**Template for Final Reports**

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| **Overall Project information** | |
| **Project title** | Strengthening a Gender-Sensitive Media Environment in the Maldives | |
| **Geographical scope/benefitting country(ies)** | National/ Maldives | |
| **Budget information** | *Budget code and Donor reference if appropriate*  ***South Asia Foundation: $10,000***  *UNESCO International Programme for the Development of Communication (IPDC): 18,000*  *Total Budget approved : $28,000* | |
| **UNESCO Responsible Office/Officer** | *Implementing Division, Field Office : CI/New Delhi*  *Hezekiel Dlamini, Advisor Communication and Information for South Asia*  [*h.dlamini@unesco.org*](mailto:h.dlamini@unesco.org) | |

**IPDC priority which was addressed by this project:**

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|  | Fostering media sector analysis and reform including conducting media assessments based on UNESCO´s MDIs, JSIs and IUIs\* |  |
|  | Monitoring and reporting on SDG 16 (focusing on access to information and/or safety of  journalists |  |
|  | Improving journalism education, including by using resources produced by IPDC´s Global  Initiative for Excellence in Journalism Education |  |
|  | Strengthening media institutions in developing countries |  |

\* MDIs: Media Development Indicators, JSIs: Journalists Safety Indicators, IUIs: Internet Universality Indicators

**I. KEY ACHIEVEMENTS**

Key Activities/Outputs:

• Educated and sensitized journalists and media personnel including media leadership and media trainers on the importance of positive journalism and creating a gender-balanced workplace. This activity entailed the establishment of an MOU with Delhi Metropolitan Education (India) to conduct the Training of Trainers (ToT) Program. As a result, 4 Journalists/writers were trained under the TOT program with Delhi Metropolitan Education with a panel of experts from other universities. Furthermore a 1-week training was organized in Male City for 30 participants, including journalist’s policy makers, media influencers, media authorities and officers from the Ministry of Gender Family and Social services;

• Introduced the gender sensitive guidelines that were developed in the earlier IPDC project, to educate the participants on its usage. An inaugural meeting was organized with the Gender Ministry and media to create awareness and introduce the Gender Sensitive Guidelines and potential media tools to control the gender quality of media content;

• Introduced the media regulation on gender that was recently endorsed by Ministry of Gender, Family and Social Services. A plan was developed to hold a random monitoring of media content 3 times a year to assess the effects of gender sensitivity training for media;

• Guided the participants on creating appropriate and gender sensitized content for media reporting or advertising so that Maldives Media will be gender-sensitized. To this effect, the Gender Sensitive Guidelines were printed for distribution to all the media outlets in the country.

Outputs:

* 4 journalists trained as trainers
* 30 participants trained on gender sensitive media
* 30 trained on the gender sensitive analysis of media content including advertising content;
* Gender Sensitive Guidelines were printed and distributed to all the media outlets.

Outcomes:

* The Ministry of Gender, Family and Social Services became an official partner in the implementation of the project and for sustaining /expanding its objectives;
* The UNRCO-Maldives has proposed to expand in 2022 the media training initiated by the project to other regions of the country with EU funding that was originally planned for the 16 Days of Activism against GBV in 2021.
* The project received co-funding from the South Asia Foundation of $10,000.

The testimonies of the participants can be heard from the link below**.**

[**https://drive.google.com/file/d/11W9QXIDapsUSr140spOPWyZ24Iscxr0l/view**](https://drive.google.com/file/d/11W9QXIDapsUSr140spOPWyZ24Iscxr0l/view)

**II. CHALLENGES AND RISKS IN IMPLEMENTATION, REMEDIAL ACTIONS, LESSONS LEARNT**

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| **Key challenges and risks in implementation** | **Remedial actions** |
| Limitations imposed by COVID-19 pandemic for travelling and gatherings based on health and safety. | A hybrid model was used for training as the physical space size became an issue with safe distancing protocols. |
| Low physical attendance due to work | Digital technology/ ZOOM video conferencing and the adjustment of the modules and timings accordingly. |

* *What are the key lessons learnt and good practices? How can these be taken into account in the future?*

The key lesson learned is that we have no choice but use hybrid models to increase participation and inclusivity. We also felt that our next training should be grouped based on their areas of expertise and hold dedicated sessions: example 1 day for print journalists, broadcasters and another day for visual media, films, advertising professionals and another day for educators, policy makers and so on and so forth. Otherwise it was difficult for the participants to come to sessions at a stretch leaving their jobs.

**III. VISIBILITY**

* The events were covered in news media, as well as on social media.
* The Ministry of Gender Family and Social Services published an article on the project.

 

Some of the links and news articles were posted in links below:

[**https://www.facebook.com/photo/?fbid=10165640876470366&set=pcb.10165640885780366&\_\_cft\_\_[0]=AZW1ujtuiCOl2KH60BtCmfrbjUk1BXef4J2IziGH8iZ6HTWzz9oqs4ZDjzu-LUvODTRB8\_xzU-mcuKQghm0bYTB-FMygF9s2LIMw2JZ12g1wTjQIEt8IvmlQpMslXrYxBvU&\_\_tn\_\_=\*bH-R**](https://www.facebook.com/photo/?fbid=10165640876470366&set=pcb.10165640885780366&__cft__%5b0%5d=AZW1ujtuiCOl2KH60BtCmfrbjUk1BXef4J2IziGH8iZ6HTWzz9oqs4ZDjzu-LUvODTRB8_xzU-mcuKQghm0bYTB-FMygF9s2LIMw2JZ12g1wTjQIEt8IvmlQpMslXrYxBvU&__tn__=*bH-R)

[**https://english.huntinews.com/unesco-supported-workshop-on-strengthening-a-gender-sensitive-media-environment-in-maldives-takes-off-at-dme/**](https://english.huntinews.com/unesco-supported-workshop-on-strengthening-a-gender-sensitive-media-environment-in-maldives-takes-off-at-dme/)

[**https://www.facebook.com/photo/?fbid=10158547417762374&set=pcb.10158547429252374&\_\_cft\_\_[0]=AZVUEN\_Vpkj6zENpJJLUQX1PPeXuWzl5peqrssaW70P784PYjreu8gOtThAUEgDotQEukA1CyPc2dycGHeIMSHVtIWTl17NhBdZCgQyYzsJahwvP4FHeNyo\_FxH0CQWzEHDr3Neov4-dxzEsfxH-mZUcN15I\_WYz2y6BnpWWvCGnCTqJYUiQiAR5B1BwnQWBPG6rMBFw9Q1zS24VCz0RA0Th&\_\_tn\_\_=\*bH-y-R**](https://www.facebook.com/photo/?fbid=10158547417762374&set=pcb.10158547429252374&__cft__%5b0%5d=AZVUEN_Vpkj6zENpJJLUQX1PPeXuWzl5peqrssaW70P784PYjreu8gOtThAUEgDotQEukA1CyPc2dycGHeIMSHVtIWTl17NhBdZCgQyYzsJahwvP4FHeNyo_FxH0CQWzEHDr3Neov4-dxzEsfxH-mZUcN15I_WYz2y6BnpWWvCGnCTqJYUiQiAR5B1BwnQWBPG6rMBFw9Q1zS24VCz0RA0Th&__tn__=*bH-y-R)

[**https://english.huntinews.com/unesco-workshop-on-gender-sensitivity-in-media-of-maldives-concludes-with-minister-aishath-in-the-chair/**](https://english.huntinews.com/unesco-workshop-on-gender-sensitivity-in-media-of-maldives-concludes-with-minister-aishath-in-the-chair/)

**IV. SUSTAINABILITY**

Through the feedback received it was clear that the participants learned knew skills and increased their knowledge on producing articles and media content with a gender lens. Sustainability of the program and its effects are guaranteed as policy makers from both the Ministry of Gender Family and Social Services as well as the Ministry for Arts and Culture were partners in the project and were closely involved in its implementation. The Ministry of Gender Family and Social Services assured of their support through the statements they made at the closing ceremonies of both the online ToT (hosted by the Delhi Metropolitan Education in India) as well as the hybrid workshops held in the Maldives. The policies that were proposed and the concepts behind the gender sensitive guidelines would be presented to the cabinet and to the policy makers to design policy instruments. This would ensure the sustainability of the initiative.

**V. SUPPORTING DOCUMENTATION**

*Please provide any relevant SUPPORTING DOCUMENTATION (NB - photos in particular are strongly recommended. Other examples: Reports from beneficiaries/project implementers, CI field professionals’ mission reports to visit project activities, press clippings, hyperlinks, etc.).*



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The hybrid workshop in the Maldives was inaugurated by the Hon. Yumna Maumoon, Minister of Arts, Culture and Heritage.

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Participants at the online ToT and hybrid workshops in the Maldives

* Final training manual on ethical and gender-sensitive reporting in the media;

[**https://drive.google.com/file/d/1KwQmFEPEaytl8kVEAttb-FoNcEULLzS5/view?ts=618a1cad**](https://drive.google.com/file/d/1KwQmFEPEaytl8kVEAttb-FoNcEULLzS5/view?ts=618a1cad)

**VI. IPDC’s Result Assessment Framework (RAF)**

Please fill in where you see that your project has contributed to achieving the overall targets of IPDC’s RAF (only fill in the yellow-highlighted spots).

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| **Output N°4: Capacities of media institutions in developing countries strengthened through support to locally-owned media development projects, and international consensus and mechanisms on media and internet policy issues promoted.** | | | **Assessment of output delivery** | |
| **Quantitative and/or qualitative performance indicator (PI)**  **(disaggregated by sex):** | **Baseline (B):** | **Target (T) for 2021:** | **Assessment of progress against Target** | |
| **Achievements as of 31/12/2019** | **Not delivered/Partially/Fully** |
| PI 1. Number of media development projects approved by the IPDC Bureau | New projects approved in 2020 | • 1 national project implemented for Strengthening a Gender-Sensitive Media Environment in the Maldives | * At least 1 developing country discussing media development. | Fully |
| **Activities:** | | | **Status** | |
| 1. WBS element and title of the activity   354GLO5008.4.12 - Strengthening a Gender-Sensitive Media Environment in the Maldives | | | implemented | |