Culture and Heritage for Social and Economic Development

Budget: $3,260,000
Duration: (2008 – 2010)
Implementing Agencies

- UNESCO Office in Venice BRESCE
- UNDP – Albania
- Under the guidance of the UN Resident Coordinator
Implementing partners

- Ministry of Culture, Tourism, Youth and Sports
- Ministry of Foreign Affairs
- Ministry of Education
- National History Museum
- Institute of Monuments of Culture
- National Tourism Agency
- National Film Archive
- Local governments
- Universities
- NGO-s
The Goal of the Joint Programme

Goal:
To boost Albania’s development potential by linking culture and heritage to social and economic development

JP CHSED Programme:
supports the efforts of the Government of Albania in harnessing the potential of Albania’s cultural heritage to:

- Strengthen the country’s national identity,
- Create economic opportunities for poor and rural communities,
- Enhance investment, and
- Improve the country’s image in Europe and beyond.
Albania’s Culture and Heritage

- Three UNESCO World Heritage Sites
  - Butrinti
  - Gjirokastra and Berati
  - Iso- polyphony - Intangible heritage

- A rich intangible heritage
  - Iso-Polyphony and other singing traditions
  - Distinctive textile designs,
  - Distinctive social and family rituals

- A rich and varied cultural history that has evolved over nearly three millennia. Exemplary inter-faith cultural relations.
  - Mosques, Muslim quarters,
  - Christian churches and monasteries,
  - Bektashi Teke,
  - Byzantine walls,
Joint Programme Outcomes

- A transparent and accountable government, developing and implementing effective national policies on culture and culture-related issues.
- An environment which ensures people’s access to cultural heritage and participation in cultural heritage decision-making at the local, regional and national levels.
- Increased capacities to manage, preserve and present cultural heritage and cultural industries in an efficient, transparent, accountable and equitable manner.
- An increased role of cultural heritage in social and economic opportunities and in engaging community participation in regional and local development strategies.
- An increased awareness of Albania’s cultural heritage internationally as a means to promote cultural understanding and religious tolerance, among others through contributing to the National Strategy of the Alliance of Civilization.
Main Areas of Support/intervention

- National History Museum
- Archeological parks
- UNESCO Conventions
  - Safeguarding the Intangible Cultural Heritage, 2003
  - Protection & Promotion of the Diversity of Cultural Expressions, 2005
- Arts and Crafts
- Education and Training
- Alliance of Civilizations
- Cultural Diplomacy
Joint Programme Results

- National History Museum will be transformed into a modern cultural institution
- The visitors experience in the two UNESCO World Heritage Sites (Gjirokastra-Berati) will be improved
- The National Strategy on Cultural Tourism will be designed
- MA-level program will be established
- 60 owners of historic buildings will receive support in planning restoration and new usages of their properties
- 60 employees of cultural heritage sites will be trained in conservation practice, security and visitor management
- 20 cultural heritage management professionals will be trained on heritage management, conservation, and protection
- 25 tour guides at cultural sites will receive trainings
- Up to 3,000 Albanian cinematographic productions will be digitalized and made accessible to the public
- 30 artists and artisans will receive trainings on product development, business planning and marketing
- 4 Albanian Cultural Centres abroad will be supported
Joint Programme Implementation

- PMC
  - UNDP Albania
  - UNESCO Office in Venice
    - JP Coordinator
      - UNDP Project Manager
      - UNESCO National Project Officer
        - UNESCO Antenna Office Tirana
          - Project Assistant
          - JP Driver
            - National & International Consultants for UNDP activities
            - National & International Consultants for UNESCO activities
Features of CHSED Joint Programme

- One Leadership;
- One Programme
- One Budget source
- One Office

While,

- Complimentary expertise/competencies
- Complimentary components
- Complementary backgrounds

AND

- Value added outcomes (donors)
- Value added benefits (Beneficiaries)
- Reduced human and financial costs/efforts (cost effective)

Also

- Better UN image (implementing agencies)
Observations .... thus far

- Harmonization of procedures takes time and efforts
- Institutional procedures should be strictly followed
- Interpersonal skills are highly important
- A better institutional communication among the Government and the UN (agencies)
- Systemic approaches more easily to taken and coordinated
- Governmental priorities better met
THANK YOU
FOR
YOUR ATTENTION!
Media sector analysis in Albania
Media regulation

Print media legislation

- Law on the press comprises only a general statement.
- A more detailed regulation of print media has been discussed several times. However, the lack of regulation has triumphed over too much regulation.
Media regulation

Law on public and private radio and TV

- Public and private electronic media are regulated in detail, with six amendments in 10 years. The law also covers digital broadcasting.
- National Council of Radio and Television is the regulatory body, which oversees implementation of the law.
- Steering Council of RTSH is the highest ruling body of the public broadcaster.
- Both these bodies underwent a change of formula in 2006, raising discussions on their vulnerability to politics, and their professionalism. The legal amendments changed the composition formula of the regulatory authorities from balanced political representation to a more professional representation.
Media regulation

Libel and defamation laws

- Provisions on libel and defamation are present both in the Penal and Civil Codes.
- Criminal defamation collides with the jurisprudence of the ECHR:
  - Penal Code provides special protection to public officials.
  - Public officials who are defamed against need not litigate their case; prosecution service will do so in their stead.
- Although Civil Code redress has prevailed, court performance does not guarantee fair treatment and upholding of freedom of expression.
Media regulation

Libel and defamation laws

- Draft laws aiming to decriminalize libel and defamation have been presented to Parliament in the last years.
- Amendments for civil provisions on defamation seek to establish a statue of limitations, a casual link between the contested action or statement and the perceived damage to reputation, as well as introduce a mechanism that ensures proportionality of compensation to the damage suffered.
- Even though both government and Members of Parliament have expressed their support for these changes, the bill has yet to pass in the Parliament.
Media regulation

Access to information

- The right to access to information is upheld in the constitution and in the law for access to official documents, limited by other laws that specify “classified” information and protect personal data. Amendments to adjust timelines and other modalities have been presented to the parliament.

- There is a stark discrepancy between the high standards of the FOIA and its actual implementation.

- Low awareness on law’s implementation among the public and among the public administration has not contributed to a more frequent usage of this law and right.
Print media landscape

- The Albanian media has expanded from a mainly party media in 1990 to a swelling market of print publications.
- There are no accurate data on this array of publications and their performance in the market, in view of the lack of obligations for these publications to register or submit any information in this regard.
- At present the total number of media outlets in Albania is more than 250, including 26 daily newspapers.
From the political point of view the press spectrum in Albania may be considered complete from the left to the right.

However, the circulation of all these dailies together does not exceed that of the first opposition paper in 1991. At present, the overall circulation of the 26 dailies is believed not to exceed the 100,000 copies.

Distribution infrastructure is weak and reaches only cities, while subscription is insignificant.

Mounting competition from television should have led to a more consolidated market, but this has yet to happen.
Radio

- At the moment there are 46 local stations, two national commercial radios and the public radio with its four regional radio branches.
- Although radios had a quick start when they first emerged, they were soon overshadowed by the development of commercial television.
- Radio broadcasting has never assumed the seriousness and professional development that some television stations have reached in the country. Most of the broadcasting time is devoted to music and entertaining programs.
Television

- The present picture of the television market in Albania, and its evolution in recent years, is remarkable. (68 local TV stations, 44 cable TV stations, 2 commercial national televisions and a satellite commercial one, apart from the public television, broadcasting in one national channel.)

- The lack of systematic and scientific audience research makes it difficult to assess the market shares of broadcasters operating in Albania. It also remains difficult to assess their coverage through number of inhabitants that receive the signal. However, the public broadcaster, covers 80 per cent of the country’s territory.
Commercial television sector has experienced a late, but speedy, growth, characterized by lawlessness and chaos in its start, when regulation was absent. Even after regulation was established, the regulatory body has not always been able to fully establish its authority over the electronic media, though it has achieved some significant successes.

The importance of commercial television has grown over the years. Several commercial televisions in Tirana have benefited from huge investments and have become popular and important in the eyes of the public. However, very few of the outlets have not yet managed to become self-sustaining, and advertising revenue accounts for a small percentage of their income, a situation that indicates Albania’s television market is still far from being viable and independent.
The main problems related to the transition of TVSH from a state-owned television into a public one has been political influence and weak editorial independence. From the fall of communism until the present day, RTSH has not succeeded in establishing and respecting precise editorial standards that guarantee satisfactory editorial independence.

There has been substantial pressure from the political establishment, in particular from the government. RTSH itself has been unable to withstand political pressure.

The election of the RTSH General Director has largely been considered a political affair by the media community. Political influence on TVSH is especially visible when there is a change of power, which is almost invariably followed by change of government and staff.
Public broadcaster

- RTSH has received more than half of its budget from the State over the years. While this practice is necessary to fulfill public service mission, such dependence makes this body very sensitive to government policy, and it also discourages RTSH from taking the initiative to reform itself into a true public broadcaster.

- The poor programming has caused a drop in the influence of TVSH, which has been eclipsed by the speedy development of the commercial television sector. There have been recent attempts to renew programming in TVSH, but public broadcaster has to catch up with the gap created through the years with commercial TVs.
Local media

- Majority of newspapers, radios, and TV stations are focused in the capital. Local media outlets emerged, but their development has been far from smooth.
- Over the years, a significant decrease of the number of local newspapers was noticed, which could not resist the market demands. Most local newspapers are not published on a regular basis. Electronic media boom marks the beginning of the decline of the local print media.
- Local media in Albania has not been consolidated yet. Financial resources remain unsurpassable for local media, while competition with national media is increasingly more difficult.
- Many media have also found it hard to adapt to the local angle.
Digitalization

- Existing operating platform was on the market four years before the law was approved. Law’s implementation is still pending.
- Strategy for digitalization is drafted and is being presented/discussed with main stakeholders.
- 2012 is the proposed date for digital switchover.
- Main challenges:
  - fair and transparent distribution of licenses;
  - RTSH’s role and opportunities in this process;
  - Consumer protection and economic feasibility for analogue switch-off.
Media market

- While print media and TV stations keep growing in numbers and arguably in quality, there is still no way of knowing the real market share of each media outlet, as there is still no systematic and credible research on the media market. As a result, the practice of advertising is questionable and unclear. Hence, the sustainability of media outlets becomes even more dubious.

- The lack of detailed legal provisions regarding the allocation of state advertising has made it easier for the government to trade purchases of advertising for favourable coverage.

- A 2006 government decision channels state ads and notifications to an official bulletin instead of distributing it to the media. However, the criteria are not entirely clear and do not allow for a clear cut with state ads for the media. Hence, economic dependence can still affect editorial policies.
Media transparency

- Transparency of media funding, remains an unresolved issue, and a much-debated one.
- Media owners have a business background.
- The large number of newspapers and television stations in Albania owes its existence mainly to funding by parallel businesses, while there is a lack of transparency on these funding resources.
- Consequently, transparency about media owner-ship, activity, and their influence on the public remain key needs for the development of media pluralism and especially for its independence.
Media independence

- Independence of editorial policy is protected by the broadcasting law, but there are no specific conditions or mechanisms for protecting this independence.
- Quality journalism is difficult to achieve when journalists themselves are very often deprived of their rights. (Most journalists work without contracts.)
- Lack of tradition and weak activity of journalists’ associations and of a trade union has not furthered journalists’ rights.
- Self-censorship is not foreign to Albanian media scene, which makes it difficult to develop investigative journalism and strengthen media independence.
Freedom of expression

- Free press constitutes perhaps the clearest achievement of young Albanian democracy. Media role in Albanian life has become progressively more powerful and media has increasingly been acting as a watchdog on the government.
- However, the intermingling of powerful business, political, and media interests strongly affects the development of independent and objective media. The media face “capitalistic trends and financial pressure” like distribution, transparency of funding, ownership, labor relations, and corruption in media.
- Albanian media can be defined more as an extension of politics, rather than a representative of public opinion. Also, it is more part of certain businesses and less of a mouthpiece for the interests of public opinion. Albanian media can be described as free, but not independent, or as pluralistic, but not independent.
“Delivering as One”

Communicating jointly
COMMUNICATIONS TEAM

UN Communications Team- established in 2008, working together combining expertise of communications staff from all agencies including non-resident ones.
WHY WORK TOGETHER?

- Need for a stronger UN Voice to strengthen our advocacy role
- Building upon experience of joint UN agencies in organizing joint advocacy/public information activities.
- Look for added value in communications work by: identifying opportunities for collaboration
- For increased visibility of UN’s work.
COMMUNICATIONS STRATEGY

- Internal and external

**Purpose:**
- Promote One UN programme in Albania by speaking as one
- Spread information and awareness around One UN programme and its contribution to Albania’s national priorities
- Spread information and raise awareness of United Nations Reform
- Communicate the impact of the One UN programme for beneficiaries
- Promote partnerships around One UN programme
- Communicate the fact that “One UN” is not about agencies loosing their mandates, but just working together in a more strategic manner
- Brand ”One UN “programme
Happenings

- New UN website and intranet
- Branded UN
- Media needs assessment exercise to inform media development programme
- Joint Calendar of events
- Extensive media coverage of the One UN programme
Media Development Project
Strengthening professional skills of Albanian Journalist in a globalized world.

- Working journalists, students of journalism, spokespersons of diverse public services and civil society organizations as well as other communication actors.
Media Development Project

Outcomes:

- A sustainable network of Albanian journalists aware of their rights and obligations, unrelenting in observing professional, pro-democracy and pro-development norms in their daily work.

- **Inputs**: Imparting journalists and communicators the knowledge of fundamental issues that ensure genuine freedom of the press based on the principles of independence, fairness, incorruptibility and investigation.

- Providing practical training based on the basics of independent journalism that strengthens the rule of law and supports sustainable development.
Coming up

- Media development project
- Joint UN advocacy on two issues—(Capacity building for EU integration and road safety)
- Extensive media coverage of the joint programme
- Revitalization of UN Press Club