ICA)
- \*International Federation of Library Associations and Institutions (IFLA)

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<sup>23</sup> NGOs marked with \* already have a standing invitation to IFAP Bureau meetings.

- \*International Association of Sound And Audiovisual Archives (IASA)
- \*International Association for Media and Communication Research (IAMRC)
- \*Coordinating Council for Audiovisual Archive Associations (CCAAA)
- International Council for Engineering and Technology (ICET)
- African Council for Communication Education (ACCE)
- International Council for Open and Distance Education (ICDE)
- \*International Federation for Information Processing (IFIP)
- \*International Federation of Film Archives
- International Publishers Association (IPA)
- Canadian Centre for International Studies and Cooperation (CECI)
- \*International Federation of Television Archives (IFTA)
- \*Internet Society (ISOC)
- Mediacult - International Research Institute For Media, Communication And Cultural Development (Mediacult)
- \*South-East Asia-Pacific Audio Visual Archive Association (SEAPAVAA)
- \*International Committee for Social Science Information and Documentation (ICSSD)
- European Cultural Foundation
- PANOS
- One World
- Association for Progressive Communications
- International Institute for Sustainable Development (IISD)
- Telecentre.org
- Association for Progressive Communications (APC)
- eIFL.net (Electronic Information for Libraries)

### **Other Interest Groups (incl. Intergovernmental and multistakeholder groups)**

- Commission on Science and Technology for Development (CSTD)
- UN Group on the Information Society (UNGIS)
- Internet Governance Forum (IGF)
- Partnership on Measuring ICT for Development
- Working Party on Indicators for the Information Society (OECD)
- Global Alliance for ICTs and Development (GAID)
- Global Knowledge Partnership (GKP)

### **UNESCO Institutes and Category 2 Centres**

- UNESCO Institute of Statistics (UIS), Montreal, Canada
- UNESCO Institute for Information Technologies in Education (IITE), Moscow, Russian Federation
- Regional centre for information and communication technology, Manama, Kingdom of Bahrain

### **Private Sector**

UNESCO has established relations with a number of private sector organizations with a direct interest in Information Society issues.

- Microsoft
- Hewlett-Packard
- Intel
- Cisco Systems

- Sun
- Alcatel
- Apple