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<b>PROJECT:</b>	<b>Training for Strengthening the Capacity of the Media in Advocating and Promoting Peace and Disarmament in Asia and the Pacific</b>
<b>DISARMAMENT FOCUS:</b>	Disarmament Advocacy/Education Programme
<b>PROJECT TIMEFRAME</b>	2011-2012 (12 months)
<b>GEOGRAPHICAL FOCUS</b>	Asia and the Pacific
<b>CONTACT W/MANAGER:</b>	<a href="mailto:taijiro.kimura@unrcpd.org.np">taijiro.kimura@unrcpd.org.np</a>

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## **BACKGROUND**

Global nuclear non-proliferation and disarmament stand at a critical juncture. The illicit trade in Small Arms and Light Weapons around the world is equally concerning. To advance the disarmament agenda, it is essential to mobilize a strenuous support from the general public. In this connection, the media as an intermediary entity has a very important role to play. They will be best placed to generate public interest and involvement in these issues as well as to get invaluable firsthand feedback from ordinary citizens, who in turn can play a very positive role in informing the policies of governments and international organizations to promote disarmament and non-proliferation. Furthermore, the emergence of internet-based media has increased opportunities to advocate and promote peace and disarmament around the globe.

In order for the media to make a constructive contribution for the sake of peace and disarmament, it is essential to first enhance their knowledge and understanding of specific issues related to disarmament and non-proliferation, so that they are well equipped to accurately inform the public. Moreover, both experts on disarmament and non-proliferation and the media can jointly explore a communication strategy to enhance a flow of accurate and wide-ranging information on disarmament-related trends and developments from the disarmament community to the general public. The United Nations Regional Centre for Peace and Disarmament which covers 43 countries in Asia and the Pacific is in a good position to enhance the links between experts and organizations involved in peace and disarmament, and the media by arranging training courses for the media in the region.

## **OBJECTIVE**

To increase the knowledge and expertise of the media in Asia and the Pacific in peace, disarmament and non-proliferation issues and to find ways and means to enhance partnerships among UNODA, organisations and individuals working on disarmament issues and the media.

## **CONTENT AND DESIGN**

- Three sub-regional workshops for the media will be organized respectively in East and Southeast Asia, South Asia and Central Asia, and the Pacific. Each workshop will train 20 personnel from the media ( 1-2 participant per country) taking into account gender balance, geographical diversity as well as diversity in types of media (written media, audiovisual media, and web media).
- Through interactive discussions between the experts on peace and disarmament, the participants will explore the scope of the disarmament field; current challenges and pressing issues; regionally specific challenges and opportunities; links between arms proliferation and armed violence on the one hand and peace, development and security on the other hand; and efforts by the international community, including the United Nations, in addressing those challenges. The workshop will also identify ways and means to enhance the unique role played by the media in promoting public interest in peace and disarmament.
- Discuss how to best utilize the new and emerging media tools in promoting disarmament and non-proliferation.

## **EXPECTED RESULTS**

- Increased knowledge and understanding of the media in disarmament and non-proliferation issues/policies
- Developed a communication strategy to enhance more effective ways of communication between disarmament communities including Member States, UN and other international organizations and media as well as a Compendium of best practices
- Established a network of media groups in the sub-regions to exchange experiences and lessons learned

## **BENEFICIARIES**

Media groups, including web media in the selected sub-regions and civil society in general

## **PARTNERS**

Regional and local media associations, relevant government agencies related to information and media, regional organizations such as SAARC, PIF, UNICEF regional office, UN Department of Public Information, including regional and country information centres.

<b>BUDGET ITEMS IN US \$</b>	<b>AMOUNT</b>
• Project Personnel	100,000
• Operations and Implementation Costs	250,000
<b>TOTAL BUDGET REQUIRED</b>	<b>350,000</b>
<b>TOTAL SECURED FUNDING</b>	<b>0.00</b>