

PROGRAMME PARTNERSHIP AGREEMENT

REPORT 2005

CONTACT LAMBERT RAE **email** lambert.rae@panos.org.uk

Panos 9 White Lion Street London N1 9PD United Kingdom

Tel +44 (0)20 7278 1111 **Fax** +44 (0)20 7278 0345 **Email** info@panos.org.uk **Web** www.panos.org.uk

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Executive Summary

2005 was an important milestone in international development, with a number of key events taking place. They include the review of the Millennium Development Goals (MDGs) and publication of the Africa Commission report. Civil society organisations, including Panos, supported the MDGs and successfully mobilised in many countries around the Make Poverty History campaign and specific issues at various World Summits. There was limited progress in trade and aid reform; but significant advances were made in other areas. These include the commitment to universal access to antiretroviral treatment by 2010 for all those who are HIV positive.

2005 also saw an increased acknowledgement of the media as a potential instrument of inclusive and sustainable development - a recognition welcomed wholeheartedly by Panos. Although the year saw major technological advances in Information and Communication Technologies, problems of limited access to information remain for many people throughout the world. The trend towards more liberal and pluralistic media ownership continued; but the media still faced significant challenges in many parts of the world, including restrictions on what they are able to report as well as threats to the personal safety of media workers.

The Panos Network now comprises eight independent - or soon to be independent - Institutes with 17 offices. New country offices opened in Jamaica, Pakistan, Sri Lanka and Sudan. At a meeting in Lusaka in March, the Network's governing Council agreed to develop a formal constitution and approved plans to legally register Panos in the Netherlands with a small Secretariat based in the Panos office in Delhi. The Council also agreed a *Code of Conduct on Fundraising Coordination and Programme Implementation* and developed procedures for establishing new Panos Institutes and for developing activities in regions where Panos is not yet operational. Meanwhile, Panos London's regionalisation process continued. Panos Southern Africa became independent in June 2005 and the process moved forward for Panos Eastern Africa throughout the year. Panos Washington was transformed into Panos Institute Caribbean - a re-invigorated Institute with a growing range of operations and activities.

1.1 Aims of the partnership

2005 was the second year of the DFID - Panos Programme Partnership Agreement (PPA). Signed in June 2004 the partnership aims to achieve the following outcomes:

- generation of more intensive and more inclusive public debate
- creation of communication channels so people living in poverty can communicate their perspectives in public and policy debate and have those voices heard
- improved policy dialogue with international and national organisations on promoting media pluralism, effective media and communication strategies
- strengthened capacity of media and other communication actors
- promotion of participation, ownership and accountability within the response to

HIV/AIDS.

The purpose of the PPA is to provide support to the Panos network to fulfil its principle strategic goals around key themes: environment, globalisation (with a strong focus on Poverty Reduction Strategies), conflict, HIV/AIDS and communication for development; including the promotion of media pluralism. Gender is a cross-cutting issue across these themes.

1.2 Reporting period

This report covers activities for 2005 and provides an overview of Panos' external and institutional context, highlighting significant factors impacting on Panos' objectives and operations. Case studies illustrate the progress made towards agreed objectives. The report also outlines the monitoring and evaluation system to monitor progress towards the PPA's strategic outcomes.

1.3 Context 2005

1.3.1 International Developments

Important advances were made at various international summits and conferences during the year. The international community committed to universal access to antiretroviral treatment for all those who are HIV-positive, to increase aid by US\$50 billion by 2010 and to the cancellation of some third-world debt. There was also a renewed commitment to develop a coherent policy framework to address climate change beyond 2012. Civil society mobilised in many countries around the Make Poverty History campaign and issue-specific campaigns at various World Summits.

However, there was limited progress in talks on trade and aspects of aid, and in building links between environment, trade and wider development agendas. The challenge of building a coherent framework for development was partly influenced by the changing dynamics of a globalized world. Traditional donor countries are facing a new international political and economic environment, and are struggling to strike a balance between the demands of domestic agendas and the challenges of the rising economic strength of countries such as China, India and Brazil.

The outcome and implications of global events for development practitioners include:

- increased emphasis on economic growth-led strategies;
- the shift to a greater country focus amongst many donors (which led the Panos network to restructure in some locations to respond to this);
- a growing importance of good governance, effective states and the fight against corruption.

There was also a growing openness in development discussions about the political aspects of development processes. The inclusion of development actors such as the private sector, diaspora communities and the media is an indicator that a wider set of players is being consulted in an attempt to develop more coherent development strategies.

1.3.2 Communications and Media

The media and communications environment witnessed dynamic change in the year with consequent opportunities and challenges.

Among the developments that provided greater opportunities were:

- **increased recognition of the media as a potential instrument of inclusive and sustainable development** (The Africa Commission report identified the media's crucial role, and the newly-established Global Forum for Media Development ran the first global conference for the sector. Panos took part in the latter and was represented on the steering committee.)
- **continued liberalism and pluralism of media ownership, with an increase in the number of private radio stations, local language newspapers and trans-border TV stations;**
- **interesting developments in 'university media'** - particularly in Pakistan, the former Soviet Union and Africa, with evidence of student newspapers and radio stations reaching non-student audiences as well;
- **further challenges to the global news hegemony of BBC/CNN** with the continued growth of satellite transnational 'live' TV channels - Al Jazeera and Al Aribiya, for example.

The challenges facing Panos included:

- **the difficult and dangerous environments facing journalists that Panos works with.** In Nepal, for example, a repressive climate and severe restrictions brought about by a state of emergency seriously hampered media development and forced many journalists into hiding;
- **the need to respond to changes within journalism and such developments as 'citizen journalism', blogging, peer reviewed reporting and peer to peer downloading.**

1.3.4 Internal developments in the Panos network

In 2005 Panos continued to develop as a network of eight equal partners with 17 country offices worldwide. Panos Southern Africa became a fully fledged, independent organisation in June and country offices opened in Bangladesh, Pakistan and Jamaica. Other developments included:

- the launch of Panos' first global programme, directed from the South with the recruitment of the Global Aids Programme director in Lusaka;
- expansion of programme activities in regions without a Panos office (in Latvia, Indonesia, the Philippines) as part of the Global HIV/AIDS programme;
- agreement on a process for bidding and allocating shared resources (a small group from the Council considers need, opportunity, strategic match and performance to decide on bids from participating offices for allocating grants from DFID, SIDA, NORAD and DIDC).

2. Activities and progress towards Panos planned outcomes

2.1 The generation of more intensive and more inclusive public debate

2.1.1 Overview

Panos works to build more inclusive and intensive public debate on critical development issues, employing a range of strategies. They include working with the media to ensure marginalised perspectives are integral to media coverage on TV, radio, print and online. Panos does this through commissions, fellowships, technical support to radio phone-ins and providing support and resource materials for journalists to increase access to balanced, impartial information.

By actively promoting and disseminating these outputs, Panos seeks to make links with audiences who otherwise may not receive information on these issues. Organising online debates and promoting increased media engagement in debates – for instance Information Society issues in advance of the World Summit for Information Society (WSIS) – is part of the strategy.

In 2005 Panos supported journalists to attend and report on major international policy making events including the G8, WTO talks in Hong Kong, climate change talks in Montreal and WSIS in Tunis. This enabled these journalists to report both for their home audiences, often in local languages, and contribute to international media.

2.1.2 Highlights

• Including local voices in environmental debates in the Caribbean

Panos Caribbean raised public awareness and public debate on climate change and natural disaster management in the region, producing two media briefings on natural disaster management in Haiti and Jamaica, 8 radio programmes and 32 print stories on the themes. Panos also awarded 4 fellowships for Caribbean journalists to report on the Montreal UN Conference on Climate Change. The journalists brought out 19 print articles and 6 radio programmes on debates in the Conference, which were distributed and broadcast in the Caribbean. Panos also helped two groups of child journalists in Haiti to implement media campaigns related to these issues.

• Asian environmental debate

Panos South Asia expanded work on environmental issues in the media, working with local partners Community Radio Environment Cycle Radio F.M. 104.2 MHz (www.yaefnepal.org) to introduce and highlight awareness of bio-diversity issues and the wetlands of the Godawari Area. A new project will raise community awareness about the importance of sensitivity to the environment and motivate the community to conserve the natural heritage. The project also promotes Godawari as an area of eco-tourism, and seeks to influence the authorities to take action against industries causing environmental destruction in the Godawari

area.

Panos India also worked with a voluntary media publication Grassroots Options (GOs) in a project to develop local content called 'Putting the Grassroots Options on a Global Online Map'. Panos also created online and audio content about environment and development issues in Northeast India related to poverty reduction. A major fellowship programme on the implications of climate change and international agreements and protocols on intra-regional and national development in South Asia was started. This will culminate in a multi-stakeholder round table meeting in 2006.

• **Sustainable agriculture policy and debate in Africa**

In Lusaka, Panos hosted a cross regional workshop on sustainable agriculture and new technologies, drawing on the Panos London report on policy making about genetically modified crops. The workshop focussed on the potential for generating national interest and debate.

Panos Ethiopia produced 52 radio programmes covering issues such as environmental protection and safety, natural resource conservation, forestation and sustainable development. The pastoralist forum initiated by Panos and now involving more than 20 local organisations became an independent organisation. The forum is now a visible NGO actively participating in key development processes affecting pastoralist communities in Ethiopia.

• **African journalists' perspectives reach audiences in the global North – Reporting on the G8**

Panos' AfricaVox initiative aimed to increase coverage of the G8 Summit in 8 African countries and in the UK. Panos brought 7 African journalists to cover the G8 for their audiences at home, for Panos London's website and for select UK media. AfricaVox succeeded in reaching large UK, African and online audiences. The journalists produced editorial content for Panos London's website, a blog and did work on commissions from the *Guardian's* G2 section, London's *Metro* newspaper and BBC Online. The initiative helped to build relationships with prestigious UK media, and was a major boost for Panos' profile and reputation in the UK. AfricaVox served as a platform for subsequent initiatives and led to Panos staff being interviewed on *Newsnight*, for example.

Despite the focus on Africa at the G8, of the more than 2000 journalists attending the summit only 20 were from Africa and, of these, seven were supported by Panos fellowships.

• **Marginalised voices - Dalit women**

Panos South Asia (PSA) launched two rounds of Fellowships on the health of Dalit women and their human rights. The initiative sought to promote the voice of Dalit women - a group often marginalised from discussion on such topics - in debates on reproductive and sexual health. Through the fellowships, PSA sought to create a skilled cohort of journalists to report sensitively on these poorly understood and neglected health issues and to highlight crucial development and human rights issues that influence the health of Dalit women and are in turn influenced by them.

2.1.3 Case studies

a) Civil Society, Media and technology in Benin: what communication can do for the fight against poverty

This Panos Institute West Africa (PIWA) project, evaluated in 2005, worked with 5 rural radio stations and CSOs to produce programmes in local languages. Benin adopted a PRSP in 2002, but CSOs were not involved and the document was not widely disseminated to the public. PIWA established a project to strengthen CSOs participation in debates about poverty reduction and enhance their role as communicators and collaborators with the media, elected leaders and policy makers. The aim was to strengthen CSOs to channel voices, speak for the interests of the poor and build capacity of local and national radio stations to address the issues raised by the CSOs.

The evaluation showed that targets for interactive radio productions and electronic bulletins were exceeded – 65 instead of 60 broadcasts were produced. Radio programmes went beyond the PRSPs and were about poverty and the experiences of local people - cotton growing, child cattle herders, HIV/AIDS, the value of education for women and the uses of micro-credit. Thanks to the project, the audience and clientele of the CSOs grew following the broadcasts. Anti-poverty actions gained visibility. New partnerships between CSOs and radios were established. The project also led to the creation of a substantial database on poverty, CSOs and their activities.

Among the shortcomings identified was the limited involvement of state institutions, due mainly to media and CSOs' wariness of state interference. There was limited increase in the use of ICTs, overall, seemingly due to expensive and unreliable connectivity.

An example of specific impact from CSO-radio interaction and cooperation in Benin:

DONGO-WOMEN is a CSO supporting women in income generating activities, among others. At Djougou the men forbade their wives from seeking the services offered. The CSO identified this problem through the broadcasts and thanks to the interventions made by men in response to their radio programmes. They took the opportunity to explain over the airwaves the strategic reasons for focusing on women. After that, says the director, "men became more flexible. Some even came to make their wives' payments and withdrawals."

Also, women denounced the systems for recovery of payments, time-frames and types of credit, which didn't always match their needs. DONGA-WOMEN used the radio programmes to explain more clearly their different services, modes of repayment and penalties. The reactions of the population led the leaders of the CSOs to hire a consultant to explore the issue further. Following the consultant's

study, DONGA-WOMEN revised its services, diversifying the forms of credit offered for the different types of activities. For instance, livestock keeping did not allow for monthly repayments. The criteria for lending, and repayment conditions were re-defined. These reforms led to an improvement in the repayment rate of 40%, to an increase in the demand for services, and extension of the area of coverage. The CSO became overwhelmed and is struggling to keep up with demand. The project has given visibility to the CSO's actions, given it a better grasp of the realities of the populations and enabled it to develop more effective and efficient approaches in the fight against poverty.

b) Bringing subjects into the public domain

Panos completed a project in Ethiopia (The Out in the Open project) on work to end violence against women and with the aim of increasing awareness of, and stimulating public and policy debate on the problem. The project provided training to journalists and broadcasters, awarded 72 fellowships to support reporting on the issues and produced briefing papers for policy makers. The project broke the silence on violence against women in Ethiopia and brought sensitive issues like rape into the public domain. The print and radio coverage also exposed a range of issues not commonly covered in the public media. The training and fellowships provided for journalists received a high degree of positive feedback. Journalists and others requested further and sustained training on gender and violence issues.

2.2 The creation of communication channels so that people living in poverty can both communicate their perspectives in public and policy debate, and have those voices heard

2.2.1 Overview

Oral Testimony (OT) is one of the methods employed by Panos to build opportunities and channels for marginalised people to communicate their perspectives. Pioneered by Panos, OT gives people an opportunity to share their experience of development processes. Panos also organises multi-stakeholder meetings to link marginalised perspectives to policy and decision-making processes, sharing research, reports and media outputs. Panos has been a key player in developing the radio listening clubs methodology which enables community members to speak directly to policy makers and often have their questions and priorities addressed. Panos is now building the capacity of other organisations to be able to implement these methods.

2.2.2 Highlights

• Promoting transparency, ownership and accountability in PRSPs

In 2005, Panos began a new programme on PRSPs to promote transparency, ownership and accountability in Mozambique, Kenya, Zambia, Ghana, Bangladesh and Pakistan. Each country programme did a baseline study of current communication and media engagement around PRSPs. Multi-stakeholder meetings were held in Pakistan, Ghana and Zambia and the baseline studies were part of the material discussed. Oral testimonies from

rural communities were gathered following Panos training for both civil society organisations and journalists. Some of the insights were presented in the Pakistan and Zambia roundtables in the form of theatre, film and radio.

Among issues that arose in the roundtables were the move from IMF/World Bank led poverty reduction strategies back to home-grown national development plans and the importance of the MDGs. The need for a shift from government-to-donor to government-to-the poor accountability also arose as an important issue. NGOs also spoke of the difficulties in enabling poor people's direct participation in policy processes rather than speaking on their behalf. The roundtables identified that the media environment was often difficult for enabling coverage of poverty reduction, due to state control, lack of government commitment to communicating relevant information, a lack of skills and sometimes poor relations between media and civil society organisations.

Gender issues were highlighted in a number of the baseline studies and debates. In the roundtable in Islamabad, participants stressed that efforts to address poverty should take into account human rights and governance challenges and that gender was an essential part of both. Changing gender roles are a sensitive issue in Pakistan but a source of considerable public interest and so it was felt that well handled media coverage could be effective. The day-to-day experience was illustrated in oral testimonies collected as part of the programme. The testimonies provided insights into the roles and views of women and men in relation to key poverty questions such as changes in economic production, livelihoods, employment skills and income generation. Issues such as changing family and social roles and values as well women's self-esteem, independence and inter-generational relations were explored as part of this gender focus.

• **Mountain lives**

To coincide with International Mountains' Day, Panos launched the three final collections of oral testimonies from mountain communities. This unique online collection of interviews draws on and highlights experiences from mountain communities in ten countries - Nepal, Peru (the Andes), Kenya (Mount Elgon), the highlands of Ethiopia and Lesotho, Poland (the Sudety mountains), India (the western Himalaya), Mexico (the Sierra Norte), southwest and northeast China, and Pakistan (the Karakoram mountains). The website (<http://www.mountainvoices.org/>) includes more than 300 interviews and summaries as well as analysis and quotes on over 20 critical development themes. The site aims to make the 'mountains' debate more inclusive, communicating the first-hand perspectives of those experiencing development and change. More than 2100 people are registered for full access and an evaluation in 2006 will identify the fuller use of the testimonies.

• **Expansion of radio listening clubs**

A Panos study in Malawi and Zambia analysed the dynamics involved in the radio listening clubs communication initiative. The study is part of a process for Panos to support other organisations in establishing radio listening clubs and expanding them as a means to enable communities to dialogue directly with

national decision-makers. The study confirmed the significance of the clubs for communities. Among the benefits from the clubs identified by participants was improved self-esteem, improved communication at household level and the sense of camaraderie amongst the women. At community level, a number of projects had arisen, such as expansion of roads, improvement in government and NGO services and small scale projects. At the family level, women indicated that relations at home had improved between men and women:

“These days men have started to care for their wives because of the discussions we have on the radio. We sit and discuss as women how we should live in our homes looking after each other with our husbands, the children and how to look after orphans because of the development through radio education. At first people thought we were just bluffing but by listening to these radio broadcasts our husbands are now happy that their wives have developed themselves and are in development”.

Another reported that:

“We have seen the good results of the radio. The things we requested are being fulfilled. Before ‘Development Through Radio’ we needed transport to get to our MP – but now we can communicate to him through radio”.

Panos will produce a publication in 2006 as one outcome of this ‘tracking’ study, to be launched at a regional debate forum on communication for development. The forum will hopefully popularise radio listening clubs and lead to replication across the region.

2.2.3 Case studies

a) Nepali participation in debates around PRSPs

A radio project on the PRSP in Nepal was instrumental in bridging the gap between policy and grassroots reality. Panos worked with the partner Communication Corner, a network of private radio stations which Panos set up 5 years ago, to train 16 journalists, bringing in people from government and NGOs as resource people. Programmes made by the reporters were broadcast at a strategic time when many listeners tune in, and by agreement with Panos were broadcast simultaneously. Each programme included a field report with vox pops, local interviews and opinions. To link this up with policy level discussion, each programme included another 5-10 minutes bringing in government stakeholders, NGOs and INGOs working on the issue.

These PRSP radio programmes raised the voices of poor people and fed them into mainstream development debates. There was a high level of feedback from the audiences who had been listening regularly over the 3 month period, so at the end Panos had to give an assurance to continue these broadcasts.

b) Experiences of environmental change in the Caribbean

Panos worked with communities in Jamaica to communicate their experiences of environmental change. An oral testimony project in Jamaica focused on work

with a community in Mocho. Mocho has a poor image throughout Jamaica where the area and the people are regarded as backward. The oral testimony project aimed to provide the community with the equipment and skills to document a fuller and more accurate picture of their life in Mocho. In addition, the project was designed to contribute towards improving the image and perception of Mocho throughout Jamaica as well as to communicate to external audiences the real issues and problems experienced by Mocho.

Mocho is situated about 1.5 hours drive north west from Kingston and is a collection of some 52 districts (villages and settlements). In the late 1960s Bauxite mining started in the area and continued up till 2003. The mining company – Jamalco – is still active in terms of reclaiming some areas of mined-out land. The impact of this mining is a “hot” topic with local people who feel that mining “ate up” much of the productive farming land, and although much has been reclaimed in terms of planting grass, it is not suitable for agricultural production. Mocho used to be an area that produced a lot of citrus and coffee (both crops that are long-term).

Mocho along with other parts of the Caribbean is dealing with the effects of climate change, including the increased intensity of the seasonal hurricanes. Mocho was badly affected by Hurricane Ivan in September 2004 and this experience was explored in the interviews.

Panos trained six men and six women (teachers, self-employed, or unemployed) in oral testimony methodology. The recording and transcribing of around 40 testimonies from men and women living in the Mocho area provide graphic details of the impact of the hurricane, environmental change and the impact on the daily lives of people in the area. When discussing climate change, the interviewers report changes in rainfall and temperature, and a generally unpredictable weather pattern. One secondary school teacher reported that: *“When I was growing up, the 8th of August used to be the day to plant maize, and there were other dates for other crops. But now the farmers are confused by the weather and we have lost this certainty of when to plant crops.”*

The testimonies are now being disseminated through a newsletter produced by the interviewers and distributed throughout Mocho via schools, churches, shops and bars.

2.3 Improved policy dialogue with international and national organisations on promoting media pluralism, effective media and communication strategies

2.3.1 Overview

Panos works to promote media pluralism and effective media and communication strategies. Among the methods used is the organisation of workshops and other fora to discuss and facilitate discussions amongst

key stakeholders who can make recommendations on supportive regulatory environments for media pluralism. Panos also engages with key decision makers in one-to-one meetings as well as participating in national, regional and international fora, contributing experience and perspectives on good practice in communication for development.

2.3.2 Highlights

• Panos survey of media engagement in 2005

A survey by Panos of media engagement on climate change issues, provided a basis for dialogue with environmental and media organisations to increase coverage, range of perspectives and dynamics of communication strategies around climate change. This was launched at the Montreal Climate Change Conference and sets the stage for a new programme with the aim of promoting and supporting media engagement in climate change debates. The programme will also link local perspectives and priorities to decision-making processes and fora, promoting good practice in communication strategies related to climate change.

• Advocacy in West Africa

In Nigeria Panos mobilised civil society organisations to talk about community radio, and worked with both community radio advocates and CSOs in their advocacy activities. In Cote d'Ivoire Panos conducted an audit to understand the media landscape and then convened a consultation meeting for professional organisations in which they discussed the draft of the communication law. Panos worked both with the Association of community radios to input into the development of the legislation and also on the draft with the decision makers. As a result, the Minister now consults on a regular basis with the Association on redrafts. A number of suggested amendments were incorporated into the bill, including an acknowledgement of community radio. Panos followed the same process in Liberia and Sierra Leone.

• Advocacy in Southern Africa

In Southern Africa Panos worked closely with media advocacy associations, with the work focussing on Angola, Mozambique and Malawi, where Panos organised multi-stakeholder debates supported by publications at regional and national level. In Zambia, Panos supported the creation of a network for community media forums and currently hosts the newly formed ZaComef (Zambia Community Media Forum). In most countries across the region there is still debate over community radio regulation with some countries still using systems applicable to public broadcasting despite the different and very specific needs of community radio – an example of difficulties this causes is in licensing. In other areas governments do not recognise the role of community media. Panos also supports associations of public broadcasters to check government control, helping to build and support media independence.

• The CATIA programme

Catalysing Access to ICTs in Africa (CATIA) is a Panos programme working to

promote pro-poor policies and legislation and strengthen civil society advocates and providers of ICTs. CATIA produced publications on broadcasting status and law in Burundi, Ghana, Cote-d'Ivoire, Malawi and at the regional level. Panos organised seminars on media policy at the national level in Malawi, Nigeria, Sierra Leone and at the regional level in West Africa. Panos also produced a chapter on local radio for the Swiss Agency for Development and Cooperation publication which was distributed at WSIS. Panos advocated for media pluralism, following up on actions proposed in the Africa Commission report; engaged with the EU which has adopted a charter on broadcasting for Africa and also the African Commission on Human Rights who welcomed Panos as observers in this commission.

• RELAY

As part of the new phase of the Communicating Research programme, Relay, Panos has been scoping donor policies and strategies for communication research. This is the first phase of a process to support more engagement and appropriate interaction with the media in research communication. Panos commissioned reviews of the media and research environments in the first six focus countries participating in the programme (Zambia, Malawi, Kenya, Uganda, Sri Lanka and north east India). The reviews consider media engagement with research, include analysis of research institutes' current engagement with the media and promote productive interaction between the media and research communities. Panos also worked with IDRC to bring together journalists and policy experts on trade at the WTO talks in Hong Kong. Panos' links with the WTO's Communications Director and interventions at the WTO civil society symposium also promoted good communication practice around trade and the role of the media in particular.

2.3.3 Case study

a) Central Africa

In April 2005, Panos Paris, in partnership with Syfia International, held a workshop in Bujumbura for twenty journalists from the print media (newspapers and wire services) of Burundi, Rwanda and DRC. The aim was to prepare them to carry out joint reporting assignments, first of all in Burundi and in the other two countries in the following months. The theme of the Burundi workshop was "Elections in a country emerging from war". There were presentations and practical work which included carrying out joint reporting assignments in the provinces of Kayanza and Ngozi in northern Burundi, where they met with displaced persons, demobbed soldiers, disabled people and officers from the United Nations Burundi Operation, to hear what their expectations were regarding the forthcoming elections. By the end of the workshop, the participants had written ten articles to be published in their respective newspapers.

The workshop was part of the process by Panos to build media capacity to play a constructive role in peace building and to bring greater stability to each country and to the region following ten years in which the Great Lakes region has passed from one crisis to another.

2.4 Strengthened capacity of media and other communication actors

2.4.1 Overview

Panos implemented a variety of activities in 2005 aimed at strengthening media capacity to cope with the range of challenges facing the sector. They included workshops on HIV/AIDS and gender issues in radio broadcasting. The capacity building work for journalists diversified in 2005. The commissioning process for international radio and print outputs continued to serve as a capacity building process for journalists. In addition, Panos brought 29 journalists to major international policy events. They took part in capacity building through seminars and briefings as well as on-the-spot editorial support and engagement in thematic discussions. Panos also ran workshops for journalists on a number of issues: GM for journalists from East and Southern Africa; HIV/AIDS reporting and interviewing in Zambia; Information Society and gender issues in Uganda; and oral testimony in Zambia and Pakistan. Panos also produced supporting materials for journalists on ICANN (Internet Corporation for Assigned Names and Numbers), VSAT (Very Small Aperture Terminal), PRSPs (Poverty Reduction Strategy Papers) and GM. Daily news bulletins were provided to more than 1300 news stations each day enabling independent news services in many stations which would otherwise not have this capacity.

2.4.2 Highlights

• Radio support hub, DRC

The second independent radio support hub (PARI) was set up in Kingali (Eastern Province), Democratic Republic of Congo on 5 November 2005, following the Bukavu hub, which was created in May the same year. Set up within established radio-stations operating in these regions, these hubs offer dozens of small local broadcasters various services such as training programmes, equipment purchase and maintenance. They also provide wireless Internet connection via VSAT antennae, thus offering a platform for information exchange in an effort to end the isolation of provincial media in the network. Combining the most recent technological opportunities with the assets of community radio - a tradition well rooted in the associative culture of rural DRC - this innovative project opens a wide range of possibilities to re-establish a fluid circulation of information within and among the regions of DRC. This made a significant contribution to re-forging a sense of national identity after three decades of war.

• Oral testimony consultancy

Panos provided training and advice to organisations in a range of communication approaches, including oral testimony training to Trocaire, UK oral history groups and the Universities of Lancaster and Surrey. Panos trained 112 men and women in oral testimony collection during 2005, including post-graduate students, development organisation staff, journalists, community development workers and rural community members.

• **Panos South Asia Media Centre and The Media and International Migration programme (MIME)**

Two other important areas of Panos work contributed to this outcome in 2005. They were:

- **The Panos South Asia Media Centre in Kathmandu**

The Centre organised various activities in training, radio production and multimedia local content development. This included the staging of a training workshop in Health Reporting in Radio Using Digital Technology for 17 participants from media and civil society organisations in South Asia. The Kathmandu centre also provided training in online journalism and a web publishing training workshop.

- **The Media and International Migration programme (MIME)**

MIME developed from Panos Paris and - focusing mainly on Europe - deals with media produced by migrant communities. The number of written and electronic outlets listened to or read by citizens based in Europe but belonging to another region of origin is constantly increasing, providing a wealth of untapped sources of information and analysis on issues of common interest.

2.4.3 Case study

a) The India-Pakistan Media and Peace Building Project

The India-Pakistan Media and Peace Building Project aims to create a culture of peace in the subcontinent and the wider region and made reasonable progress in 2005. Panos held a Media Retreat in Istanbul for some of the top Editors/Proprietors from the two countries. Young journalists along with experts from both countries came together in Kathmandu in January for an intensive five-day training session. Among the issues covered were the historical backdrop of the conflict and the differences in popular movements in both countries. A second workshop for young journalists was held in Kathmandu in September on the contentious issues dividing the 2 countries.

December was an important month for the programme. The key issue of contention - Kashmir - was discussed by top editors/proprietors in the presence of leaders from both sides. Kashmiri voices were the first to be heard before both sides took up discussions. The editors and proprietors took the outcomes of those discussions back to their media houses, and the expectation is that these will be reflected in their publications and channels. Fellowships for mid-career journalists were advertised in mainstream publications in the two countries in August, but the October earthquake in Kashmir interrupted this effort. Internships in media houses of the neighbouring country have also been arranged for 2006.

Media monitoring - a significant part of the programme - was undertaken by The Media Foundation, the project partner that runs The Hoot website (www.thehoot.org).

The first year (2004-2005) saw a thorough review of print media that will form a baseline for future monitoring. Results of this monitoring of English/Urdu/Hindi dailies in India and Pakistan were put out periodically on The Hoot. In 2005-2006, the Media Foundation is monitoring TV programmes in both countries around significant bilateral events.

2.5 Promoting participation, ownership and accountability within the response to HIV/AIDS

2.5.1 Overview

Panos HIV/AIDS work falls within the strategy of the Global Aids Programme which aims to:

- build the capacity of the media to encourage public dialogue and debate, working with the media to enhance accountability within HIV/AIDS public policy
- support participatory, inclusive and transparent decision making on HIV/AIDS at the national and international level
- enable those more affected by HIV/AIDS to communicate their views and concerns to national and international media and policy agents
- inform national and international policy and donor processes on HIV/AIDS communication through Southern originated, southern driven information and analysis.

2.5.2 Highlights

• Media capacity building initiatives

Panos continued to support capacity building of the media to report effectively on HIV/AIDS. For instance, support to the Editors' Forum in Southern Africa continued, while training activities were held for journalists in the Caribbean. In Haiti, more than 40 broadcast journalists were trained in HIV/AIDS reporting. In Eastern Africa, an editors' forum for Ethiopia continued to provide an avenue for debate and dialogue on HIV/AIDS issues. Training activities were also held in Zambia.

• Understanding the media environment

Panos completed a study of how supportive the media has been in responding to HIV/AIDS in five country case studies and produced a report: "Reporting AIDS – an analysis of media environments in Southern Africa." The project, developed jointly with Johns Hopkins University, fed directly into Panos' work as part of the health journalism project (HJP). Organised in collaboration with Internews and the Open Society Institute, the HJP started in September and aims to raise the profile of, and advocate for, the critical role journalists play in communicating public health issues. Another aim is to raise donors' awareness of the capacity development needs of journalists.

• Promotion of participatory and transparent decision-making on HIV/AIDS

At country level Panos promoted a number of initiatives to enhance media

coverage on relevant policy initiatives. They included media fellowships and the organisation of public debates. For instance, following the suspension of the Global Fund grant of US \$201 million to Uganda due to alleged corruption, Panos organised a public debate that brought together key stakeholders to discuss and assess what actually happened in the management process. Panellists included leading journalists, members of organizations of people living with HIV/AIDS, officials of the Country Coordinating Mechanism (CCM) of the Global Fund in Uganda, representatives of civil society organizations and donor agencies. Issues ranging from general HIV/AIDS response in Uganda to use of donor funds came up. Circumstances surrounding the Global Fund suspension were clarified. With Panos' support, journalists wrote comprehensive features on the Global Fund scandal and this put pressure on the authorities who set up a Commission of Inquiry. This national level activity linked well with global debate on the proper use and replenishment of the Global Fund.

• **Universal access to treatment, prevention and care**

Universal access to treatment, prevention and care is the main goal of the broader HIV/AIDS global campaign to be achieved by 2010. Panos carried out studies starting in 2004 in Ethiopia, Haiti, India, Nepal, and Zambia to identify obstacles to universal access to treatment. The studies were completed in 2005. The reports will be shared with the media to inform coverage and encourage debate. A Panos global report based on the five country studies has been produced and will be published in 2006. The report raises timely issues on HIV/AIDS treatment including the problems of health personnel and infrastructure, stigma and discrimination, lack of sustainable funding and problems with generic drugs, among others. Panos is exploring and promoting good practice in communication on these activities.

• **Facilitating civil society review of government commitments**

In 2005, Panos together with a number of international CSOs embarked on studies to monitor progress made five years after UNGASS. Panos studied Bangladesh, Ethiopia, Haiti, Latvia, Malawi, Pakistan and Sri Lanka. The studies went a long way to increase country-level debate on the progress of the national responses. In Latvia, Malawi and Sri Lanka, for instance, the process of preparing the Panos reports influenced the national reporting as much of the data used was shared with UNAIDS and other offices.

2.5.3 Case studies

Bringing the voices of people affected by HIV/AIDS in Nchelenge, Northern Zambia to the Zambian and UK publics and beyond

This project was developed as part of the Panos input to the review of progress on the Millennium Development Goals and is a good example of journalistic and thematic capacity-building leading to the inclusion of the voices of marginalized people. The work included:

- A 3-day training workshop for ten radio journalists with Panos Southern Africa
- Travel by 2 Zambian journalists to the Médecins Sans Frontiers HIV treatment programme in Nchelenge, in Luapula province, northern Zambia and interviews

by the 2 journalists with 15 PLWHA and medical workers in villages around Nchelenge district

- Editing and mixing audio from the testimonies to accompany a Panos Pictures exhibition on the South Bank in London so that voices characterized Panos' contribution
- Testimonies broadcast on the home radio stations of Lusaka, Zambia
- Testimonies distributed as the "Aids Memoir" CD to 150 member stations of the InterWorld Radio network and being made available online for over 2000 members of the IWR network
- Exhibition of the photographs and audio testimonies at the Open Society Institute in New York
- Photographs and accompanying testimonies short-listed for display at the UN General Assembly Special Session on HIV/Aids in June 2006 - one of two projects shortlisted.

Linking research, advocacy and practical action – Communication and TB prevention and treatment

The Global Aids Programme worked to address HIV/AIDS related issues such as TB. An advocacy document "Time for action: TB and communication" was presented at the Stop TB working group on communication meeting and led to the inclusion of a communication strategy in the Stop TB campaign. Panos is now working to develop practical guidelines for inclusion of the media in communication strategies for the country level TB implementing bodies. Panos, in collaboration with the Stop TB Partnership, trained 22 print and photo journalists in Bangladesh, Ethiopia, Haiti, India, Indonesia, Malawi, Pakistan, the Philippines and Zambia on TB/HIV. The journalists eventually received fellowships to produce in-depth features on the socio-economic aspects of TB/HIV in their countries. More than 50 features and photo essays were published in leading newspapers in the respective countries. The trained journalists started a nucleus of a global network of journalists who report on TB/HIV issues. The features have been uploaded on the Panos website for wider circulation.

3 Monitoring and Evaluation

An evaluation framework was devised during the first year of the PPA and a number of projects from across the Panos network that contribute to the PPA strategic outcomes were selected for evaluation. During 2005, a few projects were added to this list. See Annex 1 for an updated list, showing the evaluation status of the selected projects.

A number of impact evaluations were carried out during 2005, including:

- A major review of Panos Southern Africa's seven years' experience of running Radio Clubs (This project was highlighted as a case study, 2.2.3.a in the 2004 PPA report).
- Evaluation of a project bringing together community radio stations and CSOs in making programmes about poverty and the national poverty reduction strategy in Benin ("CSOs, communication and governance in poverty reduction")
- Evaluation of support for the media regulatory bodies in Rwanda and Burundi (part of the "Media in the Great Lakes peace process" programme).

Some other evaluations were carried out that focused less on long-term development impact, more on implementation and achievement of short-term objectives. These included the support for Pulaar-language radio production in West Africa, part of which was highlighted as a case study, 2.4.3.a) in the 2004 report.

Progress was also made during 2005 in increasing the capacity of the Panos Network to plan and carry out evaluation, and more is planned for 2006, including training/workshop visits to Panos Caribbean, Panos Paris and Panos Southern Africa. Underlying successful impact evaluation is effective project design, and work has progressed through 2005 in building a more unified approach to project design among the members of the Panos Network.

Annex 1

Evaluations demonstrating the Strategic Outcomes of the PPA

(Status, as of April 2006, of projects selected for evaluation within the PPA framework)

	Strategic Outcome	Projects to be evaluated	Panos	Evaluation status
1	Generation of more intensive and more inclusive public debate on development issues	Media coverage of PRSP issues	PL, PIWA, PEA	- <i>Media and PRSP Programme: evaluation planned for second half of 2006, starting with a review meeting in May/June</i> - <i>See below, PIWA Benin project</i>
		Media coverage of international trade issues (new addition)	PL and the network	<i>This pilot project will be evaluated when it ends in mid-2006</i>
		Local-language radio production	PIWA	Pulaar radio project, formative (internal) evaluation completed Oct 2005
		Local radio production	PL	Review planned under PL's new Media Development Programme Director
		Radio Listening Clubs	PSAf	External evaluation; draft report December 2005
		CSOs, communication and governance	PIWA	Benin project, external evaluation completed Oct 2005
		India-Pakistan Media for Peace project	PSA	Major review of PSA activities under discussion for 2006-7
2	The creation of communication channels so that people living in poverty can both communicate their perspectives in public and policy debate and have their voices heard	Media coverage of PRSP issues	PL, PIWA, PEA	<i>See above</i>
		Radio Listening Clubs	PSAf	<i>See above</i>
		Media centre training and fellowships	PSA	<i>See above</i>
		Local radio production	PL/IWR	<i>See above</i>
		Voices of children for children's rights (new addition)	Panos Caribbean	External evaluation, 2005
		Stop Violence Against Women (new addition)	PEA-Ethiopia	Evaluation draft report, March 2006

3	Policy dialogue with international organisations on promoting media pluralism improved	PL Radio network research	PL	Research carried out in Pakistan
		Media in the Great Lakes peace process	PP	External evaluation of "Support to regulatory bodies in Rwanda and Burundi", March-April 2006
		Communication for Development Programme	PL	Positive feedback from southern journalists on "I-witness" web-site on Information Society issues (Launched for WSIS 2005): led PL to decide to expand the project
		Convergence of ICT and Media regulatory bodies	PIWA	Project was delayed: implementation began in 2006
		India-Pakistan Media for Peace project	PSA	See above
		Media monitoring to promote pluralism, Zambia (new addition)		Evaluation planned for first quarter of 2006
4	Capacity built of media and other communication actors	Media coverage of PRSP issues	PL, PIWA, PEA	See above
		Media coverage of environment issues		Project on GM crops, being evaluated April-May 2006
		Media centre training and fellowships	PSA	See above
		Local radio production	PL/IWR	See above
		Local-language radio production	PIWA	See above
		"Banque de programmes" and radio technical support unit (new)		- Major evaluation of BDP, including impact, planned for 2006 - Technical support unit, formative evaluation completed Jan 2006
		Media in the Great Lakes peace process	PP	See above
		India-Pakistan Media for Peace project	PSA	See above
		Relay: Communicating Research through the media (new addition)		Internal evaluation carried out, June 2005
5	Promoting partnership, ownership and accountability within the response to HIV/AIDS	HIV/AIDS programme	PSA	
		Global AIDS programme	All	Progress made in development of M&E strategy for overall programme
		HIV/AIDS Radio Listening Clubs	PSAf	Included in review of Listening Clubs, see above

Key:

IWR	InterWorld Radio
PEA	Panos Eastern Africa
PIWA	Panos Institute West Africa
PL	Panos London
PP	Panos Paris
PSA	Panos South Asia
PSAf	Panos Southern Africa