

ADVANCED INTERNATIONAL TRAINING PROGRAMME



ITP: 295

Media Development in a Democratic Framework

September 2021 – September 2022

Phase 3 in the region: February, 2022

Phase 5 in Sweden: September, 2022

Closing date
for applications:

➤ **1 August,
2021**

Dear reader

International Training Programme (ITP) on media development and self-regulation

Across the globe, recent political, technological and economic changes have placed increased restraints on media freedom while at the same time, the prevalence of “fake news” is on the rise. As a result, there is an urgent need to find new ways to reform media policy and regulate the sector. Civil society and citizens around the world are demanding trustworthy news and accurate reporting, providing them with the information needed to take informed decisions, a prerequisite for a functioning democracy. Regulation, self-regulation and co-regulation of media are a means to that end.

This ITP is a fellowship programme that provides a forum for constructive, creative dialogue between high-level representatives from media, government and civil society on how to improve self-regulatory and regulatory frameworks for media.

Media has the ability to enable greater participation in public life, hold the powerful to account, and can serve as platforms for dialogue and the protection of individual rights. But if media is to fulfil its potential role effectively, updated regulatory frameworks need to be in place and adapted to the new media landscape.

The Swedish International Development Cooperation Agency (Sida) has commissioned NIRAS Sweden AB to organise this ITP in cooperation with International Media Support (IMS), Fojo Media Institute/Linnaeus University, and Global Reporting Sweden AB.

Governments, media and civil society organisations can nominate participants. Reaching a critical mass of stakeholders in each participating country will be particularly important for institutional change and thus long-term impact.

There are currently five editions of this programme targeting different geographical areas: Southern/Eastern Africa (Bolivia, Kenya, Tanzania, Uganda, Zambia and Zimbabwe); Latin America (Colombia, El Salvador, Guatemala and Honduras); Asia (Bangladesh, Cambodia, Lao PDR, Myanmar and Vietnam); Eastern Europe (Armenia, Moldova and Ukraine); and MENA (Lebanon, Morocco and Tunisia).

We trust that you will find the programme interesting and hereby invite you to nominate candidates.



Alan AtKisson
DIRECTOR OF PARTNERSHIP
AND INNOVATION
Sida

Programme objectives

The overall objective of this programme is that the participants and their supporting organisations should contribute to the promotion and protection of the institutional frameworks that govern self-regulation of the media sector. More specifically, this programme aims to contribute to the development of self-regulatory frameworks for the media sector; strengthening the institutional and organisational capacities among relevant stakeholders and contributing to national reform and change processes.

BENEFITS FOR PARTICIPANTS AND THEIR ORGANISATIONS:

At the end of the training programme, it is envisaged that participating individuals and organisations shall have obtained:

- Increased knowledge about media and freedom of expression in relation to media policy, journalism and self-regulation of the media sector.
- Extended professional national, regional, and international networks.
- Greater awareness of human rights, gender equality and security for journalists and other media actors.
- Increased knowledge and capacity to initiate structured, long-term transformational work within and outside their respective organisations.

Contents

CHANGE INITIATIVE

This programme involves more than training of individuals. It is a full-scale capacity-building programme aimed at real change towards a more efficient and sustainable planning and implementation of media self-regulation.

At the start of the programme, each participant will – in close collaboration with colleagues and supervisors – identify an idea that can contribute to the achievement of both the ITP's objective and the organisation's own strategies and long-term goals, as well as a transformation process on a national level. Based on this idea, a Change Initiative will evolve as the participants are provided with new knowledge, networks, and experiences during the course of the process.

The participants work together in country teams, supported by a national facilitator in each country and assisted by international experts (thematic mentors). This support will be continuous throughout the five phases of the programme.

TIMETABLE

This programme is implemented during a 12 months period and consists of five phases linked to the development of the participants' Change Initiatives.

- Phase 1 Inception, September – November 2021
- Phase 2 Thematic Webinars and Change Initiative Development, December 2021 – February 2022
- Phase 3 Regional Meeting, one week in February 2022
- Phase 4 Thematic Webinars and Change Initiative Implementation, March – June 2022
- Phase 5 Implementation and meeting for two weeks in Sweden, July – September 2022

Programme structure

The training programme consists of five compulsory phases. It is a mix of online training and interaction and physical meetings in the participants' home countries, a country in the region and Sweden. The evolution of the Change Initiative is the golden thread weaving through all phases.

Phase 1 – Inception (2 months)

Country teams are established and meet for a start-up seminar in their respective countries. During this seminar, the participants establish a common understanding of the challenges in their country and the overall theory of change. The programme then starts with a compulsory course with six introductory modules, with the purpose of providing a common understanding and knowledge base to build on. The introductory modules covers the following topics: a) change management; b) media and freedom of expression with a focus on human rights and democracy; c) media politics in a changing media landscape; d) ethics, professional roles, business and sustainability; e) media regulatory framework and self-regulatory institutions; and f) gender and media in relation to media regulation. The online course is offered as a mix of pre-recorded lectures and a series of webinars. Supporting literature and all presentations are available on Basecamp, a project management app, which also serves as a platform for communication and networking throughout the programme.

Phase 2 – Thematic Webinars and Change Initiative Development (3 months)

Participants engage in a series of webinars covering the different aforementioned priority themes/topics. The webinars last for about 2-3 hours, and frequently there will be a guest presenter from the region invited to lecture. All participants are expected to share their own expertise and experiences with their peers. Meetings are held within the country teams and the participants develop a concept of what their Change Initiative could entail. The National Facilitators enable collaboration between the participants, and the Change Initiative is refined with the support of the thematic mentors' coaching, peer reviews, and individual work. During this phase, an action plan is formulated and the first steps for implementation are taken. The remaining part of the training programme focuses on how to ignite and manage processes of transformation within the area of media regulation. Collaboration between the participants, the national facilitators, and the thematic mentors is an essential part of the programme.

Phase 3 – Meeting in the Region (1 week)

Participants meet in one of the countries in the region. Additional theory and trainings are provided, as well as field trips and case studies within the regional/local context. Participants exchange experiences of implementing their Change Initiative and further elaborate and adjust their action plans. Peer reviews and group discussions among the participants and support from the national facilitators carry the process forward.

Phase 4 – Thematic Webinars and Change Initiative Implementation (4 months)

In this phase, the thematic webinars continue but with less frequency and the focus is on the Change Initiative implementation. Activities are discussed, evaluated and adjusted throughout the process and frequent meetings are held within the country teams, coordinated by the national facilitator. The country-teams are supported by the thematic mentors and the programme management.

Phase 5 – Change Initiative Implementation and Meeting in Sweden (3 months)

The participants implement their Change Initiatives in collaboration with colleagues and supervisors in their organisations and/or other stakeholders. This phase involves online and physical meetings, and there is also a possibility for the country teams to organise an event with invited local/regional experts. Continuous thematic mentor support is provided and the programme ends with two weeks in Sweden, including study visits and sharing of results from change processes in a final seminar.

Throughout the programme, work on the Change Initiative is carried out as part of the participant's ordinary working time. Thus, it is essential that the participant's supervisor allocates and approves such time.

METHODOLOGY

The programme is designed for the participants to actively involve their own workplace and base learning on their own experiences and work context. A range of tools and methods support this learning approach, including group work, discussions, seminars, case studies, study visits and lectures. Participants are expected to actively contribute with their own experiences and expertise. Participants will also manage the development and implementation of the Change Initiative throughout the 12 months of the programme's duration, albeit with the support and coaching of the national facilitators, the thematic mentors, and participating peers.

The number of participants is limited to 25 (4–6 from each country) in order to ensure a close working relationship between participants, mentors and lecturers.

MANAGEMENT AND STAFF

The team includes Swedish and international thematic experts as well as national facilitators and local experts from the participating countries, all with extensive experience within their respective fields.

Admission requirements

INVITED COUNTRIES

Kenya, Tanzania, Uganda, Zambia and Zimbabwe.

TARGET GROUP

The programme targets individuals who can promote standards and self-regulation of the media sector in the respective countries in different ways. The programme management will identify strategically important participants from the media sector, such as media councils, judicial institutions, independent freedom of speech organisations, policy institutions, relevant ministries, parliamentary committees, and independent media outlets.

Although it focuses on individuals, the programme primarily targets organisations, and efforts are made to establish long-term relationships with the key organisations involved. Such collaborative organisations should be willing to commit themselves to participation over several years and be ready to cooperate with other organisations in the programme, even though they may have different opinions on regulatory frameworks. Capacity and interest to drive processes to achieve long-term goals is a prerequisite to becoming a collaborative organisation.

Applicants to the programme should:

- hold a key position in their organisation, with influence on a strategic level;
- have the drive and power to initiate and drive change processes;
- be highly proficient in English;
- hold a relevant academic degree; and
- be available and motivated for active participation through the whole training programme.

As we strive to obtain a gender balance in the programme, organisations are strongly encouraged to nominate female candidates.

LANGUAGE REQUIREMENTS

The training programme will be conducted in English and good English skills, both orally and in writing, are required. Candidates from countries where English is not an official language should do a language test with an official body in the home country, unless other documentation to support the participant's ability can be provided. Proficiency in English must be certified on the application form.

HEALTH REQUIREMENTS

Considering that the training programme consists of international travel and work away from home in a new environment, good health and full working capacity is necessary. It is therefore recommended that candidates undergo a medical examination before completing the Medical Statement in the application form.

OTHER REQUIREMENTS

Since a large part of the programme is offered online, the applicant must have regular, reliable access to the internet as well as a well-functioning e-mail address.

Due to the nature of the programme, family members are not allowed to accompany participants to the courses held in the region or Sweden.

COSTS

Sida will cover the costs for the programme fee, literature, accommodation, meals, health insurance, and international travel to the scheduled courses in phase 3 and 5.

Participants and/or their employers are responsible for any other costs such as:

- personal expenses;
- visa fees;
- domestic travel – in connection with international travel and meetings held locally;
- any local airport taxes and departure fees or such; and
- any costs for programme work taking place at the home organisation.

APPLICATION PROCESS

APPLICATION

- The application should be written on the special form attached and include a recent photo.
- Make sure your application is complete, accurate and legible.
- A candidate has to be nominated by his/her organisation, and an authorised director/ manager must sign the application.
- A scanned copy of the application should be submitted by e-mail to itp295@niras.se
- If a scanned copy is not possible, the original application shall be submitted to the nearest Swedish embassy/consulate.

The closing date for application is
1 August, 2021

SELECTION

All applicants will be notified of the results of the selection no later than September 2021.

The management of each participating organisation and the programme management will sign a Memorandum of Understanding (MoU) to confirm each party's responsibility and the organisation's commitment to participation and fulfilment of all phases of the training programme. Participation is only accepted when this MoU is signed by both parties.

As part of Sida's work with capacity and institutional development, the organisation offers international training programmes (ITP) for participants from low- and middle-income countries in priority areas. The programmes cover areas of strategic importance to the social, environmental and economic development of cooperating countries and are based on identified priorities and needs. In the long-term perspective, the ITPs shall contribute to institutional strengthening and capacity development in the cooperating countries.

ORGANISERS



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NIRAS International Consulting is one of Europe's larger development consulting actors working with donor-funded projects on four continents in more than 50 developing and emerging economies. We offer tailor-made solutions and transfer skills that help reduce poverty through e.g. activities facilitating inclusive economic growth, promoting equitable societies and improved health, and mitigating climate change. Our expertise covers the entire development agenda, including key areas such as governance issues, democracy and human rights, gender equality, water, agriculture, forestry, land administration, climate change, employment and health. NIRAS has a strong expertise in implementing Sida-financed ITPs within different fields of development.

Fojo Media Institute is Sweden's leading institute for media development, strengthening free, independent and professional journalism in Sweden and globally, as expressed in its 2018–2022 strategy. Fojo is an independent institution at the non-profit and public Linnæus University. We use our experience in Sweden and internationally to strengthen free, independent and professional journalism using a wide range of strategic approaches. For more than 45 years of continuous operation, Fojo has been engaged in more than 100 countries, strengthening the institutional capacity of our partner organisations and trained more than 50 000 journalists. In recent years, Fojo has increased its efforts to promote plurality of voices, in media content as well as in the industry as a whole, to create an enabling environment and to improve professional public interest journalism.

International Media Support (IMS) is a non-profit organisation that works to support local media in countries affected by armed conflict, human insecurity and political transition. Everywhere, citizens and leaders need information they can trust to make the decisions that develop their societies in a peaceful and democratic way. IMS supports the production and distribution of media content that meets internationally recognised ethical standards and works to ensure safe media environments.

Global Reporting is a media and communication company focusing on journalism, strategic communication, and global development. We offer everything from communication strategies, events, seminars, training and moderating to writing/editing, photography and graphic design. Our broad subject knowledge and experience from more than 100 countries enables us to describe processes and events without resorting to clichés. Several of our staff members are journalists, and we are regularly on journalistic assignments around the world. We are also the host organisation for Sweden's foremost arena for discussions on global issues, Global Bar.

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