

SECRETARY-GENERAL'S PEACEBUILDING FUND
PROJECT DOCUMENT TEMPLATE



United Nations
Peacebuilding

PBF PROJECT DOCUMENT

(Length : Max. 12 pages plus cover page and annexes)

Country(ies): Myanmar	
Project Title: Preventing hate speech and promoting peaceful society through Media and Information Literacy	
Project Number from MPTF-O Gateway (if existing project):	
PBF project modality: <input checked="" type="checkbox"/> IRF <input type="checkbox"/> PRF	If funding is disbursed into a national or regional trust fund: <input type="checkbox"/> Country Trust Fund <input type="checkbox"/> Regional Trust Fund Name of Recipient Fund:
List all direct project recipient organizations (starting with Convening Agency), followed type of organization (UN, CSO etc.): UNESCO (Convening Agency) and UNDP List additional implementing partners, Governmental and non-Governmental: Outcome 1: Ministry of Information (MoI), Myanmar Press Council, Myanmar ICT for Development Organization and Myanmar Book Aid and Preservation Foundation. Outcome 2: Union Election Commission (UEC) Outcome 3: In close consultation with the Ministry of Information (MoI) and the Myanmar Press Council, UNESCO and UNDP will support the setting up of a multi-stakeholder platform with key national stakeholders such as media and social influencers to promote diversity, inclusivity and non-discrimination in Myanmar	
Expected project commencement date¹: July 2020 Project duration in months:² 18 months Geographic zones for project implementation: Nation-wide	
Does the project fall under one of the specific PBF priority windows below: <input type="checkbox"/> Gender promotion initiative	

¹ Note: actual commencement date will be the date of first funds transfer.

² Maximum project duration for IRF projects is 18 months, for PRF projects – 36 months.

- Youth promotion initiative
- Transition from UN or regional peacekeeping or special political missions
- Cross-border or regional project

Total PBF approved project budget* (by recipient organization):

UNESCO: \$ 1,499,393.14

UNDP: \$ 1,000,606.07

Total: 2,499,999.21

**The overall approved budget and the release of the second and any subsequent tranche are conditional and subject to PBSO's approval and subject to availability of funds in the PBF account. For payment of second and subsequent tranches the Coordinating agency needs to demonstrate expenditure/commitment of at least 75% of the previous tranche and provision of any PBF reports due in the period elapsed.*

Any other existing funding for the project (amount and source):

Project total budget:

PBF 1st tranche:

UNESCO: \$

1,049,575.20

UNDP: \$ 700,424.25

Total: \$ 1,749,999.45

PBF 2nd tranche*:

UNESCO: \$ 449,817.94

UNDP: \$ 300,181.82

Total: \$ 749,999.76

Two-three sentences with a brief project description and succinct explanation of how the project is time sensitive, catalytic and risk-tolerant/ innovative:

The project will counter hate speech and disinformation while promoting peaceful and credible elections in 2020 and beyond the election period, and strengthen critical technical aspects of the electoral process to safeguard diversity, inclusivity, and gender equality to reduce the risk of community grievances becoming a trigger for hate speech and tensions. The project will also support the setting up of a multi-stakeholder platform to lead a nationally-owned movement that can be sustained beyond the elections. This movement will bring a variety of key national stakeholders such as media and social influencers together to set strategic directions and lead action on promoting diversity, inclusivity and non-discrimination in Myanmar.

Summarize the in-country project consultation and endorsement process prior to submission to PBSO, including through any PBF Steering Committee where it exists:

The Special Envoy to Myanmar and her office fully supports the project the project idea and suggested outcome 3 of this project to be added in order to plant the seeds for more long-term work on non-discrimination (beyond the elections).

The envisaged work of UNDP and UNESCO was presented during one of the election coordination meetings to ensure coherence with other actors working on similar issues. UNESCO's and UNDP's work on hate speech and the non-discrimination platform will be closely coordinated in an election coordination subgroup that focuses on social media and hate speech. Extensive consultations have also taken place during the Needs Assessment Mission (NAM) conducted by the Electoral Assistance Division (EAD) of the UN Department of Political and Peacebuilding Affairs (DPPA) in 2018 during which several national state and non-state actors requested the UN for assistance, articulating the importance of an involvement of the UN in the 2020 electoral cycle. The NAM report also recommended the UN provide targeted and phased technical assistance. Hence, the project is also a direct follow-up of these recommendations.

The proposed approach of tackling hate speech in conjunction with addressing issues of inclusivity, diversity and gender equality is considered innovative.

UNESCO extensively consulted with the Ministry of Information (MoI), the Myanmar Press Council (MPC) and relevant (social) media stakeholders when designing this project.

Project Gender Marker score: 2³
Specify % and \$ of total project budget allocated to activities in direct pursuit of gender equality and women's empowerment: 50 % for Gender Empowerment, a total of \$ 1,257,121.26 _____

Project Risk Marker score: 2⁴

Select PBF Focus Areas which best summarizes the focus of the project (*select ONLY one*): 2.3⁵

If applicable, **Sustainable Development Goal** to which the project contributes: SDG 16 and SDG 5

<p>Type of submission:</p> <p><input checked="" type="checkbox"/> New project</p> <p><input type="checkbox"/> Project amendment</p>	<p>If it is a project amendment, select all changes that apply and provide a brief justification:</p> <p>Extension of duration: <input type="checkbox"/> Additional duration in months:</p> <p>Change of project outcome/ scope: <input type="checkbox"/></p> <p>Change of budget allocation between outcomes or budget categories of more than 15%: <input type="checkbox"/></p> <p>Additional PBF budget: <input type="checkbox"/> Additional amount by recipient organization: USD XXXXX</p> <p>Brief justification for amendment:<i>Note: If this is an amendment, show any changes to the project document in RED colour or in TRACKED CHANGES, ensuring a new result framework and budget tables are included with clearly visible changes. Any parts of the document which are not affected, should remain the same. New project signatures are required.</i></p>
--	--

³ **Score 3** for projects that have gender equality as a principal objective
Score 2 for projects that have gender equality as a significant objective
Score 1 for projects that contribute in some way to gender equality, but not significantly (less than 15% of budget)

⁴ **Risk marker 0** = low risk to achieving outcomes
Risk marker 1 = medium risk to achieving outcomes
Risk marker 2 = high risk to achieving outcomes

⁵ **PBF Focus Areas** are:
(1.1) SSR, (1.2) Rule of Law; (1.3) DDR; (1.4) Political Dialogue;
(2.1) National reconciliation; (2.2) Democratic Governance; (2.3) Conflict prevention/management;
(3.1) Employment; (3.2) Equitable access to social services
(4.1) Strengthening of essential national state capacity; (4.2) extension of state authority/local administration; (4.3) Governance of peacebuilding resources (including PBF Secretariats)

PROJECT SIGNATURES

Note: Under this proposal, UNESCO, in collaboration with the Ministry of Information, will promote Media and Information Literacy (MIL), through community centers and libraries, as a means to counter the spread of misinformation and hate speech, and to promote alternative narratives and positive messaging. It will also closely consult the Ministry of Information on all other activities that the Organization will implement under this proposal.


Representative of National Authorities	Recipient Organization
Ministry of Information, The Republic of the Union of Myanmar	United Nations Educational, Scientific and Cultural Organization (UNESCO) Myanmar
 <i>Signature</i> U Aye Kywe, Acting Director General, Information and Public Relations Department	 <i>Signature</i> Min Jeong Kim, Head of Office
<i>Date & Seal</i> 	<i>Date & Seal</i> 

PROJECT SIGNATURES

Note: Under this proposal, UNDP will work in collaboration with the Union Election Commission to strengthen inclusivity, diversity and gender equality of the electoral process.

Representative of National Authorities	Recipient Organization
The Union Election Commission	United Nations Development Programme (UNDP) Myanmar
 <i>Signature</i> U Khin Maung Oo, Director General	 <i>Signature</i> Dawn Del Rio, Officer-In-Charge/ Deputy Resident Representative
<i>Date & Seal</i> 	<i>Date & Seal</i> 

PROJECT SIGNATURES

<p>Recipient Organization</p> <p>United Nations Educational, Scientific and Cultural Organization (UNESCO) Myanmar</p> <p style="text-align: center;"></p> <p><i>Signature</i> Min Jeong Kim, Head of Office</p> <p><i>Date & Seal</i></p> <div style="text-align: center;"></div>	<p>Recipient Organization</p> <p>United Nations Development Programme (UNDP) Myanmar</p> <p style="text-align: center;"></p> <p><i>Signature</i> Dawn Del Rio, Officer-In-Charge/ Deputy Resident Representative</p> <p><i>Date & Seal</i></p> <div style="text-align: center;"></div>
<p>Head of UN Country Team</p> <p><i>June Kunugi</i></p> <p style="text-align: center;"></p> <p><i>Signature</i> United Nations Resident Coordinator a.i.</p> <p><i>Date & Seal</i></p>	<p>Peacebuilding Support Office (PBSO)</p> <p><i>Oscar Fernandez-Taranco</i></p> <p style="text-align: center;"></p> <p><i>Signature</i> Assistant Secretary-General, Peacebuilding Support Office</p> <p><i>Date & Seal</i></p>

I. Peacebuilding Context and Rationale for PBF support (4 pages max)

a) Analysis

Myanmar is scheduled to hold elections for national and state/regional legislatures in late 2020 with over 1,100 seats to be contested at the different levels.

While hate speech and disinformation is a larger problem in Myanmar, it particularly presents a risk to peaceful and credible elections in 2020. At the same time, grievances about the credibility of elections could also lead to a spike in hate speech and fuel intercommunal tensions. The below analysis therefore puts a focus on the interaction between intercommunal tensions, hate speech and elections.

Contested elections risking to divide communities:

Myanmar has a rich cultural diversity with 135 ethnic groups and 117 languages recognized by the Constitution. However, ethnic and other identities are divisive issues.

The 2020 elections will take place at a time when there are deep communal divisions and on-going armed conflict in parts of the country. The country has had insurgent movements that pre-date its independence in 1948 and Myanmar has one of the world's longest running armed conflicts. There are several major ethnic armed organizations in the country. It is expected that parties may appeal to ethnic and other identities to gain electoral advantages. If expectations of voters are disappointed and the electoral process and results are not widely perceived as inclusive and credible, this may increase tensions in a political setting that already includes hate speech and disinformation online. This may not only lead to tensions before, during and after elections but also potentially have a more destabilizing influence in the long term. A more polarized environment in Myanmar will impede the development of constructive solutions needed to address key challenges associated with the country's triple transition, which is the transition from an authoritarian system to democratic governance; from a centrally-directed economy to market-oriented reforms; and from 60 years of conflict to fostering sustainable peace. Increased tensions between ethnic and other identity groups as a result of elections may also negatively affect the overall transition, which requires improving trust between such groups and building confidence in democratic institutions.

The ruling National League for Democracy (NLD) and the Union Solidarity and Development Party (USDP) are the two largest political parties but many smaller parties are also expected to compete in these elections, including many ethnic parties. In all, almost a hundred political parties are expected to register. Competition for votes may risk escalating pre-existing tensions around the elections. This could impact not only the conduct of the elections but further entrench communal divisions.

Hate speech and disinformation as a driver of intercommunal tensions during elections:

Decades of grievances have entrenched communal divisions and fed suspicion, prejudice and distrust that, combined with hate speech and disinformation, can potentially lead to increased tensions during times of contested elections.

Ethnic and other identity can therefore spark violent conflicts when misused on social media. Hate speech and disinformation circulating on Facebook and mobile messaging apps such as

Viber may therefore destabilize politics and disrupt the preparations of the elections in 2020. In Myanmar, propaganda networks are highly effective in spreading sentiments against particular groups.

The inter-communal violence that took place in Mandalay in 2014 was started by false information, spreading quickly through social media stirring prejudices that triggered mob violence. As the 2020 elections are expected to be tightly contested, there is deep concern that parties, candidates and their supporters will seek to exploit existing divisions, inciting to hatred and spreading disinformation to win votes.

Intimidation, harassment and attacks against parties, candidates and their supporters would deter them from participating freely in the elections. Any such incidents would disrupt the electoral process and undermine its credibility and inclusiveness. Beyond the elections, any such violence and deepening of communal divisions will have longer term consequences for social cohesion.

It has been forecast that online hate speech and disinformation in the run-up to the next general election will make 2020 an important year for Myanmar from a prevention standpoint. The risk of increased tensions around the 2020 elections is amplified due to the ease and speed in which hate speech and disinformation is spread. Myanmar is especially vulnerable because of the proliferation of smartphones and widespread use of social media, notably Facebook; insufficient media literacy to critically evaluate news and information; and cultural norms that encourage sharing of news and information. The number of active social media users in Myanmar has tripled since the previous elections, from 7.3 million in 2015 to 21 million in 2019.⁶ This represents 39 percent of the population and most social media users are aged between 13-44 years. The pervasiveness of social media is not only measured by these millions of users but also by the many non-users who get updates through family and friends who have Facebook accounts. The Myanmar Audience Study identified a long-held “informal sharing culture” in which news and information sourcing and sharing news is part of social engagement in Myanmar culture.⁷ The USIP report expects that Facebook’s prominence will also ensure that it will be the major source of information – and probably disinformation – in the lead up to the 2020 election.⁸

Despite the pervasive use of social media, the Myanmar Audience Study concluded that the level of Media and Information Literacy⁹ (MIL) in Myanmar remains low, with many finding it difficult to decipher media content and grasp the role and purpose of media and news.¹⁰ The need for MIL was a common refrain at the 7th edition of the Myanmar Media Development Conference (Naypyitaw, December 2018). A recent study commissioned by Facebook, “Human Rights Impact Assessment: Facebook in Myanmar” identified some of the misuses of Facebook: Using multiple fake accounts and news pages by organized groups to spread hate speech, and disinformation for political gain; Spreading rumors about people and events, which has been associated with communal violence and mob justice; Character assassination, which in extreme cases has extended to online death threats and public disclosure of private

⁶ Digital reports by We are Social in 2015 and 2019.

⁷ Lehman Jacobsen, E., The Myanmar Audience Study, IMS-Fojo, 2018.

⁸ Callahan p. 10.

⁹ For the purpose of this project, Media and Information Literacy is understood as “a set of competencies that empower citizens to access, retrieve, understand, evaluate and use, create, as well as share information and media content in all formats, using various media, in a critical, ethical and effective way, in order to participate and engage in personal, professional and societal activities”.

¹⁰ Lehman Jacobsen.

information; Inciting violence and causing offline harm; Spreading hate messages directed against ethnic-, religious groups and civil society activists; and Extorting and harassing women, with their photos stolen or manipulated (via Photoshop) and posted in pornographic sites with their contact information.¹¹ The same study reported a “digital literacy crisis” where a large number of Internet users find it difficult to verify or differentiate content (for example, factual news from disinformation)”, and it acknowledged that implementation of Facebook’s Community Standards¹² is challenging in the Myanmar context, “where the majority of the population lacks the digital literacy to effectively navigate the complex world of information-sharing online, and where a minority of users is seeking to use Facebook as a platform to undermine democracy and incite offline violence.”¹³ Facebook also faces specific technical challenges related to using algorithms to monitor potential hate speech in Myanmar due to the way Myanmar script/fonts are rendered on computer scripts.

In addition to the spread of social media, Myanmar has also experienced an expansion in traditional media (print, radio and TV) since the News Media Law was passed in 2014, putting an end to over 40 years of monopoly of Government owned media. It is estimated there are approximately 4,000 journalists in Myanmar, not including those from state-owned media. These journalists play a critical role in countering disinformation but of 4,000, only around 500 are thought to be well-trained and experienced.¹⁴ Being at a nascent stage, private media and reporters are yet to fully understand their role and responsibilities in a democratic society. News media play a critical role in countering disinformation and hate speech through the practice of active fact-checking, writing factual reports, and debunking false information and harmful speech built on stereotypes and negative perception of different groups.

Myanmar’s national government is concerned about the harm that hate speech and disinformation can cause, and has, on several occasions, publicly condemned the use of hate speech. In its website, the Ministry of Information (MoI) urges all Myanmar citizens to avoid hate speech and to “live in unity within diversity”. These public pronouncements are consistent with Myanmar’s 2008 Constitution.¹⁵

During the celebration of the 2019 World Press Freedom Day, the Union Minister of Information highlighted the need for Media and Information Literacy to improve the competency of the public in evaluating news and information to overcome the “dangers of untrue and fake news.” In the same occasion, he noted that democracy and media share the same values and that democracy “ensures freedom, equality and justice”.¹⁶

Gender specific vulnerabilities in the context of elections:

Women in Myanmar face specific challenges and vulnerabilities in political participation that have been documented in several reports. A situation analysis found that widespread perception that the public terrain of politics and public affairs is “male space” and that women relegated to domesticity do not make good leaders tends to underpin electoral laws, processes,

¹¹Human Rights Impact Assessment: Facebook in Myanmar, Business for Social Responsibility (BSR), 2018.

¹² Facebook’s Community Standards outline what is and is not allowed to write, share and/or post on Facebook.

¹³ Ibid.

¹⁴ Assessment of Media Development in Myanmar, UNESCO and IMS, 2016.

¹⁵ Article 364 specifically provides the following:

The abuse of religion for political purposes is forbidden. Moreover, any act which is intended or is likely to promote feelings of hatred, enmity or discord between racial or religious communities or sects is contrary to this Constitution. A law may be promulgated to punish such activity.

¹⁶ Myanmar News Agency, 4 May 2019.

and institutional cultures, especially those of political institutions, families, communities, and wider society, including the media.¹⁷ It found the lack of family and community support for women candidates may manifest in the lack of childcare support, including by the state; domestic violence and community gossip, slander, or violence can also deter women from participating in political decision making and public affairs.¹⁸ The Asia Foundation also found deeply entrenched social norms in both men and women regarding the role women can play in government and society.¹⁹ The USIP report found women reporting that gender stereotypes persist – for example, that men are more capable of holding public office. It further noted that only seven out of the sixty-nine candidates in the November 2018 by-elections were women.²⁰ The same report found that female political leaders felt they faced not only cultural barriers to political participation, but also that they believed they were targeted for online and personal harassment to a degree not experienced by male counterparts.²¹ Strongly held gender stereotypes in Myanmar make women likely to be targeted for intimidation in the 2020 elections. A survey of candidates in the 2015 elections found it notable that the women candidates who were interviewed were more likely than men candidates to report experiencing any kind of harassment, and considerably more likely to report experiencing multiple forms of harassment.²² The same survey found that harassment of candidates on social media tended to have a much more clearly gendered aspect with harassment of women candidates frequently focused on their behavior as not conforming to traditional expectations of femininity.²³

Credible and peaceful elections as an enabler for democratic and peaceful transition of Myanmar:

The experience of competitive multiparty elections is not yet deeply embedded in Myanmar. As the 2020 elections are expected to be tightly contested, the electoral process and the institution responsible for organizing the elections, the Union Election Commission (UEC), will be closely scrutinized by all stakeholders. Election observation reports from the 2015 elections identified areas that should be strengthened for future elections. One critical area mentioned relates to candidate nomination/scrutiny, which is important for the credibility and acceptance of electoral results. The scrutiny of candidate nominations takes place in state and district sub-commissions which makes adherence to transparent and consistent processes especially important. Stakeholder grievances related to differential treatment, whether real or perceived, could lead to tensions and/or the non-acceptance of results. Such grievances could also potentially lead to a spike in hate speech. In this environment, technical assistance to the UEC could help to prevent the conduct of the election from becoming a point of tension and contestation, and a trigger of election-related tensions.

¹⁷ Gender Equality and Women's Rights in Myanmar: a situation analysis, ADB, UNDP, UNFPA and UN Women, 2016. p.171.

¹⁸ Ibid, p. 175

¹⁹ Shwe Shwe Sein Latt et al., Experiences of Women Parliamentarians, 2011-2016, Asia Foundation, 2017.

²⁰ Callahan, p. 8.

²¹ Ibid. Note: The Asia Foundation report found that 33% of women MPs responded in a survey that they had encountered gender-based discrimination in their political career. While this may seem a relatively low figure, in later in-depth interviews it became clear they faced many challenges that would be categorized as discrimination. Shwe Shwe Sein Latt et al., p. 29.

²² Gender & Politics in Myanmar: women & men candidates in the 2015 elections, The Gender Equality Network, 2017. p. 44.

²³ Ibid. p 44.

b) Project alignment with strategic frameworks and national ownership

The project responds to three significant UN strategic frameworks: the UN Strategy and Plan of Action on Hate Speech²⁴, the UN Rabat Plan of Action on the prohibition of advocacy of national, racial or religious hatred that constitutes incitement to discrimination, hostility or violence²⁵, and the framework for United Nations Electoral Assistance established by the General Assembly in 1991.²⁶ The UN Strategy and Plan of Action on Hate Speech was launched by the Secretary-General in May this year and the project supports several of its key commitments namely, monitoring and analyzing hate speech; addressing root causes, drivers and actors of hate speech; convening relevant actors; engaging with new and traditional media; using technology; using education as a tool for addressing and countering hate speech; fostering peaceful, inclusive and just societies to address the root causes and drivers of hate speech; and leveraging partnerships. The project, that aims at preventing tensions around the elections in 2020, draws from the UN Electoral Assistance framework to ensure that assistance is provided only at a Member State's request or based on a UN legislative mandate. Other long-standing principles include: a) respect for national sovereignty; b) no single model of democracy; c) impartiality, objectivity and independence in providing assistance; and d) the need for broad national support for UN involvement.

The project is also in keeping with UN Sustainable Development Goal (SDG) 16 to promote peaceful and inclusive societies for sustainable development, provide access to justice for all and build effective, accountable and inclusive institutions at all levels. Among four recommendations relating to hate speech, made to Myanmar during the 2nd cycle UPR, the following one made by New Zealand has been supported by the Government of Myanmar: "Increase its efforts to counter hate-speech and incitement to violence". This project therefore provides an opportunity to support the Government in supporting this UPR recommendation, also in light of the upcoming 3rd cycle UPR for Myanmar in 2020.

The project is aligned with the Myanmar Sustainable Development Plan (MSDP), 2018-2030²⁷ which noted that mistrust between groups and the exclusion and marginalization of people from decision making processes contributed to the generation and perpetuation of conflict in the country. In formulating strategies for peace and reconciliation, the MSDP recognized the specific challenges and needs faced by vulnerable groups, including youth, women, ethnic minorities and others affected by armed conflict and inter-communal tensions. Strategy 1.5 (Pillar 1 Peace and Stability) of the MSDP notes that "the ability of the Government of Myanmar to communicate effectively is not only vital to the health of our democracy but also important in addressing public grievances and mitigating the risks of communal tension and civil conflict".

Key national partners in this project include the Ministry of Information (MoI), Myanmar Press Council and Union Election Commission (UEC).

▪ Ministry of Information (MoI)

MoI is responsible for informing and educating the Myanmar public and manages a network of TV and radio stations and three print media which have the largest circulation

²⁴<https://www.un.org/en/genocideprevention/documents/UN%20Strategy%20and%20Plan%20of%20Action%20on%20Hate%20Speech%2018%20June%20SYNOPSIS.pdf>

²⁵ <https://www.ohchr.org/EN/Issues/FreedomReligion/Pages/RabatPlanOfAction.aspx>

²⁶ Most recently re-affirmed by General Assembly resolution 72/164

²⁷ <https://www.mopf.gov.mm/en/page/ministry/2175>

in the country. It has a presence in every township through over 300 libraries, which are currently being transformed into community centers. MoI has shown its commitment to promoting Media and Information Literacy, as means to empower nationals to consume media and share information in a critical way. In March 2019 with support from UNESCO, the Ministry established a Committee for the Promotion of Media and Information Literacy²⁸. The objective of the committee is to “promote a Media and Information Literate society that understand the roles and functions of the media in an open and democratic society, and that has the skills to access, evaluate and share information and media content in a way that helps them make informed decisions about their life, express themselves, stop the spread of disinformation and hate speech, keep the powerful accountable, understand better “the others” and appreciate Myanmar’s cultural and religious diversity”. The project will contribute to strengthen the capacities of the committee, develop a strategy, and pilot a number of activities with MoI that have the potential to lead to regular programmes and eventually evolve into more comprehensive policies.

- **Myanmar Press Council**

After an interim period, the Myanmar Press Council was formally established in 2014 with the passing of the News Media Law. The current council executive members were elected in 2018, and they are committed to strengthening the role of the council in mediating in media related disputes and promoting freedom of expression and the role that media plays in a democracy. The upcoming elections present an opportunity for the council to promote their role and the importance of media in the electoral cycle, facilitating debate and the exchange of ideas among different groups in a conflict-sensitive and gender-sensitive manner. The project will enhance the role of the council in building understanding among political parties and the Union Election Commission on the importance of media in a democracy and in strengthening the capacities of reporters and media houses in doing conflict-sensitive and gender-sensitive reporting and portraying the country’s different ethnic groups and minorities in a fair manner, breaking stereotypes and avoiding inflammatory newswriting.

- **Union Election Commission (UEC)**

The Union Election Commission (UEC) formally requested electoral assistance from the United Nations in 2018. The request was elaborated on and reiterated to the UN Needs Assessment Mission (NAM) which visited the country to meet the UEC and other stakeholders. Upon approval of the NAM recommendations by the United Nations Focal Point for Electoral Assistance and with agreement of the UEC, a senior electoral advisor was deployed to Myanmar from January to April 2019 to identify specific areas for UN assistance. The advisor worked closely with the UEC at its headquarters in Nay Pyi Taw and the areas for electoral support to the UEC in this project were formulated after consultations with UEC commissioners, secretariat, and visits to different levels of sub-commissions in the field. This support is aligned with the UEC’s Strategic Plan, 2019-2022 to develop UEC capacity and further improve electoral processes. A concept note outlining areas identified for UN electoral support to the UEC was shared with the latter. The UEC responded in a letter agreeing to work with UNDP on the areas mentioned.²⁹ In implementing the project, UNDP will build on its support to the 2015 elections and take onboard lessons learned from the earlier project. As part of the project, UNDP will work

²⁸ The committee is composed by staff from the 5 departments within the Ministry of Information: Information and Public Relations Department, Myanmar Radio and Television, News and Periodicals Enterprise, Printing and Publishing Department, and Minister’s Office.

²⁹ Letter from the UEC Chair to the UNDP Resident Representative, 30 May 2019.

closely with the UEC to ensure support corresponds to the UEC’s requirements and promote national ownership.

c) Summary of existing interventions in the proposal’s sector:

Project name (duration)	Donor and budget	Project focus	Difference from/ complementarity to current proposal
International Foundation for Electoral Systems (IFES)	Australia, UK, USA	Support to the UEC (including voter education, voter list, gender equality, capacity development, polling staff training) and CSOs (voter education, women’s empowerment)	Candidate nomination/scrutiny was identified as critical gaps in need of support after discussions with IFES and IDEA. Both are supportive the project’s assistance to the UEC in this area as it complements their work.
International IDEA	EU	Support to the UEC (including training, advance voting) and CSOs (voter education, domestic observation)	
Promoting Media and Information Literacy in Myanmar (2018-2021)	UNESCO Multi-donor Special Account for the Promotion of Freedom of Expression and the Safety of Journalists USD 0.8M	Promotion of Freedom of Expression, Media and Information Literacy and diversity in the media	Through this project UNESCO has developed a framework for the promotion of Media and Information Literacy in Myanmar, and is supporting the Ministry of Information in developing policies and strategies to promote media and information literacy and the reform of the community centres across the country.
DW Akademie	Germany	Promote MIL as part of their broader programme to support Media Development in Myanmar	The project provides capacity building and small grants to two local NGO’s to implement projects on MIL.

A few international media development organizations such as Deutsche Welle Akademie, and International Media Support are implementing small projects on MIL focusing on targeted local communities with a limited reach. Building on UNESCO’s existing work in this area, the proposed project will be implemented in partnership with Government, harnessing the potential of their multimedia network and community centers that have coverage and presence

in the whole country. Two local organizations, namely MIDO and MBAPF, are also actively engaged in countering hate speech and disinformation and educating the public on MIL. The UN is partnering with them for this project, to build on their efforts and institutionalizing their work by linking it to a nationwide strategy that this project will be supporting.

The International Foundation for Electoral Systems (IFES) and International IDEA are currently the two main organizations providing electoral assistance to the UEC. However, neither they or any other organization, other than UNDP, intend to provide support for election results management or candidate nomination/scrutiny which are critical parts of the electoral process.

II. Project content, strategic justification and implementation strategy (4 pages max Plus Results Framework Annex)

a) Brief description of the project

The project's overall objectives are to promote a more inclusive political and media culture through addressing patterns of discrimination and countering hate speech in the lead up to the elections and to promote peaceful and credible elections. UNESCO and UNDP aim to do this through three complementary approaches:

- Countering and reducing the spread of hate speech and disinformation before, during and after the 2020 elections (UNESCO)
- Safeguarding/ strengthening inclusivity, diversity, gender equality with regards to candidate nomination (UNDP)
- Promoting diversity and non-discrimination in the long-run by establishing a nationally owned platform (UNESCO and UNDP)

To achieve the above, the project has the following three outcomes:

➤ Outcome 1: Myanmar media ecosystem is more conducive to an inclusive political environment and credible and peaceful elections

Output 1.1: Mainstream and ethnic media journalists' capacity enhanced to provide fair, gender-unbiased and accurate coverage of elections and to counter hate speech

Journalists have a crucial role to play in countering disinformation and hate speech, which can deeply erode public trust in the media and undermine a fair and free electoral process. In order to do this, reporters and media houses need to be equipped with the necessary skills and resources to write solid fact-based stories and adhere to the highest journalism ethical standards. In an emerging democracy, like Myanmar, reporters also need to have a better understanding of the electoral cycle and the role and mandate of the Union Election Commission, in order to undertake fair coverage of the elections. The application of a gender-sensitive and conflict-sensitive approach to storytelling, and the regular production of stories that portray minority groups, women and other marginalized communities in a positive light and free of negative stereotypes, will meaningfully contribute to mitigate and ease the tensions that might arise from the divisive discourses that political parties and other groups (religious, ethnic, etc.) will promote and spread as election day approaches.

Learning from the lessons from the media coverage of the 2015 General Elections, the project will strengthen the capacities of reporters, including women journalists, and media houses to address the threat of disinformation and hate speech online by promoting ethical journalism, providing guidance on how to do a fair coverage of the elections, enabling fact checking through information verification tools and new skills. Working together with the Myanmar Press Council and the Union Election Commission, the project will update the Elections Reporting Guidelines that were developed by the Press Council in 2015. A series of dissemination workshops will be conducted across the country, which will include guidance for conflict-sensitive and gender-sensitive reporting. Proposed activities will also address the limited space dedicated in traditional media to women candidates, by producing content that provides visibility to those candidates and portrays them fairly and away from traditional stereotypes. In doing this, the project will engage with both mainstream and ethnic private media.

Output 1.2: Nation-wide media campaigns organized to raise awareness of online disinformation and hate speech in run-up to 2020 elections

The expected result of this output is that the Myanmar Public is able to critically evaluate information provided by the media and shared on social media to counter hate speech and disinformation

Media and Information Literacy (MIL) is the first defense against disinformation and the spread of hate speech through traditional and online media. MIL provides the public with the necessary knowledge and skills to evaluate media content, access the information they need and participate effectively in public debates through self-expression that is respectful of the “others”. A media and information literate person can discern fabricated news from actual fact-based information; can identify hate speech messages and stop their spread or counter them with facts or professional news reports; and a media and literate person has also an important role in holding the media up to professional and ethical standards and in applying ethics and a no-harm approach when disseminating information, contributing also to spread positive messages

The project will promote MIL as means to stop the spread of disinformation and engage youth in addressing and countering religion, ethnic and gender-based hate speech and promoting alternative narratives and positive messaging. The project will strengthen the capacities of the community centers that the Ministry of Information has in every single township in the country to become MIL hubs, equipping them with educational and communication materials and supporting them to engage with youth organizations and the communities to promote MIL. These efforts will be reinforced with a countrywide multimedia campaign to educate the public on MIL, with a focus on countering hate speech and disinformation.

➤ **Outcome 2: Inclusivity, diversity and gender equality of the electoral process strengthened**

To achieve this outcome, UNDP will support the UEC and, based on UEC’s needs and requests, provide technical support through short-term consultancies.

Since March 2018, the UNDP Country Office has had a dedicated Conflict Sensitivity Specialist that reviews, monitors and accompanies projects in terms of Conflict Sensitivity

(CS) /Do No Harm (DNH) programming. This has involved rapid screening of all country office projects in terms of compliance to CS considerations, developing and rolling out Country Office CS Strategy that informs /guides programme and operational implementations across the country, and a strategic partnership with RAFT Myanmar (a dedicated DNH Organisation based in Myanmar that has evolved as a result from activities implemented by CDA, the company that has developed the DNH methodology). In partnership with RAFT, UNDP has previously trained UNDP staff, implementing partners and Counterparts on CS/DNH analysis. The above-mentioned CS capacities of the office will be used to support the elections project. Additionally, UNDP Myanmar also has a pool of Conflict Advisors knowledgeable of Myanmar context on Long Term Agreement (LTA) that can be deployed on short notice to address any emerging issues.

Output 2.1: Candidate nomination and scrutiny supported to reduce risk of community grievances becoming a trigger for hate speech and tensions

Myanmar's elections in 2020 are expected to be closely contested with the associated potential for heightened political scrutiny of the technical process and potential complaints. Nearly 100 political parties, including ethnic parties, are expected to contest the polls in 2020, which overall is expected to make 2020 elections more contested compared to 2015.

In this context of increasing competition, it will be important that the UEC is seen to be enabling a level playing field for all political parties and contestants (and to be widely perceived as doing so). In general, broad confidence in the credibility of the electoral technical process and inclusive elections are well understood to be important factors in promoting acceptance of results and promoting credible and peaceful elections.

A key element for the credibility of the elections will be its inclusivity. The UEC will be supported to enable all candidates, including particularly women candidates and candidates from ethnic and religious minorities, to better understand and participate in the coming elections. The project will support the UEC to implement its Strategic Plan (2019-2022) and Gender Equality and Women's Empowerment Policy and Action Plan (2019-2022) in areas related to candidate nomination.

The UEC will be supported to improve consistency and a level playing field in the scrutiny of candidate nominations by providing technical assistance to the UEC to review and improve candidate nomination and scrutiny procedures and by supporting training to district and state/region sub-commissions in all (14) states/regions. Observer reports recommended that clear and consistent procedures be adopted for the checking of documentation of all candidates and handling of appeals. Addressing these concerns will contribute to the inclusivity of the elections by building confidence that there will be a level playing field for all eligible candidates, including particularly women candidates and candidates from ethnic and religious communities. To facilitate inclusive participation, the UEC's outreach to candidates and political parties will be strengthened by training district and state/region sub-commissions on how to plan and conduct their outreach with an emphasis on non-discrimination and gender sensitivity. The UEC will be supported with information packages for dissemination to candidates especially by state sub-commissions and in ethnic languages where appropriate. This output complements Outcomes 1 and 3 in promoting diversity, non-discrimination and inclusive participation in the elections by all eligible candidates.

UEC will be supported in developing outreach strategy targeting women candidates, by promoting gender-sensitive procedures for nomination and ensuring that women have an equal access to the process as men. Moreover, the project will support UEC in developing materials and guides for potential candidates explaining the nomination process in a simple and straightforward manner and, where appropriate, translated into local languages. The project will also support UEC and other partners in developing outreach materials and campaigns encouraging women and minorities to run for office and otherwise play an active role in the electoral process.

Output 2.2: Women W/VTAs better informed and with improved skills to run for elections

UNDP's Township Democratic Local Governance project (TDLG) has supported the capacity development of women to become Ward and Village Tract Administrators (W/VTAs).³⁰ Since 2017 their overall number in the country increased from 88 to 108 in 2019. In light of the upcoming general election in Myanmar in 2020, UNDP can build on this work and engage with all current W/VTAs to provide basic awareness on the process and requirements to run as candidate for the 2020 elections. Awareness raising events and session will be accompanied by basic capacity development interventions (skills trainings such as public presentations skills, etc.) as well as mentoring. The support is intended to increase the knowledge, skills and confidence of W/VTAs to run for elections. To maintain its neutrality, UNDP's support will only be provided until a point when a woman decides to run for elections. The activity therefore focusses on empowering women to run.

➤ **Outcome 3: Nationally owned vision and strategy guides efforts in the promotion of diversity, inclusivity and non-discrimination in Myanmar**

Output 3.1: A platform including national key stakeholders, media, civil society and international actors, to discuss the design and implementation of anti-discrimination and inclusion strategies is established

Hate speech is the result of discrimination and intolerance, which are among the root causes of the existing inter-ethnic conflict in Myanmar. The project will address the need for an inclusive and comprehensive response to discrimination in the country by bringing together prominent personalities and leaders of Myanmar society, alongside civil society organizations and representative of groups that are discriminated against, to lead a movement promoting respect for diversity, inclusivity and non-discrimination, and to guide the development of a common vision and comprehensive strategy to support and unify efforts to combat hate based on ethnicity, religion and gender.

Traditional media and social media, in particular, play an important role in the rapid spread of hateful messages and perpetuates harmful stereotypes of the different groups that coexist in Myanmar. For these reasons the project will use the same media channels which are often used to spread hate speech to disseminate positive messages about tolerance, diversity and to break down stereotypes. It will also establish a platform to mobilize influencers and leaders from all segments of Myanmar society to engage with the public in the movement towards reducing

³⁰ <https://www.mm.undp.org/content/myanmar/en/home/presscenter/articles/2017/06/23/meet-village-tract-administrator-daw-htu-san.html>

discrimination in society. This will include a number of currently disconnected initiatives in Myanmar that counter hate speech and promote non-discrimination. The project will reach out to these variety of actors to establish a collaborative platform:

- Prominent influencers (UNESCO and UNDP have contacts and relationships with a number of people from the movie industry, artist community, literature, women groups, media, youth constituency, tech companies, etc.)
- The platform will be nationally owned and built on local participation (with UNESCO and UNDP convening the platform and providing technical and logistical support, subsequently facilitating a process during which the platform will be supported to become more and more sustainable and nationally owned). With the establishment of the platform, the aim is to create a larger movement that can join efforts in promoting non-discrimination and inclusivity more comprehensively, possibly gaining more traction together compared to disconnected projects and initiatives. This will also create space and opportunity to link the work of development partners that are supporting activities in this area.

While the exact scope of work for the platform will be determined by the platform members themselves, the platform is envisaged to work in the following ways:

- a) Harness the resources of the platform to support the development of a strategic vision and action plan on promoting non-discrimination and inclusivity in Myanmar (UN agencies such as UNDP and UNESCO can subsequently seek funding to support the platform in implementing the strategy beyond the duration of the project).
- b) Dialogue on policy initiatives that would support non-discrimination and inclusion in Myanmar and subsequent engagement of the project/ platform members with relevant institutions that can take up policy recommendations/legislative initiatives and implement them (e.g. Parliamentary briefing with platform members, high level events with key government counterparts and platform members, organize reflection workshops with government counterparts and platform members, etc.).
- c) The project will base its work and discussions on existing initiatives and research, to define its scope of work and activities. The platform (through UNESCO/ UNDP) will be mobilized to pilot (social) media campaigns and smaller pieces of research commissioned to fill critical research gaps. Those who suffer discrimination the most, will be actively engaged in both the media outputs and research work, to ensure that their perspectives and experiences are captured. Lessons learned from these initiatives will be used to design campaigns and strategic initiatives to be implemented by the platform beyond the scope of this project.
- d) By the end of this project, the platform will be well functioning as a multi-stakeholder mechanism that has designed follow-up actions and secured funding from other sources, and ideally can draw on financial and technical support from within Government to continue its work. It will have used the lessons learned from pilot initiatives, media campaigns and research to inform its future work and a larger non-discrimination campaign in 2021 and beyond.

Under this outcome, the project will closely coordinate and collaborate with the Special Envoy's Office, the Resident Coordinator's Office (RCO) and other UN agencies to explore how the UN can leverage its support for non-discrimination and inclusivity efforts in Myanmar. The project includes the creation of social media analysis capacity inside the RCO

that will work closely with the Peace and Development Advisor (PDA). This capacity will apply cutting edge social media analysis tools to identify trends (e.g. which voices are most influential on Facebook, both in terms of hate speech and in terms of promoting non-discrimination). This activity is planned as a process that is inward looking and not for public outreach and sharing. The analysis would be supported by drawing upon Yangon's growing pool of tech talent. This analysis can be shared with the RUNO's, as well as the UNCT and Special Envoy's Office to help inform about the evolving social media environment and guide the advocacy and programmatic efforts. This capacity will also as well provide similar information and insights to the national stakeholder mechanism.

Output 3.2. A pilot advocacy and media campaign is launched to promote anti-discrimination, tolerance and diversity in Myanmar

While efforts will be devoted to shaping a mechanism that will be sustainable beyond the project timeline, the platform will lead a campaign to promote non-discrimination in connection to the 2020 elections to support a peaceful electoral process.

The platform will advocate for tolerance, peaceful and non-discrimination through a multimedia campaign (using both traditional and social media) capitalizing in the influence of the prominent personalities that are part of the mechanism. Vis-à-vis advocacy with key stakeholders will also be pursued through dialogues with key stakeholders.

b) Theory of Change

Myanmar faces challenges associated with the country's triple transition, which is the transition from an authoritarian system to democratic governance; from a centrally-directed economy to market-oriented reforms; and from 60 years of conflict to fostering sustainable peace. The 2020 elections will be a critical milestone of this transition, taking place at a time when the country faces deep communal divisions and on-going armed conflict in parts of the country. The elections will be closely contested and the proliferation of hate speech and disinformation is expected to intensify for the elections, disproportionately impacting those who are most vulnerable – ethnic minorities and women. Furthermore, elements of the electoral process should be strengthened to mitigate the potential for the conduct of the election becoming a point of disagreements and tensions and triggering election-related tensions. Competition for votes risks escalating pre-existing grievances that will impact not only the 2020 elections but further entrench communal polarization with longer term consequences for the peaceful transition of the country.

Myanmar's peacebuilding efforts risk being impeded if the 2020 elections are not peaceful and credible. Countering hate speech and disinformation around the elections, improving the process of candidate nomination and scrutiny, and promoting non-discrimination will reduce the risk of electoral-related tensions and strengthen the credibility of the elections.

If journalists use improved election reporting guidelines which are conflict- and gender-sensitive; media fact-checking is strengthened; and more Myanmar people are Media and Information Literate, these will help to counter and reduce the spread of hate speech and disinformation, thus mitigating the risk of election-related violence, intimidation and harassment, especially of groups in vulnerable situations, which leads to more peaceful, inclusive and credible elections.

If assistance is provided to the UEC to strengthen candidate nomination and scrutiny and women are better informed about the process of becoming candidates, this will help build confidence in the integrity and inclusivity of the electoral process and promote peaceful acceptance of election results. Reducing potential grievances of communities will also help preventing a spike in hate speech during elections that itself can lead to further tensions. Assistance to candidate nomination and scrutiny promotes a level-playing field for candidates which contributes to the broader objective of addressing discrimination.

If support is extended to establish a multi-stakeholder platform to promote diversity, inclusivity and non-discrimination in Myanmar, this platform could pilot strategies to reduce discrimination targeting vulnerable groups that could be extended beyond the elections to promote longer term social cohesion addressing deeper root causes of hate speech and conflict in Myanmar, such as intolerance and ethnic and religious-based discrimination.

e) Refer to Annex B for the project results framework

d) Project targeting and sequencing strategy

The project adopts a nationwide approach, working closely with national institutions including the Ministry of Information (MoI), Myanmar Press Council and Union Election Commission (UEC), as well as national CSOs and NGOs to ensure that activities have a wide reach and impact across the country.

Under Outcome 1, UNESCO's main partners are the Myanmar Press Council, Myanmar Now and Burma News International. In the first phase of the project (months 1-3) the Myanmar Press Council will be supported to update elections reporting guidelines, adding new elements on gender-sensitive reporting and coverage of disinformation and hate speech, and it will be supported to hold national level workshops on these guidelines in the lead up to the elections. The Union Election Commission will be actively involved in updating the guidelines and sub-commissions in States and Regions will participate in the dissemination workshops that will be organized to raise awareness on the guidelines and foster trust and understanding between the Commission and the media. To familiarize journalists and media houses with the updated Elections Reporting Guidelines and the handbook on disinformation, fake news and hate speech, the project will work with all Yangon-based mainstream media houses. With regards to ethnic media, the project is aiming at reaching out to all of them (as per the Media Development Investment Fund, there are currently 62 ethnic media houses in Myanmar as for 2019) through the workshops that will be implemented in the States and Regions.

UNESCO will also build the capacities of media houses to report on hate speech and false information spread social media. The handbook "Journalism, Fake News and Disinformation" published by UNESCO will be adapted to the Myanmar context, and used in training journalists from across the country, including ethnic media and mainstream media. The trainings will be organized in Yangon, Nay Pyi Taw, Mandalay and Taunggyi. This training will equip reporters to strengthen fact-checking reporting, and writing stories to debunk false information spread through social media. In support of media houses to report on disinformation and hate speech, a communication mechanism will be set up between the Myanmar Press Council and the Union Election Commission, through which political

candidates and parties can alert the UEC about unethical reporting or false information published about them, allowing the Press Council taking further action as per their Code of Conduct and the News Media Law (2014).

In promoting Media and Information Literacy (MIL) as a first defence against hate speech and disinformation, UNESCO will partner with the Ministry of Information (MoI), Myanmar ICT for Development Organisation (MIDO), and the Myanmar Book Aid and Preservation Foundation (MBAPF). UNESCO is currently working with MoI in developing a national strategy to promote MIL in Myanmar. For this project, UNESCO will work with the Ministry³¹ to strengthen that part of the strategy related to hate speech and disinformation. The activities to be conducted will serve as a pilot to inform future implementation of the strategy. MIDO is the leading local NGO in countering hate speech and disinformation in the country, and will be the lead in the development of Information, Education and Communication materials. MBAPF has been supporting MoI in the reform of national libraries and community centers since 2014. With their team of experienced trainers, they will support the capacity building efforts targeting community center managers across the country. Members of the sub-commissions of the UEC will also be invited to participate in the training and be provided with educational materials on hate speech and disinformation that can be integrated in their voter education programmes. Training materials and educational materials will be developed during the first 4 months of implementation of the project, and the roll out of the trainings in pre-identified location (Yangon, Nay Pyi Taw, Mandalay and Taunggyi) will take place right after.

In Outcome 2, UNDP will partner with the Union Election Commission (UEC)³² to strengthen candidate nomination/scrutiny. Additionally, UNDP will work with Women Ward/Village Tract Administrators (W/VTAs) to create awareness about what is required to run for elections and build skills that help empower women to run for elections.

Under Outcome 3, UNESCO and UNDP will support the establishment of a national platform that brings together multiple stakeholders in promoting diversity, inclusivity and non-discrimination in Myanmar. Key actors to be included in the platform will be identified through a mapping exercise that will be conducted at the beginning of the project (months 1-3). 4 months before the elections, the core members of the platform will have already been identified, and involved in a media campaign aimed at sending out positive messages and calls for respect to diversity in lead up to the elections.

The three outcomes complement each other with the overall objective of countering hate speech and reducing the risk of election-related violence in the 2020 elections. For effective project implementation, UNESCO and UNDP will set up a mechanism for regular sharing of information and coordination.

³¹ The Terms of Reference for this collaboration has been developed and agreed upon between UNESCO and Ministry of Information (included as Annex to this proposal)

III. Project management and coordination (4 pages max)

a) Recipient organizations and implementing partners

The direct recipient organizations are UNESCO and UNDP. As the UN agency with a specific mandate to foster freedom of expression and freedom of information, UNESCO is actively working globally to promote mutual understanding of peoples and countering hate speech, through all means of mass communication, including social media platforms. UNESCO, as the lead actor in the coordination of the media development sector in Myanmar, has solid working relationships with the Ministry of Information (MoI), local media houses, and journalists' associations and organizations. UNDP is the UN's major implementing body for electoral support outside the peacekeeping or post-conflict context, managing 40 to 50 electoral projects per year. In Myanmar, UNDP supported the Union Election Commission (UEC) for the 2015 general elections and 2018 by-elections will build on that support and lessons learned in implementing this project.

Both UNESCO and UNDP were part of the core Working Group on Hate Speech and Hate Crimes initiated by the UN Secretary-General that developed the prevention-oriented UN system-wide strategy. In this regard, this proposed action, which takes a multidisciplinary approach to combat hate speech through promoting professional journalism, supporting diversity in the media and fostering a media and information literate public, will serve as a pilot to inform strategies and action plans that might be replicated across the globe within the framework of the recently launched UN Strategy on Hate Speech.

The implementing partners in this project are:

UNESCO: Ministry of Information (MoI), Myanmar Press Council, Myanmar Now, Burma News International, Myanmar ICT for Development Organisation (MIDO) and the Myanmar Book Aid and Preservation Foundation (MBAPF).

UNDP: Union Election Commission (UEC) for the electoral assistance and other partners such as Union and regional parliaments for the work on non-discrimination (outcome 3)

UNDP/UNESCO: civil society organizations, tech companies as identified in consultation with the platform members to advance the work of the platform under outcome 3.

Agency	Total budget in previous calendar year	Key sources of budget (which donors etc.)	Location of in-country offices	No. of existing staff, of which in project zones	Highlight any existing expert staff of relevance to project
UNESCO	USD 6.57 M (estimate)	SIDA, Australian Aid, UKAid, Finland, multidonor fund, Italy, KOICA	Yangon Office	0	-Programme officer (Media Development) -National Programme Officer

					-Project Assistant
UNDP	USD 30.7 M (estimate)	Japan, UNDP, DFID, SDC, SIDA, DFAT, GEF, Norway, MPTF, EU	Yangon, Nay Pi Taw, Mandalay, Mon, Shan, Kachin, Sittwe/Rakhine, Maungdaw/Rakhine	200	-Project Manager - Conflict Sensitivity Advisor - Chief of Governance and Sustainable Peace Unit

b) Project management and coordination

A Steering Committee composed of UNESCO, UNDP, the Ministry of Information (MoI) and the Union Election Commission (UEC) (Director General level) will be established to provide guidance and overall oversight to the project. As the Convening Organization, UNESCO will engage a project coordinator to coordinate the different components of the project and provide regular reports to the Steering Committee and PBF.

Project Implementation Team			
	Position	Organization	% to be funded by the project
1	Project Coordinator	UNESCO	100%
2	Project Assistant	UNESCO	100%
3	National Project Officer (Outcome 1)	UNESCO	100%
4	Project Manager (Outcome 2 & 3)	UNDP	10%
5	National Project Management Specialist (Outcome 2 & 3)	UNDP	100%
6	Project Associate (Outcome 2 & 3)	UNDP	100 %
7	National Project Officer (Outcome 3)	UNESCO/ UNDP	100%

The sensitivity and complexity of the issue and the limited time frame before the elections requires to combine existing human resources (only partially or not at all charged to the project) to be combined with dedicated staff time.

UNESCO's and UNDP's representatives, and senior staff (not included in above staff list) will be involved to manage political sensitivities, ensure inclusion of other UN actors such as the RCO and the Special Envoy's Office, and maintain sensitive relationships with counterparts and key stakeholders.

Considering the complex work required and the linkages to be enhanced between the work under the 3 outcomes, the UNESCO Coordinator will play a key role in ensuring project coherence and reporting to PBF and the Project Steering Committee.

With exception of the 10% contribution to the salary of an international UNDP Project Manager, the other positions listed are national staff positions that will be critical when relating to national stakeholders and counterparts, working alongside other programme and admirative staff of UNDP an UNESCO that are not included in the above staff list. One Project Officer per outcome will be recruited to keep up with the speed and complexity of this project that cannot be entirely managed by existing staff. To ensure value for money, UNDP and UNESCO share the cost of a national officer who will work on the establishment of the non-discrimination platform (outcome 3).

c) Risk Management

Risk	Likelihood	Severity	Mitigation plan
The engagement of partners and national ownership of the project is weak.	Low	Medium	<ul style="list-style-type: none"> - UNESCO, UNDP and the project team will maintain close working relationships and build trust with partners (MoI, Myanmar Press Council and UEC). - The Steering Committee, composed of UNESCO, UNDP, MOI and UEC will meet regularly and be kept updated by the project coordinator.
The role of the UN in relation to the project and its different outcome areas is not well understood by external stakeholders and could be politicised.	Medium	Medium	<ul style="list-style-type: none"> - Strong national ownership of the project. - UN communications team is aware of the objectives of the project and the UN's supporting role in it to reduce any disinformation. - Ensure that the multi-stakeholder platform has a good communications strategy that is implemented in a timely manner.
Change in priorities by project partners resulting in lack of priority in implementing project activities.	Low	Medium	The project team will maintain close working relationships with project partners and address any issues that may arise. Some flexibility within the project can be accommodated.
Delays in recruiting suitable project staff.	Low	Low	The project team will advertise the necessary positions prior to the start date of the project.

Opinions on what constitutes hate speech and disinformation are politicized, potentially risking the UN's reputation.	Medium	Medium	The project will follow the UN Rabat Plan of Action to define the parameters of what might constitute hate speech.
CSO and NGO partners in the project and individuals participating in the multi-stakeholder platform are perceived as partial.	Low	Low	Selection criteria and vetting process to be put in place to ensure those with a track record of impartiality are selected.
A continued trend in prosecuting journalists for news reports that government officials, political/social/religious leaders find defamatory, deter media outlets from publishing fact-checked stories.	Low	Medium	-Promote the role of the Myanmar Press Council as the body mandated with mediating in media related disputes.
Publication of fact-checked news articles and reports countering hate speech, etc. may inadvertently result in spreading the fabricated news or hateful messages.	Medium	High	- Systematic monitoring of published stories, and if necessary report to relevant partners such as the Ministry of Information and the Myanmar Press Council.
After receiving the training, community-center managers lack the will and motivation to organize MIL activities with the communities	Medium	Low	-Discuss with MoI to set up incentives like an award of recognition to community-center managers for their contribution to promote MIL. - Engage youth-led organizations in the trainings on MIL, and allow them to utilize community-centers to conduct MIL activities with the communities
Media outlets do not follow the Elections Reporting Guidelines and do not use a conflict- and gender-sensitive approaches to reporting	Medium	Medium	-Media monitoring. -Myanmar Press Council issues warnings to media outlets that do not follow the Election Reporting Guidelines
Finalization of manuals and conduct of training for the UEC is delayed due to slow approval processes.	Low	Low	- The CTA will work closely with the UEC to ensure that the development of manuals and training plans is done in a consultative manner with the relevant UEC working

			groups so that internal UEC approvals are received well ahead of time.
--	--	--	--

d) Monitoring and evaluation

As the project is applying an innovative approach to addressing hate speech in the particular context of the electoral process and will pilot some of the approaches outlined in the UN Strategy on Hate Speech, M&E takes especial relevance. M&E will not only measure the performance and impact of the interventions, but it will also serve as a learning process that will feed into the strategy that the platform will be developing and implementing as well as will serve as a pilot experience to test the approaches of the UN Strategy on Hate Speech and inform future UN initiatives to address the issue.

The UNESCO Project Coordinator along with the UNDP CTA and the shared UNESCO-UNDP national Project Officer will regularly meet to streamline the monitoring and evaluation of the project across the three outcomes. In the first three months of the project a set of M&E tools will be developed and data will be collected to set baselines and adjust the initially identified targets accordingly. Monitoring of project activities will be conducted throughout the timeline of the initiative. An external evaluation at the end of the project has been budgeted for.

e) Project exit strategy/sustainability

For Outcome 1, by the end of the project, the Ministry of Information will have developed a comprehensive strategy for the promotion of MIL in Myanmar with a focus on countering and mitigating hate speech and disinformation. The Ministry will be able to allocate funds to support the strategy from the State Budget, and will allow potential donors and other partners with an interest in the topic to identify and support elements in the strategy based on their programmatic priorities and expertise. UNESCO has also secured funds from Sweden to continue working in the promotion of MIL until 2021, with a possibility of extending the support beyond that date. The updated Elections Reporting Guidelines will also be used beyond the timeline of the project in future electoral processes in the country.

For Outcome 2, the Union Election Commission (UEC) will have improved procedures and manuals for election results management and candidate nomination/scrutiny that will be used in future elections and by-elections after the project ends. The UEC will also have members and staff who have been trained in these procedures who can conduct training for new staff or refresher training in subsequent elections and by-elections.

In Outcome 3, by the end of the project the multi-stakeholder platform will have designed follow-up actions and secured funding from other sources, ideally drawing on financial and technical support from within Government to continue its work. It will have used the lessons learned from pilot initiatives, media campaigns and research to inform its future work on diversity, inclusivity and non-discrimination in 2021 and beyond.

IV. Project budget

Annex D.

Annex A.1: Project Administrative arrangements for UN Recipient Organizations

(This section uses standard wording – please do not remove)

The UNDP MPTF Office serves as the Administrative Agent (AA) of the PBF and is responsible for the receipt of donor contributions, the transfer of funds to Recipient UN Organizations, the consolidation of narrative and financial reports and the submission of these to the PBSO and the PBF donors. As the Administrative Agent of the PBF, MPTF Office transfers funds to RUNOS on the basis of the [signed Memorandum of Understanding](#) between each RUNO and the MPTF Office.

AA Functions

On behalf of the Recipient Organizations, and in accordance with the UNDG-approved “Protocol on the Administrative Agent for Multi Donor Trust Funds and Joint Programmes, and One UN funds” (2008), the MPTF Office as the AA of the PBF will:

- Disburse funds to each of the RUNO in accordance with instructions from the PBSO. The AA will normally make each disbursement within three (3) to five (5) business days after having received instructions from the PBSO along with the relevant Submission form and Project document signed by all participants concerned;
- Consolidate the financial statements (Annual and Final), based on submissions provided to the AA by RUNOS and provide the PBF annual consolidated progress reports to the donors and the PBSO;
- Proceed with the operational and financial closure of the project in the MPTF Office system once the completion is completed by the RUNO. A project will be considered as operationally closed upon submission of a joint final narrative report. In order for the MPTF Office to financially closed a project, each RUNO must refund unspent balance of over 250 USD, indirect cost (GMS) should not exceed 7% and submission of a certified final financial statement by the recipient organizations’ headquarters);
- Disburse funds to any RUNO for any cost extension that the PBSO may decide in accordance with the PBF rules & regulations.

Accountability, transparency and reporting of the Recipient United Nations Organizations

Recipient United Nations Organizations will assume full programmatic and financial accountability for the funds disbursed to them by the Administrative Agent. Such funds will be administered by each RUNO in accordance with its own regulations, rules, directives and procedures.

Each RUNO shall establish a separate ledger account for the receipt and administration of the funds disbursed to it by the Administrative Agent from the PBF account. This separate ledger account shall be administered by each RUNO in accordance with its own regulations, rules, directives and procedures, including those relating to interest. The separate ledger account shall be subject exclusively to the internal and external auditing procedures laid down in the financial regulations, rules, directives and procedures applicable to the RUNO.

Each RUNO will provide the Administrative Agent and the PBSO (for narrative reports only) with:

Type of report	Due when	Submitted by
Semi-annual project progress report	15 June	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist

Annual project progress report	15 November	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
End of project report covering entire project duration	Within three months from the operational project closure (it can be submitted instead of an annual report if timing coincides)	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
Annual strategic peacebuilding and PBF progress report (for PRF allocations only), which may contain a request for additional PBF allocation if the context requires it	1 December	PBF Secretariat on behalf of the PBF Steering Committee, where it exists or Head of UN Country Team where it does not.

Financial reporting and timeline

Timeline	Event
30 April	Annual reporting – Report Q4 expenses (Jan. to Dec. of previous year)
<i>Certified final financial report to be provided by 30 June of the calendar year after project closure</i>	

UNEX also opens for voluntary financial reporting for UN recipient organizations the following dates

31 July	Voluntary Q2 expenses (January to June)
31 October	Voluntary Q3 expenses (January to September)

Unspent Balance exceeding USD 250, at the closure of the project would have to be refunded and a notification sent to the MPTF Office, no later than six months (30 June) of the year following the completion of the activities.

Ownership of Equipment, Supplies and Other Property

Ownership of equipment, supplies and other property financed from the PBF shall vest in the RUNO undertaking the activities. Matters relating to the transfer of ownership by the RUNO shall be determined in accordance with its own applicable policies and procedures.

Public Disclosure

The PBSO and Administrative Agent will ensure that operations of the PBF are publicly disclosed on the PBF website (<http://unpbf.org>) and the Administrative Agent's website (<http://mptf.undp.org>).

Annex A.2: Project Administrative arrangements for Non-UN Recipient Organizations

(This section uses standard wording – please do not remove)

Accountability, transparency and reporting of the Recipient Non-United Nations Organization:

The Recipient Non-United Nations Organization will assume full programmatic and financial accountability for the funds disbursed to them by the Administrative Agent. Such funds will be administered by each recipient in accordance with its own regulations, rules, directives and procedures.

The Recipient Non-United Nations Organization will have full responsibility for ensuring that the Activity is implemented in accordance with the signed Project Document;

In the event of a financial review, audit or evaluation recommended by PBSO, the cost of such activity should be included in the project budget;

Ensure professional management of the Activity, including performance monitoring and reporting activities in accordance with PBSO guidelines.

Ensure compliance with the Financing Agreement and relevant applicable clauses in the Fund MOU.

Reporting:

Each Receipt will provide the Administrative Agent and the PBSO (for narrative reports only) with:

Type of report	Due when	Submitted by
Bi-annual project progress report	15 June	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
Annual project progress report	15 November	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
End of project report covering entire project duration	Within three months from the operational project closure (it can be submitted instead of an annual report if timing coincides)	Convening Agency on behalf of all implementing organizations and in consultation with/ quality assurance by PBF Secretariats, where they exist
Annual strategic peacebuilding and PBF progress report (for PRF allocations only), which may contain a request for additional PBF allocation if the context requires it	1 December	PBF Secretariat on behalf of the PBF Steering Committee, where it exists or Head of UN Country Team where it does not.

Financial reports and timeline

Timeline	Event
28 February	Annual reporting – Report Q4 expenses (Jan. to Dec. of previous year)
30 April	Report Q1 expenses (January to March)
31 July	Report Q2 expenses (January to June)
31 October	Report Q3 expenses (January to September)
<i>Certified final financial report to be provided at the quarter following the project financial closure</i>	

Unspent Balance exceeding USD 250 at the closure of the project would have to be refunded and a notification sent to the Administrative Agent, no later than three months (31 March) of the year following the completion of the activities.

Ownership of Equipment, Supplies and Other Property

Matters relating to the transfer of ownership by the Recipient Non-UN Recipient Organization will be determined in accordance with applicable policies and procedures defined by the PBSO.

Public Disclosure

The PBSO and Administrative Agent will ensure that operations of the PBF are publicly disclosed on the PBF website (<http://unpbf.org>) and the Administrative Agent website (<http://www.mptf.undp.org>)

Final Project Audit for non-UN recipient organization projects

An independent project audit will be requested by the end of the project. The audit report needs to be attached to the final narrative project report. The cost of such activity must be included in the project budget.

Special Provisions regarding Financing of Terrorism

Consistent with UN Security Council Resolutions relating to terrorism, including UN Security Council Resolution 1373 (2001) and 1267 (1999) and related resolutions, the Participants are firmly committed to the international fight against terrorism, and in particular, against the financing of terrorism. Similarly, all Recipient Organizations recognize their obligation to comply with any applicable sanctions imposed by the UN Security Council. Each of the Recipient Organizations will use all reasonable efforts to ensure that the funds transferred to it in accordance with this agreement are not used to provide support or assistance to individuals or entities associated with terrorism as designated by any UN Security Council sanctions regime. If, during the term of this agreement, a Recipient Organization determines that there are credible allegations that funds transferred to it in accordance with this agreement have been used to provide support or assistance to individuals or entities associated with terrorism as designated by any UN Security Council sanctions regime it will as soon as it becomes aware of it inform the head of PBSO, the Administrative Agent and the donor(s) and, in consultation with the donors as appropriate, determine an appropriate response.

Non-UN recipient organization (NUNO) eligibility:

In order to be declared eligible to receive PBF funds directly, NUNOs must be assessed as technically, financially and legally sound by the PBF and its agent, the Multi Partner Trust Fund Office (MPTFO). Prior to submitting a finalized project document, it is the responsibility of each NUNO to liaise with PBSO and MPTFO and provide all the necessary documents (see below) to demonstrate that all the criteria have been fulfilled and to be declared as eligible for direct PBF funds.

The NUNO must provide (in a timely fashion, ensuring PBSO and MPTFO have sufficient time to review the package) the documentation demonstrating that the NUNO:

- Has previously received funding from the UN, the PBF, or any of the contributors to the PBF, in the country of project implementation
- Has a current valid registration as a non-profit, tax exempt organization with a social based mission in both the country where headquarter is located and in country of project implementation for the duration of the proposed grant. (**NOTE:** If registration is done on an annual basis in the country, the organization must have the current registration and obtain renewals for the duration of the project, in order to receive subsequent funding tranches)
- Produces an annual report that includes the proposed country for the grant
- Commissions audited financial statements, available for the last two years, including the auditor opinion letter. The financial statements should include the legal organization that will sign the agreement (and oversee the country of implementation, if applicable) as well as the activities of the country of implementation. (**NOTE:** If these are not available for the country of proposed project implementation, the CSO will also need to provide the latest two audit reports for a program or project based audit in country.) The letter from the auditor should also state whether the auditor firm is part of the nationally qualified audit firms.
- Demonstrates an annual budget in the country of proposed project implementation for the previous two calendar years, which is at least twice the annualized budget sought from PBF for the project³³
- Demonstrates at least 3 years of experience in the country where grant is sought
- Provides a clear explanation of the CSO's legal structure, including the specific entity which will enter into the legal agreement with the MPTF-O for the PBF grant.

³³ Annualized PBF project budget is obtained by dividing the PBF project budget by the number of project duration months and multiplying by 12.

Annex B: Project Results Framework (MUST include sex- and age disaggregated data)

Outcomes	Outputs	Indicators	Means of Verification/ frequency of collection	Indicator milestones
Outcome 1: Myanmar media ecosystem is more conducive to an inclusive political environment and credible and peaceful elections	NA	Outcome Indicator 1a. Number of media houses applying the conflict and gender sensitive Elections Reporting Guidelines to promote ethical journalism in election news coverage. Baseline: To be determined Target: Election Reporting Guidelines are applied by at least 20 media houses	Surveys	
		Outcome Indicator 1b. Number of disinformation and hate speech messages (focusing on incitement to violence, hostility or discrimination) debunked and published through accurate reporting and fact-checking. Baseline: Zero Target: Coverage of fact-checked stories increase by 60%	Media monitoring	
		Outcome Indicator 1c. The public is aware of the threat of disinformation and hate speech, and has the capacities to mitigate its effect Baseline: Public awareness on disinformation and hate speech is generally low Target: At least 70% of those trained on MIL at community centres Disaggregated by: Categories like ethnic groups, religious groups, civil society activist; women groups and others	Focus groups discussions with potential audience groups to identify changes in their perception of what constitutes hate speech from fact-based information; Pre and post training surveys/tests, perception surveys	
	Output 1.1 Mainstream and ethnic media journalists' capacity enhanced to provide fair, gender-unbiased and accurate coverage of elections and to counter hate speech List of activities under this Output: 1.1.1. Update of the Guidelines on Elections Reporting 1.1.2. Dissemination of the Guidelines on Elections Reporting	Output Indicator 1.1.1. Number of media houses (Newspaper, TV, Radio, online media) who reported that they are aware and are able to apply the Election Reporting Guidelines Baseline: Election Reporting Guidelines developed in 2015; low awareness among media professionals and political parties Target: updated and gender-sensitive Election Reporting Guidelines; at least 30 media houses (Chief Editors) are familiar and capable of applying the guidelines	Surveys of media houses	
	Output Indicator 1.1.2. Number of stakeholders (from government, Union Election Commission, media and security forces) participating in the dialogues on elections reporting Baseline: Zero	List of participants; evaluation from workshop participants		

	1.1.3. Establish a mechanism through which the UEC can report to the Myanmar Press Council for further action whenever a candidate/political party perceives that the media has broken the journalists code of conduct in a report/story about them	<u>Target:</u> At least 5 dissemination workshops are organized with participants from Union Election Commission, media, political parties, security forces media side, women (journalists) and diversity in ethnic backgrounds.		
	1.1.4. Establish a News Service on women candidates	<u>Output Indicator 1.1.3. Number of cases reported from the UEC to the MPC</u> <u>Baseline:</u> Zero <u>Target:</u> At least 10 cases reported to the MPC during the electoral cycle.	List of media houses publishing fact-checked stories	
	1.1.5. Train journalists on reporting on disinformation and hate speech, based on UNESCO Handbook on Journalism, “Fake News” and Disinformation	<u>Output Indicator 1.1.4. Number of stories on women candidates, voters, political activists and election workers, from a gender-sensitive lens.</u> <u>Baseline:</u> To be determined <u>Target:</u> Coverage of women candidates from a gender-sensitive lens increase by 30%	Media monitoring reports	
		<u>Output Indicator 1.1.5. Number of journalists trained on reporting on hate speech and disinformation</u> <u>Baseline:</u> 0 <u>Target:</u> At least 100 journalists trained (at least 50 % women)	List of training institutions and media houses that receive the manual	
	Output 1.2. Nation-wide media campaigns organized to raise awareness of online disinformation and hate speech in run-up to 2020 elections List of activities under this Output: 1.2.1. Campaign on spotting hate speech and disinformation (MIL micro-learning lessons) 1.2.2. Support community centres to plan and implement awareness raising initiatives to counter hate speech and misinformation through training on MIL and positive messaging.	<u>Output Indicator 1.2.1. Community Centers become hubs for the promotion of Media and Information Literacy (MIL)</u> <u>Baseline:</u> 0 <u>Target:</u> At least 100 community centers develop and implement MIL awareness programmes OR, Number of community centers in each township equipped with educational and communication materials. <u>Baseline:</u> 0 <u>Target:</u> At least 200 community centers in each township are equipped with educational and communication materials on Hate Speech and Disinformation	Plans from community centres for the promotion of MIL	

		<p><u>Output Indicator 1.2.2. Number of information, communication and educational (IEC) materials produced (Print, online and broadcast Public Service Announcements); number of distribution channels used in the dissemination</u></p> <p>Baseline: Zero Target: 30 audiovisual IEC materials produced; 10 media outlets engaged in the campaign; 20 organizations engaged in the dissemination through social media.</p>	List of IEC products produced, list of media houses participating in the dissemination, list of organizations engaged in the dissemination; monitoring of the outreach of the campaign.	
		<p><u>Output Indicator 1.2.3. Number of community center managers receiving capacity building</u></p> <p>Baseline: Zero Target: 300 community center managers (at least 50% women) trained and provided with educational materials to promote MIL and positive messaging</p>	List of participants; post-training evaluation	
Outcome 2: Inclusivity, diversity and gender equality of the electoral process strengthened	NA	<p><u>Outcome Indicator 2 a. Election observation reports of the 2020 elections note improvements in the areas of candidate scrutiny and election monitoring that were supported by the project.</u></p> <p>Baseline: Election observation reports of the 2015 elections. Target: At least two election observation reports note improvements in the UEC procedures for candidate scrutiny.</p>	National and international election observation reports	
		<p><u>Outcome Indicator 2 b. No of state sub commissions that are implementing UEC outreach and communication plans especially focusing on reaching women candidates and candidates from ethnic and religious communities to promote diversity, inclusivity and gender equality in the election.</u></p> <p>Baseline: No plans exist Target: At least 70% of state sub commissions implementing gender and inclusive UEC outreach and communication plans Disaggregated by: State and regions.</p>	Review of implementation status of Communication plans of state sub commissions and some site observation visits	

	<p>Output 2.1 Candidate nomination and scrutiny supported to reduce risk of community grievances becoming a trigger for hate speech and tensions</p> <p>List of activities under this Output:</p> <p>2.1.1 Provide the UEC with technical assistance to strengthen candidate nomination and scrutiny procedures, develop guidelines and a manual on candidate nomination/scrutiny, and train relevant sub-commission members and staff on candidate nomination/scrutiny and outreach to candidates.</p> <p>2.1.2 Support the UEC to develop and disseminate information in different languages for candidates and political parties.</p>	<p>Output Indicator 2.1.1 <u>Relevant UEC and sub-commission members and staff have improved knowledge on three areas (1) candidate nomination, (2) scrutiny (3) how to conduct outreach to candidates.</u></p> <p>Baseline: Improvements in consistency and transparency in candidate scrutiny recommended by observer reports from the 2015 elections. Target: (1) At least one person from each state/region and district sub-commission trained on candidate nomination and scrutiny procedures and outreach to candidates, (2) 70% of trained UEC and sub commission members/staffs indicating improved knowledge in three areas in the training evaluation Disaggregate by: State/region and gender</p>	A manual and training reports, training pre and post evaluation scores	
		<p>Output Indicator 2.1.2 <u>Conflict and gender sensitive information packages, in different languages developed and disseminated to candidates and political parties by the UEC</u></p> <p>Baseline: Observer reports recommended strengthening UEC outreach to stakeholders. Target: At least one video and printed materials in 3-5 key languages produced by the UEC which are conflict and gender sensitive to raise awareness of candidates and political parties about key aspects of the electoral process.</p>	Video and printed materials	
	<p>Output 2.2 Women W/VTAs better informed and with improved skills and confidence to run for elections</p> <p>List of activities under this Output:</p> <p>2.2.1 Awareness raising and skills training for Women W/VTAs. 2.2.2 Mentoring of Women W/VTAs 2.2.2 Mentoring of Women VTAs</p>	<p>Output Indicator 2.2.1 <u>Women Ward /Village Tract Administrators (W/VTAs) with improved knowledge and skills to run for elections</u></p> <p>Baseline: There are currently 108 Women W/VTAs in the country. The working hypothesis is that they have limited knowledge about the process and requirements of becoming a candidate. Their skills in key areas such as public speaking etc. need to be improved (baseline data to be collected prior to kick-off of activities under this output) Target: At least 60% of W/VTAs have an increased knowledge and skills to run as candidates following awareness raising and skills training.</p> <p>Output Indicator 2.2.2 <u>Percentage of women W/VTAs who express having an increased confidence to run as candidates.</u></p> <p>Baseline: There are currently 108 Women W/VTAs in the country. The working hypothesis is that they need to increase their level of confidence to</p>	Survey among W/VTAs at the beginning and at the end of the intervention assessing effectiveness of awareness raising, skills training and mentoring	
			Survey among W/VTAs at the beginning and at the end of the intervention assessing effectiveness of	

		run for elections (baseline data to be collected prior to kick-off of activities under this output) <u>Target: At least 50% of women W/VTAs express having an increased confidence to run as candidates.</u>	awareness raising, skills training and mentoring	
Outcome 3: Nationally owned vision and strategy guides efforts in the promotion of diversity, inclusivity and non-discrimination in Myanmar		Outcome Indicator 3 a. <u>Number of people sensitized on the national strategy to promote diversity, inclusivity and non-discrimination</u> <u>Baseline:</u> Zero <u>Target:</u> 30 key leaders and officials from each state/region <u>Disaggregated by:</u> Ethnic groups, Religious groups, Civil society, Women’s group etc.	Strategy document and action plan (related research informing the strategy)/ focus group discussions/ surveys	
		Outcome Indicator 3 b. <u>Number of people engaged in or aware of platform related work perceive that this platform is critical mechanisms to magnify efforts of promoting non-discrimination.</u> <u>Baseline:</u> 0 <u>Target:</u> 70% of people engaged in or aware of the platform’s work, do perceive it as a critical mechanism to magnify efforts of promoting non-discrimination <u>Disaggregated by:</u> Donor, government partners, private sector, civil society, media house etc.	Focus group discussions, surveys with partners	
		Outcome Indicator 3 c. <u>Number of pledges or proposals put in place to attract funding and in-kind support from diverse partners</u> <u>Baseline :</u> 0 <u>Target:</u> At least 2-3 highly potential pledges or proposals that can bring around USD 1 million of additional funding to continue the platforms work beyond the end of IRF project.	Proposals and pledges by partners	
	Output 3.1 A platform to discuss the design and implementation of anti-discrimination strategies is established. List of activities under this Output: 3.1.1. Research to map out existing initiatives and actors in the area of anti-discrimination/countering hate speech, and identify key influencers through social media monitoring (includes forum to present the results and identify stakeholders for the platform)	Output Indicator 3.1.1. <u>No of actors included in the platform that are representing the diversity of groups and minorities of the country</u> <u>Baseline:</u> 0 <u>Target:</u> At least 40 % of participants in the platform represent diverse groups <u>Disaggregated by:</u> Groups		
		Output Indicator 3.1.2 <u>Number of meetings of the platform and number of relevant actors engaged in the mechanism</u> <u>Baseline:</u> 0 <u>Target:</u> 10 meetings conducted, at least 30 prominent personalities/actors are part of the platform	List of participants of regular platform meetings, meeting minutes, platform ToR approved by the platform	

	3.1.2. Organize platform meetings (10 meetings -5 in the initial phase of the platform to shape the mechanism and 5 to develop and validate national strategy and action plan)	<p>Output Indicator 3.1.3 Possible resolutions/solutions put forward by actors during platform meetings in response to issues and concerns raised.</p> <p>Baseline: Zero Target: At least 2 from each platform meeting</p>	Platform meeting minutes	
	3.1.3. Consultations and development of draft Platform Strategy and action plan. (based on the experiences during phase I and II, including model of how the platform can be sustained beyond the end of the project as a nationally driven process)- strategy would look at future non-discrimination campaign, policy issues.	<p>Output Indicator 3.1.4 A national strategy to promote diversity, inclusivity and non-discrimination is developed along with an action plan to be implemented</p> <p>Baseline:0 Target: 1 Draft Strategy is developed, and 5 consultations are conducted with diversity of groups and minorities of the country</p>	Draft Strategy Document, consultation reports	
	Activity 3.1.4 Roundtables for development partners and key stakeholders to present strategy and action plan (donor briefing, press briefing)	<p>Output 3.1.5. Number of follow-up actions being implemented after roundtables with donor and international organizations</p> <p>Baseline: Zero Target: At least 5 follow-up actions will be kick-started before the end of the IRF project Disaggregated by: Just Initiated, Ongoing, completed</p>	Participants lists, roundtable reports, follow up actions decided in each platform meeting will be tracked/ recorded and regularly discussed in subsequent meetings	
	Activity .1.5 Policy Brief on hate speech and reflection on project learning	<p>Output 3.1.6. Policy brief on hate speech and reflection of project learning is produced</p> <p>Baseline: 0 Target: One Policy brief produced</p>		
<p>Output 3.2 A pilot media campaign is launched to promote anti-discrimination, tolerance and diversity in Myanmar</p> <p>List of activities under this Output:</p> <p>3.2.1. Series of workshops to design the identity of the campaign and key messages (including identification of key audiences and best media platforms to target them).</p> <p>3.2.2. Production of media outputs and campaign (traditional and social media), including pre-testing of messages and reflection on impact of outputs for future learning of the platform.</p>	<p>Output Indicator 3.2.1 Number of messages developed and disseminated in diverse media formats, using a variety of different channels/ media platforms to convey the platform’s vision on how to promote non-discrimination in the context of elections.</p> <p>Baseline: Zero Target: At least 10 messages that can be used by key institutions Disaggregate by: Types of mechanisms</p>	Documentation of messages developed during workshops		

	<p>3.2.3. Dialogues of platform members with key institutions to convey the platform's vision and key messages (Parliament, UEC, political parties, media, civil society –religious leaders, NGOs/activities) on how to promote non-discrimination in the context of elections.</p>	<p><u>Output Indicator 3.2.2</u> <u>Number of Public Service Announcements (PSAs) or other media outputs produced which are conflict and gender sensitive</u></p> <p><u>Baseline:</u> 0 <u>Target:</u> 15 PSAs or other media outputs are produced which are conflict and gender sensitive</p>	<p>List of PSAs and other media outputs</p>	
--	---	--	---	--

Annex C: Checklist of project implementation readiness

Question	Yes	No	Comment
1. Have all implementing partners been identified?	Yes		Preliminary consultations have been held and detailed discussions on the activities work plans will be elaborated when funds are secured.
2. Have TORs for key project staff been finalized and ready to advertise?	Yes		ToRs for key project staff have been drafted and can be advertised when funds are secured.
3. Have project sites been identified?		No	Specific sites for Outcome 1 activities have not been decided with MOI but some criteria for selection have been discussed.
4. Have local communities and government offices been consulted/ sensitized on the existence of the project?	Yes		Key entities – Ministry of Information and Union Election Commission have been consulted on the project in detail.
5. Has any preliminary analysis/ identification of lessons learned/ existing activities been done?	Yes		For Outcome 1 activities, lessons learned from similar previous activities have been identified.
6. Have beneficiary criteria been identified?	Yes		Some criteria have been identified and will be finalized as soon as document is signed by the Government
7. Have any agreements been made with the relevant Government counterparts relating to project implementation sites, approaches, Government contribution?	Yes		MOUs have been developed for the implementation of the project and agreed by all parties.
8. Have clear arrangements been made on project implementing approach between project recipient organizations?		No	Preliminary consultations have been held and detailed discussions on the activities work plans will be elaborated when funds are secured.
9. What other preparatory activities need to be undertaken before actual project implementation can begin and how long will this take?	N/A		As soon as the government signature is secured, planning will be done with recipient organizations.

Annex D - PBF Project Budget

Table 1 - PBF project budget by outcome, output and activity

Outcome/ Output number	Description (Text)	Recipient Organization 1 Budget	Recipient Organization 2 Budget	Total	% allocated to Gender Equality and Women's Empowerment (GEWE):	Any remarks (e.g. on types of inputs provided or budget justification, esp. for TA or travel costs)
		UNESCO	UNDP			
OUTCOME 1:	Myanmar media ecosystem is more conducive to an inclusive political environment and credible and peaceful elections					
Output 1.1:	Mainstream and ethnic media journalists' capacity enhanced to provide fair, gender-unbiased and accurate coverage of elections and to counter hate speech					
Activity 1.1.1:	Update of the Guidelines on Elections Reporting	\$ 23,000.00		\$ 23,000.00	60%	
Activity 1.1.2:	Dissemination of the Guidelines on Elections Reporting	\$ 38,500.00		\$ 38,500.00	50%	
Activity 1.1.3:	Establish a mechanism through which the UEC can report to the Myanmar Press Council for further action whenever a candidate/political party perceives that the a media has broken the journalists code of conduct in a report/story about them	\$ 81,000.00		\$ 81,000.00	35%	
Activity 1.1.4	Establish a News Service on women candidates	\$ 54,000.00		\$ 54,000.00	100%	
Activity 1.1.5	Train journalists on reporting on disinformation and hate speech, based on UNESCO Handbook on Journalism, "Fake News" and Disinformation	\$ 77,600.00		\$ 77,600.00	50%	
	Output Total	\$ 274,100.00	\$ -	\$ 274,100.00	\$ 154,200.00	
Output 1.2:	Nation-wide media campaigns organized to raise awareness of online disinformation and hate speech in run-up to 2020 elections					
Activity 1.2.1	Campaign on spotting hate speech and disinformation (MIL micro-learning lessons)	\$ 97,000.00		\$ 97,000.00	50%	
Activity 1.2.2	Support community centres to plan and implement awareness raising initiatives to counter hate speech and misinformation through training on MIL and positive messaging.	\$ 225,000.00		\$ 225,000.00	50%	
	Output Total	\$ 322,000.00	\$ -	\$ 322,000.00	\$ 161,000.00	
OUTCOME 2:	Inclusivity, diversity and gender equality of the electoral process strengthened					
Outcome 2.1	Candidate nomination and scrutiny supported to reduce risk of community grievances becoming a trigger for hate speech and tensions					
Activity 2.1.1	Develop guidelines & manual		\$ 153,036.50	\$ 153,036.50	30%	Strong focus on women
Activity 2.1.2	Support the UEC to develop and disseminate information in different languages for candidates and political parties.		\$ 132,976.50	\$ 132,976.50	30%	Video and printed material that include emphasis on gender sensitivity and the promotion of women's participation as candidates.
	Output Total	\$ -	\$ 286,013.00	\$ 286,013.00	\$ 85,803.90	
Output 2.2	Women W/VTAs better informed and with improved skills to run for elections					
Activity 2.2.1	Awareness raising and skills training for women W/VTAs		\$ 50,000.00	\$ 50,000.00	100%	Exclusively working with women
Activity 2.2.2	Mentoring of Women W/VTAs		\$ 28,839.00	\$ 28,839.00	100%	Exclusively working with women
	Output Total	\$ -	\$ 78,839.00	\$ 78,839.00	\$ 78,839.00	

OUTCOME 3:	Nationally owned vision and strategy guides efforts in the promotion of diversity, inclusivity and non-discrimination in Myanmar					
Output 3.1	A platform to discuss the design and implementation of anti-discrimination strategies is established					
Activity 3.1.1	Research to map out existing initiatives and actors in the area of anti-discrimination/ countering hate speech, and identify key influencers through social media monitoring		\$ 106,817.86	\$ 106,817.86	50%	Strong focus on descrimination of women
Activity 3.1.2	Organize platform meetings		\$ 37,355.86	\$ 37,355.86	50%	Strong focus on descrimination of women
Activity 3.1.3	Consultations and development of draft Platform Strategy & action plan		\$ 48,592.36	\$ 48,592.36	65%	Strong focus on descrimination of women
Activity 3.1.4	Roundtables for partners and key stakeholders to present strategy & action plan		\$ 16,925.86	\$ 16,925.86	50%	Strong focus on descrimination of women
Activity 3.1.5	Policy brief on Hate Speech and reflection on project learning	\$ 52,790.00		\$ 52,790.00	50%	Strong focus on descrimination of women
	Output Total	\$ 52,790.00	\$ 209,691.93	\$ 262,481.93	\$ 138,529.82	
Output 3.2:	A pilot media campaign is launched to promote anti-discrimination, tolerance and diversity in Myanmar					
Activity 3.2.1	Series of workshops to design the identity of the campaign and key messages (including identification of key audiences and best media platforms to target them.	\$ 31,000.00		\$ 31,000.00	50%	Strong focus on descrimination of women
Activity 3.2.2	Production of media outputs and campaign (traditional and social media), including pre-testing of messages and reflection on impact of outputs for future learning of the platform.	\$ 120,000.00		\$ 120,000.00	50%	Strong focus on descrimination of women
Activity 3.2.3	Dialogues of platform members with key institutions to convey the platform's vision and key messages (Parliament, UEC, political parties, media, civil society –religious leaders, NGOs/activities) on how to promote non-discrimination in the context of elections.	\$ 50,000.00		\$ 50,000.00	50%	Strong focus on descrimination of women
	Output Total	\$ 201,000.00	\$ -	\$ 201,000.00	\$ 100,500.00	
Additional personnel costs		\$ 335,012.00	\$ 196,530.17	\$ 531,542.17	50%	
Additional Operational Costs		\$ 75,200.00	\$ 111,228.80	\$ 186,428.80	50%	
Monitoring budget		\$ 122,400.00	\$ 30,842.96	\$ 153,242.96	50%	strong focus on monitoring gender equality results
Budget for independent final evaluation		\$ 18,800.00	\$ 22,000.00	\$ 40,800.00	50%	strong focus on monitoring gender equality results
	Total Additional Costs	\$ 551,412.00	\$ 360,601.93	\$ 912,013.93	\$ 456,006.97	

Totals			
	Recipient Organization 1	Recipient Organization 2	Total
	UNESCO	UNDP	
Sub-Total Project Budget	\$ 1,401,302.00	\$ 935,145.86	\$ 2,336,447.86
Indirect support costs (7%):	\$ 98,091.14	\$ 65,460.21	\$ 163,551.35
Total	\$ 1,499,393.14	\$ 1,000,606.07	\$ 2,499,999.21

Performance-Based Tranche Breakdown				
	Recipient Organization 1	Recipient Organization 2	Total	Tranche %
	UNESCO	UNDP		
First Tranche:	\$ 1,049,575.20	\$ 700,424.25	\$ 1,749,999.45	70%
Second Tranche:	\$ 449,817.94	\$ 300,181.82	\$ 749,999.76	30%
Third Tranche	\$ -	\$ -	\$ -	
Total:	\$ 1,499,393.14	\$ 1,000,606.07	\$ 2,499,999.21	100%

\$ Towards GEWE	\$ 1,257,121.26
% Towards GEWE	50%
\$ Towards M&E	\$ 194,042.96
% Towards M&E	8%

Table 2 - Output breakdown by UN budget categories

	Recipient Agency 1	Recipient Agency 2	Total
	UNESCO	UNDP	
OUTCOME 1			
Output 1.1			
Output Total from Table 1	\$ 274,100.00	\$ -	\$ 274,100.00
1. Staff and other personnel			\$ -
2. Supplies, Commodities, Materials	\$ 2,000.00		\$ 2,000.00
3. Equipment, Vehicles, and Furniture (including			\$ -
4. Contractual services	\$ 142,500.00		\$ 142,500.00
5. Travel			\$ -
6. Transfers and Grants to Counterparts	\$ 129,600.00		\$ 129,600.00
7. General Operating and other Costs			\$ -
Total	\$ 274,100.00	\$ -	\$ 274,100.00
Output 1.2			
Output Total from Table 1	\$ 322,000.00	\$ -	\$ 322,000.00
1. Staff and other personnel			\$ -
2. Supplies, Commodities, Materials	\$ 2,000.00		\$ 2,000.00
3. Equipment, Vehicles, and Furniture (including Depreciation)	\$ 4,000.00		\$ 4,000.00
4. Contractual services	\$ 72,000.00		\$ 72,000.00
5. Travel	\$ 4,000.00		\$ 4,000.00
6. Transfers and Grants to Counterparts	\$ 240,000.00		\$ 240,000.00
7. General Operating and other Costs			\$ -
Total	\$ 322,000.00	\$ -	\$ 322,000.00
OUTCOME 2			
Output 2.1			
Output Total from Table 1	\$ -	\$ 286,013.00	\$ 286,013.00
1. Staff and other personnel		\$ -	\$ -
2. Supplies, Commodities, Materials		\$ 6,860.00	\$ 6,860.00
3. Equipment, Vehicles, and Furniture (including		\$ 6,700.00	\$ 6,700.00
4. Contractual services		\$ 210,461.00	\$ 210,461.00
5. Travel		\$ 61,992.00	\$ 61,992.00
6. Transfers and Grants to Counterparts		\$ -	\$ -
7. General Operating and other Costs		\$ -	\$ -
Total	\$ -	\$ 286,013.00	\$ 286,013.00
Output 2.2			
Output Total from Table 1	\$ -	\$ 78,839.00	\$ 78,839.00
1. Staff and other personnel		\$ -	\$ -
2. Supplies, Commodities, Materials		\$ 980.00	\$ 980.00
3. Equipment, Vehicles, and Furniture (including		\$ -	\$ -
4. Contractual services		\$ 73,500.00	\$ 73,500.00
5. Travel		\$ 4,359.00	\$ 4,359.00
6. Transfers and Grants to Counterparts		\$ -	\$ -
7. General Operating and other Costs		\$ -	\$ -
Total	\$ -	\$ 78,839.00	\$ 78,839.00

OUTCOME 3			
Output 3.1			
Output Total from Table 1	\$ 52,790.00	\$ 209,691.93	\$ 262,481.93
1. Staff and other personnel		\$ -	\$ -
2. Supplies, Commodities, Materials		\$ 7,200.00	\$ 7,200.00
3. Equipment, Vehicles, and Furniture (including		\$ 3,600.00	\$ 3,600.00
4. Contractual services	\$ 48,000.00	\$ 185,391.93	\$ 233,391.93
5. Travel	\$ 4,790.00	\$ 13,500.00	\$ 18,290.00
6. Transfers and Grants to Counterparts		\$ -	\$ -
7. General Operating and other Costs		\$ -	\$ -
Total	\$ 52,790.00	\$ 209,691.93	\$ 262,481.93
Output 3.2			
Output Total from Table 1	\$ 201,000.00	\$ -	\$ 201,000.00
1. Staff and other personnel		\$ -	\$ -
2. Supplies, Commodities, Materials		\$ -	\$ -
3. Equipment, Vehicles, and Furniture (including		\$ -	\$ -
4. Contractual services	\$ 176,000.00	\$ -	\$ 176,000.00
5. Travel	\$ 25,000.00	\$ -	\$ 25,000.00
6. Transfers and Grants to Counterparts		\$ -	\$ -
7. General Operating and other Costs		\$ -	\$ -
Total	\$ 201,000.00	\$ -	\$ 201,000.00
Additional Costs			
Additional Cost Totals from Table 1	\$ 551,412.00	\$ 360,601.93	\$ 912,013.93
1. Staff and other personnel	\$ 335,012.00	\$ 196,530.17	\$ 531,542.17
2. Supplies, Commodities, Materials		\$ -	\$ -
3. Equipment, Vehicles, and Furniture (including		\$ -	\$ -
4. Contractual services	\$ 141,200.00	\$ 15,421.48	\$ 156,621.48
5. Travel		\$ 37,421.48	\$ 37,421.48
6. Transfers and Grants to Counterparts		\$ -	\$ -
7. General Operating and other Costs	\$ 75,200.00	\$ 111,228.80	\$ 186,428.80
Total	\$ 551,412.00	\$ 360,601.93	\$ 912,013.93
Totals			
	Recipient Organization 1		Totals
	UNESCO	Recipient Organization 2 UNDP	
1. Staff and other personnel	\$ 335,012.00	\$ 196,530.17	\$ 531,542.17
2. Supplies, Commodities, Materials	\$ 4,000.00	\$ 15,040.00	\$ 19,040.00
3. Equipment, Vehicles, and Furniture (including	\$ 4,000.00	\$ 10,300.00	\$ 14,300.00
4. Contractual services	\$ 579,700.00	\$ 484,774.41	\$ 1,064,474.41
5. Travel	\$ 33,790.00	\$ 117,272.48	\$ 151,062.48
6. Transfers and Grants to Counterparts	\$ 369,600.00	\$ -	\$ 369,600.00
7. General Operating and other Costs	\$ 75,200.00	\$ 111,228.80	\$ 186,428.80
Subtotal	\$ 1,401,302.00	\$ 935,145.86	\$ 2,336,447.86
7% Indirect Costs	\$ 98,091.14	\$ 65,460.21	\$ 163,551.35
TOTAL	\$ 1,499,393.14	\$ 1,000,606.07	\$ 2,499,999.21

Terms of Reference for the project “Preventing hate speech and promoting peaceful society through Media and Information Literacy”

1. Mission statement

To prevent hate speech and to promote peaceful society through Media and Information Literacy.

2. Problem Statement

Hate speech and disinformation circulating on Facebook and mobile messaging apps such as Viber may destabilize politics and disrupt the preparations of the elections in 2020. In Myanmar, propaganda networks are highly effective in spreading sentiments against particular groups.

Intimidation, harassment and attacks against parties, candidates and their supporters would deter them from participating freely in the elections. Any such incidents would disrupt the electoral process and undermine its credibility and inclusiveness.

It has been forecast that online hate speech and disinformation in the run-up to the next general election will make 2020 an important year for Myanmar from a prevention standpoint. The risk of increased tensions around the 2020 elections is amplified due to the ease and speed in which hate speech and disinformation is spread. Myanmar is especially vulnerable because of the proliferation of smartphones and widespread use of social media, notably Facebook; insufficient media literacy to critically evaluate news and information; and cultural norms that encourage sharing of news and information.

Despite the pervasive use of social media, the Myanmar Audience Study concluded that the level of Media and Information Literacy¹ (MIL) in Myanmar remains low, with many finding it difficult to decipher media content and grasp the role and purpose of media and news. The need for MIL was a common refrain at the 7th edition of the Myanmar Media Development Conference (Naypyitaw, December 2018). Myanmar’s

¹For the purpose of this project, Media and Information Literacy is understood as “a set of competencies that empower citizens to access, retrieve, understand, evaluate and use, create, as well as share information and media content in all formats, using various media, in a critical, ethical and effective way, in order to participate and engage in personal, professional and societal activities”.

national government is concerned about the harm that hate speech and disinformation can cause, and has, on several occasions, publicly condemned the use of hate speech. In its website, the Ministry of Information (MOI) urges all Myanmar citizens to avoid hate speech and to “live in unity within diversity”. These public pronouncements are consistent with Myanmar’s 2008 Constitution.²

During the celebration of the 2019 World Press Freedom Day, the Union Minister of Information highlighted the need for Media and Information Literacy to improve the competency of the public in evaluating news and information to overcome the “dangers of untrue and fake news.” In the same occasion, he noted that democracy and media share the same values and that democracy “ensures freedom, equality and justice”.³

3. **Boundaries**

The project begins with the adoption of the detailed project plan and ends with the satisfactory outcome- “Myanmar media ecosystem is more conducive to an inclusive political environment and credible and peaceful elections”.

Ministry of Information (MOI) and UNESCO are the authorities to lead this project.

A few international media development organizations such as Deutsche Welle Akademie, and International Media Support are implementing small projects on MIL focusing on targeted local communities with a limited reach. Building on UNESCO’s existing work in this area, the proposed project will be implemented in partnership with Government, harnessing the potential of their multimedia network and community centers that have coverage and presence in the whole country. Two local organizations, namely MIDO and MBAPF, are also actively engaged in countering hate speech and disinformation and educating the public on MIL. The UN is cooperating with them for this project, to build on their efforts and institutionalizing their work by linking it to a nationwide strategy that this project will be supporting.

²Article 364 specifically provides the following:

The abuse of religion for political purposes is forbidden. Moreover, any act which is intended or is likely to promote feelings of hatred, enmity or discord between racial or religious communities or sects is contrary to this Constitution. A law may be promulgated to punish such activity.

³ Myanmar News Agency, 4 May 2019.

Responsibilities

(A) Ministry of Information will take the following responsibilities:

- (1) Consult with UNESCO before inviting relevant social media stakeholders for designing this project;
- (2) Identify the areas focusing for implementing MIL in Myanmar in consulting with UNESCO;
- (3) Develop the MIL framework in cooperation with UNESCO;
- (4) Define the areas for holding capacity building MIL trainings in consultation with UNESCO;
- (5) Provide venues where community centres are available for MIL activities;
- (6) Monitor and evaluate the project in cooperation with UNESCO;
- (7) Report the actual project outcome to the Myanmar government;
- (8) Facilitate for the visa issue of international experts and UN representatives who take the responsibility for the fulfillment of this project;
- (9) Facilitate for the smoothness in travel of project stakeholders in project areas;
- (10) Facilitate for the access of materials and supplies related to the project;
- (11) Intervene, if necessary, with the local authorities for the implementation of the project.

(B) UNESCO will take the following responsibilities:

- (1) Consult with MOI before inviting relevant social media stakeholders for designing this project;
- (2) Identify the areas focusing for implementing MIL in Myanmar in consulting with MOI;
- (3) Develop the MIL framework in cooperation with MOI;
- (4) Define the areas for holding capacity building MIL trainings in consultation with MOI;

- (5) Provide the total cost and settle the total expenditure of all project activities;
- (6) Provide teaching and communication materials for MIL activities;
- (7) Monitor and evaluate the project in cooperation with MOI;
- (8) Report the actual project outcome to the authority concerned;
- (9) Transfer equipment, facilities and supplies provided for the project to MOI;
- (10) Secure funds from Sweden to continue working in the promotion of MIL until 2021, with a possibility of extending the support beyond that date.

4. Project management and coordination

A Steering Committee composed of Ministry of Information (MOI) and UNESCO will be established to provide guidance and overall oversight to the project. As the Convening Organization, UNESCO will engage a project coordinator to coordinate the different components of the project and provide regular reports to the Steering Committee and PBF. Both sides coordinate for project plans (eg: frequencies of training; number of trainees in each training, how to select trainees and etc.).

5. Specific issues to be addressed/ Activities of the project

The project will support the following specific issues:

- (a) Identifying areas focusing for implementing MIL in Myanmar. According to the outcome of the MIL workshops conducted in cooperation with UNESCO and MOI, five areas which need to be focused are: media literacy, Information literacy, digital literacy (including game literacy), social media literacy, and news literacy;
- (b) Providing necessary facilities and teaching and educational materials;
- (c) Adopting the curriculum for MIL;
- (d) Giving capacity building trainings in each state/division at MOI branch offices which can provide community centres;

- (e) Holding workshops, seminars and talks;
- (f) Launching a countrywide multimedia campaign to educate the public on MIL, with a focus on countering hate speech and disinformation;
- (g) Conducting online education on MIL;
- (h) Monitoring and evaluating the project;
- (i) Keeping a record on this project for learning its experiences (strengths and weakness).

6. Desired Outcome

The expected result of this output is that the MyanmarPublic is able to critically evaluate information provided by the media and shared on social media to counter hate speech and disinformation.

Media and Information Literacy (MIL) is the first defense against disinformation and the spread of hate speech through traditional and online media. MIL provides the public with the necessary knowledge and skills to evaluate media content, access the information they need and participate effectively in public debates through self-expression that is respectful of the “others”. A media and information literate person can discern fabricated news from actual fact-based information; can identify hate speech messages and stop their spread or counter them with facts or professional news reports; and a media and literate person has also an important role in holding the media up to professional and ethical standards and in applying ethics and a no-harm approach when disseminating information, contributing also to spread positive messages.

The project will promote MIL as means to stop the spread of disinformation and engage youth in addressing and countering religion, ethnic and gender-based hate speech and promoting alternative narratives and positive messaging. The project will strengthen the capacities of the community centers that the Ministry of Information has in every single township in the country to become MIL hubs, equipping them with educational and communication materials and supporting them to engage with youth organizations and the communities to promote MIL. These efforts will be reinforced with a countrywide

multimedia campaign to educate the public on MIL, with a focus on countering hate speech and disinformation.

7. The implementing partners and stakeholders in this project

Ministry of Information (MOI), UNESCO, Myanmar Press Council, Myanmar Now, Burma News International, Myanmar ICT for Development Organisation (MIDO) and the Myanmar Book Aid and Preservation Foundation (MBAPF)

8. Intervention Strategies

In time of emergency (eg. Outbreak of pandemic diseases, natural disasters,etc.), distance learning or online education on MIL, online campaigns and other relevant ways and means will be done to cover the contingency plan for any emergency happened.

9. Time frame

18 months (starting from the date of the signing of this project between MOI and UNESCO)