



United Nations  
Educational, Scientific and  
Cultural Organization

# Executive Board

Two hundredth session

# 200 EX/10

PARIS, 8 August 2016  
Original: English

Item 10 of the provisional agenda

## UNESCO PRIZES

### RENEWAL OF THE UNESCO/GUILLERMO CANO WORLD PRESS FREEDOM PRIZE

#### SUMMARY

In conformity with the Revised Overall Strategy for UNESCO Prizes and its Constituent Criteria (191 EX/12 and 196 EX/12), an external evaluation of all aspects of the UNESCO/Guillermo Cano World Press Freedom Prize was carried out from March to June 2016 for the past six years of the Prize. By way of this report, the Director-General informs the Executive Board about the results of the evaluation and recommends the continuation of the Prize. In compliance with the Overall Strategy for UNESCO Prizes, the revised Statutes of the Prize, as well as the Financial Regulations of the Special Account for the Prize, as contained in the Annexes I and II of this document, are submitted to the Executive Board for its approval.

Action expected of the Executive Board: Proposed decision in paragraph 21.



## I. INTRODUCTION AND BACKGROUND

1. Every year since it was created in 1997 by Executive Board decision 151 EX/Decision 3.4.2, the UNESCO/Guillermo Cano World Press Freedom Prize (the Prize) honours a person, organization or institution that has made an outstanding contribution to the defense and/or promotion of press freedom anywhere in the world, and especially when this has been achieved in the face of danger. The Prize was established in 1997 on the initiative of UNESCO and is formally conferred each year by the Director-General on 3 May, World Press Freedom Day. The Prize is named in honour of Guillermo Cano Isaza, a Colombian journalist who was assassinated in front of the offices of his newspaper, *El Espectador*, in Bogotá, on 17 December 1986.

2. The revised strategy for UNESCO Prizes (191 EX/12) sets the duration of a prize period as six years after which a renewal may be considered. The UNESCO/Guillermo Cano World Press Freedom Prize was aligned in 2009 by 182 EX/Decision 58 and has thus become due for mandatory evaluation and consideration of renewal. An evaluation was therefore undertaken for the past six years of the Prize with the intent that its results be presented by the Director-General to the Executive Board at its 200th session in October 2016. The main objective of this evaluation is to inform the decision for renewal of the UNESCO/Guillermo Cano World Press Freedom Prize in accordance with UNESCO Rules and Regulations as set out in 191 EX/12 and 196 EX/12, and to generate evidence-based recommendations in order to enhance the relevance and effectiveness of the Prize.

## II. KEY FINDINGS OF THE EXTERNAL EVALUATION

3. The assessment framework for renewal studies (196 EX/12 Part I, Annex) specifies the criteria to be covered under each of the five dimensions identified (relevance, prestige, integrity, management, financial considerations) as well as the proposed methods and sources of verification. This was used as the basis for the study's research, with the external review of the UNESCO/Guillermo Cano World Press Freedom Prize, conducted between May and June 2016, focusing on these five dimensions in considering the renewal of the Prize:

### Programmatic relevance of the Prize and alignment with UNESCO's strategic objectives

4. The evaluation finds that the Prize is clearly aligned with UNESCO's mission and strategy. UNESCO's mission states: "As a specialized agency of the United Nations, UNESCO – pursuant to its Constitution – contributes to the building of peace, the eradication of poverty, and sustainable development and intercultural dialogue through education, the sciences, culture, communication and information". Further, UNESCO's Medium-Term Strategy 2014-2021 (37/C4) states that "Promoting freedom of expression, media development and access to information and knowledge" is one of the Organization's nine strategic objectives. Given the description of the Prize and who it is awarded to, the Prize contributes to the achievements of Strategic Objective 9 and is thus aligned with UNESCO's mandate. The Prize is also aligned with UNESCO's programmes (37 C/5 and 38 C/5), in particular the Main Line of Action 1: Promoting an enabling environment for freedom of expression, press freedom and journalistic safety, facilitating pluralism and participation in media, and supporting sustainable and independent media institutions.

5. According to the evaluation, the Prize contributes to UNESCO's global priorities and efforts to promote an enabling environment for freedom of expression, press freedom and journalistic safety. The Prize is very well aligned with UNESCO programmes and strategic objectives and continues to be highly relevant. It is the only UNESCO Prize that concerns freedom of expression and freedom of the press. The Prize is also clearly aligned with mandates of both current donors as regards promotion of freedom of expression and freedom of press.

6. The evaluation finds that the Prize does have clear added value in comparison to other similar prizes given by NGOs due to its affiliation with a United Nations agency and the consequent perception of the Prize holding more weight.

7. According to the evaluation, the Prize clearly has overwhelmingly positive effects on the prize-winner and has likely facilitated the release from prison for all those laureates who were in prison when they won the Prize.

#### Prestige and visibility of the Prize

8. The current cash value of the UNESCO/Guillermo Cano Prize is \$25,000, placing it in the middle of UNESCO prize cash values. The Revised Strategy: UNESCO Prizes states “the intrinsic moral value of a prize is more important than any monetary value granted by such a prize. The award for prizes, nonetheless, should be of significant monetary value to maintain the prestige of a Prize.” The evaluation suggests raising the cash value of the Prize in order to be more credible and more visible.

Secretariat response: UNESCO will explore the feasibility of raising the cash value of the Prize through extrabudgetary fundraising.

9. To this day, there are 12 members of the jury selected by the Director-General. The selection ensures not only geographical and gender balance but also media balance. According to the evaluation, all jury members felt that the jury members were of a high calibre. Also, the jury clearly operates independently without interference from UNESCO or the donors in selecting the Prize winner. The evaluation requests that UNESCO should consider more representation of digital media in the jury and among the candidates.

Secretariat response: UNESCO will look for higher representation of digital media in the jury and among the candidates. An amendment to this effect is proposed in the rules in Annex I.

10. The total number of jurors (12) is high when compared to other UNESCO Prizes (3-4). The evaluation suggests that UNESCO could consider reducing the number of jury members to six which figure would still enable representation of a jury member from each UNESCO regional group.

Secretariat response: An amendment to this effect is proposed in the rules in Annex I.

11. Concerning the nomination process of candidates for the Prize, the evaluation finds that the rules clearly stipulate how nominations are made and these are followed.

12. The evaluation notes that according to the revised strategy for UNESCO Prizes (191 EX/12) “Prizes should be supported by adequate funding and capacities to ensure global visibility of the prize”. This is supported by the Annex to 196 EX/12 Part I (Assessment criteria for feasibility studies and renewal studies of UNESCO Prizes) states that a “realistic budget covered by the donor is earmarked for communication and branding”.

13. The evaluation finds that there is no earmarked budget related to communication and visibility of the Prize other than regular funding earmarked for World Press Freedom Day events, under which the Prize falls.

14. According to the evaluation, there should be a communication strategy with clear indication on how the visibility of the Prize is promoted. It notes that, according to the revised overall strategy for UNESCO prizes, “Prizes should be supported by adequate funding and capacities to ensure global visibility”. The evaluation deems this to be a weakness of the Prize.

15. The evaluation finds that while the Prize ceremony is in the framework of the World Press Freedom Day celebrations, thereby gaining visibility at that time, this could be increased. It states that the Prize is known by the professionals of media but not enough by the public at large.

Secretariat response: For the future, a communication strategy for the Prize will be elaborated between the CI Sector in close partnership with the External Relations and Public Information Sector. This will involve the production and dissemination by UNESCO of more communication materials, in particular visual materials, to enhance the visibility of the Prize. Nomination shall be accompanied by at least a photo portrait of the candidate. An amendment to this effect is proposed in the rules in Annex I. UNESCO will invite former laureates of the Prize to the Prize ceremony and will look into further opportunities for involving them in CI Sector major events and programmes on freedom of expression and safety of journalists.

#### Integrity of the Prize

16. There are no concerns raised by the evaluation with the financial integrity of the current donors. The current Prize donors are the Cano Foundation and the Helsingin Sanomat Foundation. Both foundations are independent organizations whose objectives are aligned with those of UNESCO pertaining to freedom of expression and freedom of the press. Both organizations have been around for over 20 years, and there is no evidence to suggest that the financial integrity of either donor is questionable.

#### Management of the Prize

17. The evaluation states that collaboration between the donors and UNESCO is going very well and there is a clear division of labour in the management of the Prize. The UNESCO Secretariat manages all key tasks of the Prize, including the nomination process, jury deliberation process and all events surrounding announcement of the Prize at World Press Freedom Day. The UNESCO Secretariat manages the UNESCO brand effectively.

#### Financial considerations

18. The evaluation notes that there is no Regular Programme budget for the Prize. Document 191 EX/12 states that all funding associated with the Prize must come from extrabudgetary resources. Any branding and communications are included in the budget for World Press Freedom Day and thus comes from that budget. This is due to the interlinked nature of the Prize to World Press Freedom Day.

19. Based on the financial status report received from the Secretariat, the evaluation identifies budget lines in the extrabudgetary funds for the Prize that are given to personnel costs and jury member missions, which it recognizes as making possible the operations of the Prize.

Changes are proposed to the Articles 2.2, 2.5, 3, 5.1, 5.3, 5.4,5.5 and 6.1 (d) of the Annex I in order to follow the recommendations of the external evaluation concerning the financial regulations and the number of the jury members.

### **III. AMENDMENTS OF THE STATUTES**

20. Following the external review, the Director-General hereby submits to the Executive Board a proposal to renew the UNESCO/Guillermo Cano World Press Freedom Prize and related amendments to the current Statutes, as contained in Annex I to this report.

**Proposed decision**

21. In light of the above, the Executive Board may wish to adopt the following decision:

The Executive Board,

1. Recalling UNESCO Executive Board Decision 151 EX/3.4.2, by which it established the UNESCO/Guillermo Cano World Press Freedom Prize,
2. Taking into consideration 191 EX/Decision 12 and 196 EX/Decision 12 on the implementation and adoption of Revised Overall Strategy for UNESCO Prizes and its Constituent Criteria and the recommendation contained therein,
3. Having examined document 200 EX/10 concerning the proposed renewal of the UNESCO/Guillermo Cano World Press Freedom Prize, the proposed amendments to the current Statutes of the Prize including modifications to the model Statutes (number of Jury members and voting process) and the Financial Regulations as contained in the Annexes I and II of the document 200 EX/10,
4. Decides to renew the UNESCO/Guillermo Cano World Press Freedom Prize for a period of six years and approves the amended Statutes of the Prize as set out in Annex I of the document.

## **ANNEX I**

### **REGULATIONS FOR THE UNESCO/GUILLERMO CANO WORLD PRESS FREEDOM PRIZE**

#### **Article 1 – Purpose**

UNESCO established the World Press Freedom Prize in honor of Guillermo Cano, a Colombian journalist who died in the exercise of his profession. The purpose of the UNESCO/Guillermo Cano World Press Freedom Prize is to reward each year a person, organization or institution that has made a notable contribution to the defense and/or promotion of press freedom anywhere in the world, especially if risks have been involved. The objective of the Prize is in conformity with UNESCO's policies and is related to the program of the Organization in the field of communication and information and, more specifically, to the priority given to promoting an enabling environment for freedom of expression and freedom of information.

#### **Article 2 – Designation, amount and periodicity of the Prize**

- 2.1 The Prize shall be entitled “UNESCO/Guillermo Cano World Press Freedom Prize”.
- 2.2 The Prize shall be funded by voluntary contributions from States, international agencies and organizations, as well as other entities and shall consist of recurrent payments to be deposited in a special account opened for that purpose in accordance with the Financial Regulations of UNESCO. The value of the Prize shall be of a minimum of 25,000 USD and determined by the Director-General in consultation with the donors on the basis of the contributions received, the interest on the sum deposited in the special account in accordance with the Financial Regulations of UNESCO, and the charges to be borne by the account for the cost of administering the Prize.
- 2.3 The prize also consists of a certificate and an object symbolizing the award and granted to the prize winner.
- 2.4 All funds received and the interest accrued thereon shall be kept in a special interest-bearing account for the Prize (see Financial Regulations in Annex II).
- 2.5 The full staff support and operating/management costs of the Prize, including all costs relating to the award ceremony and public information activities shall be fully covered by the Cano Foundation and other donors. To this end, the Director-General shall determine a mandatory overhead cost amount to be applied and charged against the funds in the Special Account, which is to be established under the Financial Regulations for the Prize.
- 2.6 The Prize shall be awarded yearly.

#### **Article 3 – Conditions/qualifications of candidates**

Candidates shall have made a significant contribution to press freedom anywhere in the world representing all types of media including digital media. Prizes may be conferred upon individuals, institutions, other entities or non-governmental organizations.

#### **Article 4 – Designation/selection of the prize winner(s)**

The prize winner shall be selected by the Director-General of UNESCO on the basis of the assessments and recommendations made to him/her by a jury.

### **Article 5 – Jury**

- 5.1 The Jury shall consist of one independent member, representing all types of media including digital media, from each of the six regions as defined by UNESCO, in other words six persons appointed in their individual capacity by the Director-General of UNESCO for a period of three years, renewable once.
- 5.2 Representatives and alternates of Members of the Executive Board may not be appointed as jurors. Jurors involved in a real or potential conflict of interest shall recuse themselves from further deliberations or be requested by the Director-General to do so. The Director-General may replace members of the Jury on legitimate grounds.
- 5.3 The Director-General shall appoint the President of the Jury. Members shall receive no remuneration for their work, but will receive allowances for travel and accommodation, where required. A quorum of four will be required for jury deliberations to proceed. The working languages for the Jury's deliberations shall be English and French.
- 5.4 An ad hoc working group of three Jury members, one of whom is the President, shall make a pre-selection to reduce the number of candidates to no more than twelve, if necessary. The working group should give priority to the candidates most frequently nominated. Any dispute over the pre-selection shall be settled by a simple majority vote of the members of the Jury, and the Jury may amend the final list of candidates accordingly.
- 5.5 The Jury shall conduct its business and deliberations in conformity with these Statutes and shall be assisted by a member of the UNESCO Secretariat designated by the Director-General. Decisions shall be taken by consensus to the possible extent, and otherwise by secret ballot until a simple majority is obtained and with the President having a deciding-vote in the event of equal votes.
- 5.6 The Jury shall deliberate every year by electronic means.
- 5.7 The Jury shall recommend only one prize winner to the Director-General of UNESCO.

### **Article 6 – Nomination of candidates**

- 6.1 When UNESCO has received the funding for the Prize, as indicated in Article 2 above, the Director-General of UNESCO shall officially invite the submission of nominations to the Secretariat of the Prize, by 15 February, from the governments of Member States, in consultation with their National Commissions, as well as from international and regional professional and non-governmental organizations active in the fields of journalism and freedom of expression. The Jury shall vote, by electronic means, around 15 March and shall notify the Director-General of its choice.
- 6.2 Nominations shall be submitted to the Director-General by the governments of Member States, in consultation with their National Commissions, and by international and regional professional and non-governmental organizations active in the field of journalism and freedom of expression. A self-nomination cannot be considered.
- 6.3 Each nomination shall be accompanied by a written recommendation, which shall include, in English or French, *inter alia*:
  - (a) a description of the candidate's background and achievements;
  - (b) the candidate's contributions of major importance to the promotion of freedom of the press, submitted to the Jury for consideration;
  - (c) a definition of the candidate's contribution to the Prize's objectives.

- (d) a high-resolution photo portrait of the candidate

#### **Article 7 – Procedure for the awarding of the Prize**

- 7.1 The Prize shall be awarded by the Director-General at an official ceremony held for that purpose on 3 May, on the occasion of World Press Freedom Day. UNESCO shall present to the prize winner a check for the amount of the Prize, together with a diploma and an object symbolizing the award. UNESCO shall officially announce the name(s) of the prize winner.
- 7.2 The prize winner, shall, if possible, give a lecture on a subject relevant to the work for which the Prize has been awarded. Such a lecture shall be organized during or in connection with the prize ceremony.
- 7.3 Work produced by a person since deceased shall not be considered for the Prize. If, however, a prize winner dies before he or she has received the Prize, then the Prize may be presented posthumously.
- 7.4 Should a prize winner decline the Prize; the Jury shall submit a new proposal to the Director-General.

#### **Article 8 – Sunset clause – mandatory renewal of the Prize**

- 8.1 After a period of six years, the Director-General of UNESCO together with the donors will undertake a review of all aspects of the Prize and decide about its continuation or termination. The Director-General will inform the Executive Board of UNESCO about the results of this review.
- 8.2 In case of termination of the Prize, the use of any unspent balance of funds shall be determined by the Director-General, in accordance with the Financial Regulations of the Prize.

#### **Article 9 – Appeals**

No appeals shall be allowed against the decision of UNESCO with regard to the award of the Prize. Proposals received for the award of the Prize may not be divulged.

#### **Article 10 – Amendments to the Statutes of the Prize**

Any amendment to the present Statutes shall be submitted to the Executive Board for approval.



## **ANNEX II**

### **FINANCIAL REGULATIONS OF THE SPECIAL ACCOUNT FOR THE UNESCO/GUILLERMO CANO WORLD PRESS FREEDOM PRIZE**

#### **Article 1 – Creation of a Special Account**

- 1.1 In accordance with Article 6, paragraphs 5 and 6, of the Financial Regulations of UNESCO, it is hereby created a Special Account for the UNESCO/Guillermo Cano World Press Freedom Prize, hereafter referred to as the Special Account.
- 1.2 The following regulations shall govern the operation of the Special Account.

#### **Article 2 – Financial period**

The financial period shall correspond to that of UNESCO.

#### **Article 3 – Purpose**

The purpose of the UNESCO/Guillermo Cano World Press Freedom Prize is to reward each year a person, organization or institution that has made a notable contribution to the defense and/or promotion of press freedom anywhere in the world, especially if risks have been involved. The amounts deposited in the Special Account shall be used to finance the UNESCO/Guillermo Cano World Press Freedom Prize and its operational and related costs.

#### **Article 4 – Income**

The income of the Special Account shall consist of:

- (a) voluntary contributions from States, international agencies and organizations, as well as other entities;
- (b) such amounts provided from the regular budget of the Organization as might be determined by the General Conference;
- (c) such subventions, endowments, gifts and bequests as are allocated to it for purposes consistent with the object of the Special Account;
- (d) miscellaneous income, including any interest earned on the investments referred to in Article 7 below.

#### **Article 5 – Expenditure**

The Special Account shall be debited with the expenditure relating to its purpose as described in Article 3 above and the Statutes of the Prize, including administrative expenses specifically relating to it and programme support costs applicable to it.

#### **Article 6 – Accounts**

- 6.1 The Chief Financial Officer shall maintain such accounting records as are necessary.
- 6.2 Any unused balance at the end of a financial period shall be carried forward to the following financial period.
- 6.3 The accounts of the Special Account shall be presented for audit to the External Auditor of UNESCO, together with the other accounts of the Organization.

6.4 Contributions in kind shall be recorded outside the Special Account.

#### **Article 7 – Investments**

7.1 The Director-General may make short-term investments of sums standing to the credit of the Special Account.

7.2 Interest earned on these investments shall be credited to the Special Account.

#### **Article 8 – Closure of the Special Account**

The Director-General shall consult the Executive Board at such time as he/she deems that the operation of the Special Account is no longer necessary. Such consultation shall be undertaken after having taken into account views of the donor(s) to the Prize.

#### **Article 9 – General provision**

9.1 Any amendment to these Financial Regulations shall be approved by the Director-General after consultations with the donor(s) of the Prize. The Executive Board shall be informed accordingly of any such amendments.

9.2 Unless otherwise provided in these Regulations, the Special Account shall be administered in accordance with the Financial Regulations of UNESCO.