

FOCUS SESSION 25:

Media, Accountability and the post 2015 Development Framework

Wednesday 8.00-9.15, Room 8

Objective:

The session will assess the role of media as a driver of accountability, particularly in the light of the UN High Level Panel report's recommendation that "access to independent media" should be part of a governance goal for the post 2015 Sustainable Development Goals.

Session Format:

The session will particularly address the following issues:

- What is the role of media in the 21st Century in improving government responsiveness and holding government to account? How does an effective media contribute to increased domestic resource mobilisation, including its role in tackling corruption and exposing illicit financial flows?
- What are the linkages – and differentiations - between support to media and other accountability and transparency initiatives, including those focused on access to information, open government and civil society?
- How can support for independent, trustworthy media improve its capacity constructively to hold government to account? How can support be better integrated into development cooperation strategies and what should such support focus on achieving?
- Few development agencies prioritise support for media and fewer still have specialist staff focused on this area. How can demand for support to media be more appropriately and effectively prioritised in the aid architecture?

Speakers/Panellists:

- Joseph Warungu, BBC TV Presenter and host of BBC Sema Kenya (Speak Kenya), and Knight International Journalism Fellow leading African Story Challenge with the African Media Initiative (facilitator)

- Jaime Abello Banfi, Director General, Gabriel Garcia Marquez Foundation, Colombia
- Nancy Lindborg, Assistant Administrator for Democracy, Conflict and Humanitarian Assistance, USAID, USA (to be confirmed)
- Erik Solheim, Chair, OECD Development Assistance Committee, Norway
- Dr. Roberto Tapia-Conyer, Director General, Carlos Slim Institute for Health and former Deputy Minister of Health, Mexico
- Representative from European Union (to be confirmed)

Background/Narrative:

The Report of the High-Level Panel of Eminent Persons the post 2015 Development Agenda argued that capable and responsive states are based on building “effective and accountable public institutions that support the rule of law, freedom of speech and the media, open political choice, and access to justice. We need a transparency revolution so citizens can see exactly where their taxes, aid and revenues from extractive industries are spent.” It argued for ensuring a post 2015 goal ensuring that “people enjoy freedom of speech, association, peaceful protest and access to independent media and information”.

The OECD DAC Governance Network has also been exploring how support to media can become more effective and coherent in ways that can improve governance, not least in bolstering accountability systems for improved service delivery, budgeting and domestic resource mobilization.

Meanwhile, the rapid transformation of media and communication environments in many countries have resulted in dramatic increases in access to information and communication technologies.

Related Links:

- *Accountability and Democratic Governance: Orientations and principles for development*, DAC Guidelines and Reference Series:
<http://www.oecd.org/dac/governance-development/For%20WEB%20Accountability%20and%20democratic%20governance%20Orientations%20and%20principles%20for%20development.pdf>
- High Level Panel Report on post 2015 Development Agenda:
<http://www.post2015hlp.org/>

Organisers:

- BBC Media Action (the BBC’s international development charity)
- the National Endowment for Democracy (Center for International Media Assistance)
- Global Forum for Media Development

- Deutsche Welle Akademie
- USAID and the OECD Development Assistance Committee Governance Network (GovNet)

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