



# **The Road to Johannesburg: WSSD Regional Media Seminar for Journalist**



**Regional Media Seminar for Arab Journalists  
Marriott, Amman  
May 7- 8, 2002**

**WORKSHOP FINAL REPORT AND  
PROCEEDINGS**

**20 May 2002**

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## **I. INTRODUCTION**

Preparations for the Summit are will underway. During 2001 and 2002, a series of national consultations and sub regional, regional and global preparatory meetings around the world have been assessing key challenges and opportunities relating to sustainable development and identifying future priorities, new initiatives and commitments needed to make progress in the coming years, Regional and global preparatory meetings are being held to integrate the views of key stakeholders into the Summit deliberations through a multi-stakeholder dialogue process and events during the Summit.

Along the formal national and regional preparatory processes, and in line with the necessity, to involve all stakeholders to include the voices, experiences and perspectives of a wide range of communities committed to sustainable development, Capacity 21 programme is providing a platform for the Media to take part in the regional preparatory meeting. This effort is to voice the reflection and commitment of the Media to enable them present their stand and concerns. Parallel efforts are aiming to involve other stakeholders and promote their role in advocacy and campaigning in addressing WSSD and beyond.

## **II. Objectives of the Workshop**

The seminar focused on exposing Journalists and Media specialists from the Arab region to sustainable development and call for their efforts to introduce a new way of thinking – that links economic, social and environmental efforts. The seminar reviewed global and regional initiatives since Rio and highlighted their impact on local lives; equip journalists with greater awareness, knowledge of different angles and various global and regional perspectives of SD. The Seminar will invite participants to set an Agenda for Action that advocates sustainable development and complements other partner's efforts.

## **III. Participants**

20 participants form the Arab region, representing different Media channels, with familiarity with sustainable development concept and 3 Participants form Jordan (host country). The participants had a chance to interact with NGOs, civil society and other stakeholders during a field visit to one of UNDP/SGP project in Jordan.

## **IV. WORKSHOP PROCEEDINGS**

### **1. Opening Session**

HRH Princess Basma, UNDP Goodwill Ambassador for Human Development and Champion of Sustainable Development, inaugurated the workshop. His Excellency Abdul Razaq Tubeishat, Minister of Municipal and Rural Affairs and Environment, in addition to Mr. Ove Bjerregaard, UNDP's Representative Representative a.i, attended the session. Various UN agencies representatives in Jordan also attended the opening session along with a number of journalists and media people representing local media institutions and publications. The opening was followed by a press conference.

### **I.1 Welcoming Remarks and Speeches:**

In the opening session, **Mr. Bjerregaard, UNDP Res. Rep. a.i.**, introduced the capacity 21 initiative and UNDP's efforts to raise awareness of critical development issues and to rally support for the concept of Sustainable Development through media seminars in all the 5 regions of the world. He also identified the three main areas of focus for UNDP Regional Program for the Arab States, namely: (1) achieving good governance, including an expanded role for women; (2) improving Knowledge Management in order to create a basis for technical innovation; and (3) managing globalization. Mr. Bjerregaard also urged the participants to renew their commitment to sustainable development. **His Excellency Abdull Razaq Tubeishat, Minister of Municipal and Rural Affairs and Environment** briefed the participants on Jordan efforts towards achieving the objectives of Sustainable Development. He renewed Jordan's commitment towards the concept through citing examples of completing the Agenda 21, adhering to Rio's principles and promoting sustainable development as the ultimate choice. The minister also stressed on the media's role in raising awareness in that matter. **HRH Princess Basma, Champion for Sustainable Development**, stressed on the media's important role in building sustainable societies where stability, security, education and health care prevail. However, she said, there are still many obstacles that face the media in covering and promoting the concepts of sustainable development. She urged the participants and the attendants to work together to enhance the concept and to create new methods of promoting awareness and participation especially women in all decision making levels, and to target the children to grow with comprehensive concepts.

## **I.2 Press Conference**

The official opening session was followed by a press conference where journalists and participants had the chance to discuss issues with HRH, the minister and UNDP. Dr. Abumoghli, ARR/Environment & Natural Resources, joined the speakers in responding to the different questions and comments. The questions concentrated on the main concept of sustainable development, the validity of the UN conferences and the way to enforce implementation of the recommendations and agendas of such conferences, the faith of sustainable development in the region with the challenges of food security, Arab-Israeli conflict, poverty and unemployment and challenges of globalization, the role of the media and possible ways of clarifying the concept of SD to the public while it is still not very clear in the minds of many experts and specialist. The journalists also asked the UN and local efforts towards promoting sustainable development and the ways to include the media as a key partner in these efforts.

## **2. First Day Sessions**

**Introductory Session:** The first session of the workshop started with an introductory session to introduce the participants to develop the workshop principles. An icebreaker exercise was conducted to introduce the participants to each other. Each two participants were requested to interview and introduce each other, and participants were invited to use their journalism skills to get as much details from the interviewee. The challenge to dig for information prompted enthusiasm and created a sense of fun, action and warmth. The group voted on the workshop's principles and that included openness, trust, respect to each other's views, commitment to action, to give freely of one's experience, to say what one thinks, to be patient with others, to confine the discussion to the problem, and to have a free smoke environment.

**2.1 Session One: Review global Initiatives since Rio and how do they affect the local issues** included three 15-minute presentations on various issues reviewing the global initiatives

since Rio. The presentations focused on the following three issues: Agenda 21, the multi-lateral environmental agreements, and the preparation processes for Johannesburg. The three presentations were concluded with a discussion session.

### **2.1.1. Agenda 21: What is it? Why is it prepared? (Eng. Ahmad Qatarneh, focal point of SD/GCEP)**

Engineer Ahmad Qatarneh gave a quick introduction on sustainable development and a historical review on Agenda 21. He explained what is the Agenda 21, how and why it was introduced and promoted. He explained the purpose of Agenda 21 as a strategy and plan of action towards a comprehensive sustainable development. He further added that Agenda 21 is vital since it proposes practical options to address the three pillars of development (economic, social, and environmental) in a balanced and integrated manner based on its participatory approach that is adopted in its preparation and hopefully implementation. He presented briefly the Jordan National Agenda 21 that consists of 40 chapters divided into 4 sectors covering social and economic and environmental issues. Jordan National Agenda 21 was formulated to overcome the developmental challenges in a holistic and integrated approach to facilitate and promote the creation and strengthening of local, regional and international partnership as well as enhance efforts towards sustainable development. He further added, that the Jordan National Agenda 21 has specific components that address women, youth, NGOs, Media, Academia and the private sector as partners and main actors in the development process.

### **2.1.2. Multi-lateral Environmental Agreements: What are they? What do they do? (Eng. Khaled Majali, director of multilateral aid/GCEP)**

A review of the international multi-lateral environmental agreements, especially after Stockholm 1972, was presented to the participants in attempt to raise the awareness of international efforts towards promoting and financing SD initiatives. Eng. Majali cited the agreements signed by Jordan, over 30 agreements. Eng. Majali briefed the audience on challenges faced by countries, being: (1) the priority for the conservation of natural resources; (2) pollution and urgency to take measures to protect humans in medium and long run, (3) the enhancement of regional and international cooperation agreements.

### **2.1.3. The Road to Johannesburg: WSSD Preparations. (Dr. Iyad Abumoghli, ARR/UNDP)**

Dr. Abumoghli introduced the Johannesburg summit and the preparatory processes to the participants. The summit will be held in August-September 2002 in Johannesburg with the participation of world leader and representative of governments, NGOs, the United Nations agencies and interested and key players in the private sector. The national preparatory process required the preparation of national reports to shed light on achievements and progress attained since 1992. Dr. Abumoghli informed that the national preparatory process included promoting awareness and involved the participation of government institutions, the NGOs and civil society and the media. He briefed on the regional preparatory processes and informed of the voices of all stakeholders in the process and the need to reach out to all including local communities, youth women, and the Media in the all stages of developmental process and efforts starting from setting the agenda, consultation, implementation, and representation in the UN conferences. As for the regional preparations, he informed that they focused on unifying the national stands towards a focused regional prospective. The regional preparations included consultative meetings with the UN and other donors, seminars and workshops on sustainable

development issues, in addition to holding regional preparatory conferences and meetings that resulted in the issuance of the formal Arab Declaration (Cairo 2001). On the international front, Dr. Abumoghli briefed on the documentations of the 5<sup>th</sup> and the 10<sup>th</sup> reviews, in addition to specialized consultative meetings to all regions. He also explored with the audience on what to be expected from the summit, i.e., (1) to renew the commitments on Rio's goals and actions; (2) Focus on strategies that address poverty alleviation as a pillar of comprehensive sustainable development, (3) the importance of developing the institutional structure and capacity to manage sustainable development, and (4) the provision of funding and creation of new funding mechanisms and opportunities to implement sustainable development initiatives.

#### **2.1.4. Discussions**

- The concept of peace and security as a basic requirement and catalyst for sustainable development was given ample discussion. The Israeli-Arab conflict was mentioned and it presenting an obstacle and challenge to any sustainable development effort in the Middle East. The participants expressed their concern with this issue and stressed that sustainable development could not be achieved without the attainment of peace and security in the region specially with Israel ignoring all UN resolutions and international efforts to resolve the conflict. Participants concluded that development can never be achieved and its sustainability cannot be granted in the absence of peace and security.
- Many raised the issue pertaining to the vague and complex definition of sustainable development and the need for joint efforts to elaborate and clarify the definition and towards putting it in global, national, cultural contexts.
- The awareness raising issues were highlighted and the role of media as well as what will it entail to activate their participation in SD efforts.
- Participants raised the need for the region to adopt a unified stand and strategies towards major concerns, most importantly poverty alleviation and education.
- The participants highlighted the need for information exchange as one of the main areas towards a unified position and strategies.

**2.2. Session Two:** This session consisted of two main components: 1) A presentation by Mr. Ziad Alawneh, Chairperson of the Regional Network for Environmental Journalists in the Mediterranean countries, on aspects of sustainable development that hold interest to the media; 2) Participants were divided into four groups to discuss issues highlighted by the presentation and lay foundation for a media plan of action.

##### **2.2.1. What aspects of Sustainable Development hold interest for News Programmers/Editors (Mr. Ziad Alawneh)**

Mr. Alawneh gave an introduction on media and the environment being a recent addition and highlight of the modern media sectors. He cited the main obstacles that hinder the environment media people efforts and involvement. These included: (1) credibility, (2) funding, (3) degree of freedom, (4) information availability and accessibility, (5) personalized and vested interests of influential against environment policies and sustainable development, (6) the weakness of communication among media and environment specialists, (7) the lack of government plans to include media in environment and development programs, and (8) non interest in environment.

He explained why the sustainable development needs the media's attention and what can the media do for that matter. He discussed the level of the media's readiness to play a role and what measures should be adopted to promote their involvement. He recommended that for media to assume its responsibility to that respect it needs the following: (1) networking, (2) training, (3) access to and exchange of information, and (4) creating specialized media through training, building capacity and empowerment. He suggested that the issues that are identified as priority by the different countries of the region are poverty, national debts, education, water, waste, consumption forms, training and empowerment, food security and desertification and the clear linkage to SD is evident and need to be highlighted through their efforts.

### **2.2.2. Group Discussion**

Participants were divided into four groups to discuss issues highlighted by the above presentation, namely: 1) Making the news and linking it to priorities and development-How the media should deal with sustainable development issues; 2) Laws, regulations and the legal environments and the organizational obstacles; 3) Self criticism of the media body in terms of interest, capabilities, and level of commitment to SD; and 4) Media Environment in terms of freedom, support, etc.

### **2.2.3. Group Findings**

#### **Group I:**

- Defining the issues to be addressed by the media
- Defining the target audience
- Building the content of the message through:
  1. Choosing the appropriate medium or media
  2. Using the appropriate artistic and technical means
  3. Linking the content with the actual needs of the targeted audience.

The group addressed the following obstacles and proposed solutions:

**Obstacle 1:** The media person is not interested in the issue or has no knowledge about it.

**Solution 1:** Efforts are needed to create media interest and specialization in sustainable development.

**Obstacle 2:** The difficulty in finding information due to the lack of studies and statistics and the problems of transparency.

**Solution 2:** Forming high specialized committees that works on studies and statistics; Providing legal protection to media people; and Media should check the information it gets before publishing it.

**Obstacle 3:** Senior editors/media persons (gatekeepers) are not convinced in the issue or have no interest in the first place; Media owners have conflicting interests; Funding problems to use some expensive media; and Bad planning concerning where and when to publish/air the message

**Solution 3:** Organizing seminars for senior media persons (gatekeepers) explaining sustainable development concepts to them; and Cooperating with media that has less private agendas

## Group 2:

- The laws are old and need to be modernized with the importance of consulting with specialized persons for that matter.
- Temporary media laws are a major obstacle that needs to be reviewed.
- There is a need to coordinate between the different media laws (press, TV, radio, etc..)
- Develop laws for the protection of journalists and media people and stop all kinds of precautionary imprisonment.
- Train the legal body on media laws.
- Develop laws that would provide the media with access to information.
- Develop laws that would oblige the media to have sustainable development programs.
- Increase awareness about sustainable development for all media officials.
- The importance of media people participation in decision-making concerning sustainable development.
- Organize training workshops for media people on sustainable development.
- Create organizations or networks for media people working on sustainable development.

## Group 3

- The media and the society do not have the knowledge concerning the sustainable development concepts.
- There is lack in official awareness programs for most social issues.
- Media is under lots of political and economical pressure.
- The Arab media looks for excitement more than anything else in pursuing their stories.
- Many media persons have no interest and rely on easy issues to get information and stories.
- Personal and political interest overshadows many of the media.
- Many media institutions are personalized.
- Right persons are not in the right places.

## The recommendations proposed for addressing above obstacles:

- Lift political pressure off the media
- Encouraging the private sector to invest and fund developmental projects and Media correspondents.
- Educating the new generation of Media personnel on the real needs of the society and the importance of sustainable development.
- Encouraging the creation of joint or merged media institution to maintain financial and practical independence.

## Group 4

- **Social factors:** these include tradition, culture, and prevailing concepts. These hinder many developmental concepts and efforts.
- **Work environment:** Media people complain from unhealthy work conditions, including harassment, corruption, negative competition, underestimating individual initiatives, no specialization, the absence of incentives in addition to marginalizing the sustainable development issues.

- **Capabilities:** Media persons have problems with pursuing extra education, knowledge and training in addition to their institutions support to do so.
- **The political and democratic environment:** does not work in their favor.
- **Media and sustainable development:** there is no awareness about the SD concept, as it does not exist in school curricula or in any other educational or training programs.
- **Funding:** Incentives and funding are not enough, if available in the first hand.
- **Priorities:** sustainable development is not a priority in media institutions.

### **3. Second Day Sessions:**

**3.1.** Field visits to four projects that address SD. Participants were divided into four groups and were asked to report on these trips using different media channels. The four groups visited the following projects:

1. The Jordanian Association for Psychological Rehabilitation
2. Haya Cultural Center: Environmental Museum for Children
3. The Biogas Plant in Rusifeh
4. Marka National Park (previous waste dumping area).

#### **3.1.1. Preparation of press releases/stories**

After the visits, the participants worked in their separate groups and discussed producing stories and press releases reporting on what they saw. The idea was to combine different points of view and methodologies to come up with a model ready to publish/air material. The stories are to be discussed in the next session.

#### **3.1.2. Presentation of press releases and discussions**

Each group presented its finding through a written as a ready to publish material.

1. Group 1 visited the Jordanian Association for psychological rehabilitation in Nau'r at the outskirts of Amman. The group had a vision to transmit what they saw and heard in a story that captures the human dimension of their visit and share the different components of the project that are all linked to sustainable development. However, for the purpose of the session they wrote an article, which they considered as primary to be elaborated upon as a main feature or a documentary television episode. The group described the project as impressive comprehensive and successful in addressing a social problem with humanitarian aspect and linking the effort to environmental protection and conservation as well as to economic development. The project focused at restoring environmental degradation at the site, implemented water harvesting mechanisms, provided shelter and training place for the potentially rehabilitated drug addicts and other beneficiaries and would assist in securing jobs after completion of vocational training. The efforts put in the project, they said, were very visible in addition to the impressive and remarkable voluntary work put in it.

2. Group 2 visited Haya Center for children, which has established a special environment museum for children. Group 2 chose to put their story in a newsy descriptive form. In their article presented at this session, they described the various parts of the center in short paragraphs without any concentration on the environmental museum itself but rather focused on commitment of staff and voluntary work.

3. Group 3 visited the old waste dumping area in Marka which was recently transformed into a park and a productive project by a local women association. Group 3 chose to write their story based on sustainable development components. They broke the story into social, economical and environmental elements that were actually considered by the association who worked to change the place from a filthy unhealthy place into a garden. Group 3 described the efforts put in the project and the effects on the society bearing in mind the elements mentioned above.

4. Group 4 visited the Biogas plant in Ruseifa. The group also chose the descriptive way in handling their story. They described the project, how it started, UNDP's role in funding it and the obstacles that it still faces. They accompanied their story with some figures and diagrams that they obtained during their visit.

### **3.1.3. Discussion**

After all the 4 groups presented their stories, all the participants joined the discussion to comment on the presentations and evaluating what was presented by the media from both a media professional point of view and based on the discussions of the workshop on how to link any environmental effort to SD. The main criticism was, relevant to all stories, that they still needed extra work to be more appealing to the reader/viewer. However, everybody understood that the work was done under pressure of time and that because the final product was the result of a shared experience, it contained many ideas, however, it was not possible to present a final ready to print/publish material during the session.

The descriptive manner with which two of the stories were handled got also some criticism as the participants described it as conservative and old fashion. The participants agreed that the media work concerning sustainable development still needs much work from the media to make it more appealing, understandable and responsive and attractive to the audience.

### **3.2. Media's role in Sustainable Development (Mr. Yehia Shukeir)**

In his lecture, Shukeir related the concept of scarcity, the preconditions to achieve sustainable development, and the media's roles and needs. He also related the subject to the legal situations and political environment in the Arab region using Egypt and Jordan as main examples.

### **3.3. Working groups: Development of an action plan and the Arab Media Declaration to WSSD**

1. The original schedule planned for the participants to be divided into four groups to work on drawing a plan of action. The participants, however, decided to work collectively as one group since most of the required actions were highlighted in previous work groups' sessions. The participants endorsed that most of these issues are to be considered their joint work plan, however, they agreed that implementation of the work plan would vary based on the conditions governing the role and work of media in the different representative countries.

2. The participants agreed on the importance, given the limited time, to move ahead with the second point on the agenda, namely, drafting the Arab Media Declaration to be submitted to WSSD. A drafting committee composed of five members was elected to finalize the declaration based on the participatory approach adopted in endorsing issues. A final copy of the draft will be forwarded to all participants through UNDP Amman Office.

3. The participant, through a vote by the majority, endorsed the following issues as basic issues to be incorporated in the final declaration:

- Peace and security as a condition to any developmental effort to succeed and is an obstacle towards achieving sustainable development if not secured and attained. They expressed their support to the Palestinian people and their right to a homeland and independence and expressed their concern over the Israeli aggression against the Palestinian people. They demanded that WSSD and international community support in the regional conflict resolution.
- Call upon all governmental and non-governmental institutions and organizations to support the development of qualified media personnel to be able to respond to sustainable development issues.
- Develop and modernize all media laws in order to provide the media people with protection and freedom to pursue their work without threat and/or fear.
- Encourage the cooperation among all media institutions in the Arab region to achieve development on a wider and more comprehensive scales.
- Encourage cooperation among all governmental, non-governmental, regional and international bodies to promote the concept of sustainable development in the Arab region.
- Provide training to the media personnel on concepts of sustainable development and raise their capacities through continuous training, exposure to events and education.
- Include the concepts of sustainable development in all the Arab educational systems in the school and university levels.
- Include the media personnel in the decision-making and preparatory processes concerning sustainable development issues and UN conferences.
- Establish in every country media sustainable development commissions. These commissions would be directly linked to the concerned ministry and would monitor the sustainable development process in that country.
- Establish a sustainable development media network starting with the participating media personnel as a foundation and work further to develop the network to include more journalists and media people. This network would establish cooperative activities towards building capacities and enhancing the sustainable development concepts and regional cooperation among media people and the public.

#### 4. Workshop evaluation

At the end of the two-working day seminar the participants were handed a comprehensive evaluation form covering all areas and issues of the event. Below are the processed evaluations based on the feedback of the participants.

##### The Opening Session

	Excellent	Very Good	Good	Fine	Weak	Total
<b>The Opening Session</b>	13	5				18
<b>Organizing</b>	11	8				19
<b>Presenting and Coordination</b>	9	9		1		19
<b>Presentations</b>	10	7		1		18
<b>Timing</b>	6	3		8	1	18

	Excellent	Very Good	Good	Fine	Weak	Total
<b>The break</b>	11	4		3	1	19
<b>Press Conference</b>	11	6		2		19
<b>Total</b>	71	42		15	2	130
<b>Percentage</b>	54.6%	32.4%		11.5%	1.5%	100%

### First Session: Review Global Initiatives since Rio and how do they affect the local issues

#### Presentation 1 (eng. Ahmed Qatarneh)

	Excellent	Very Good	Good	Fine	Weak	Total
<b>Speaker</b>	6	10	2	1		19
<b>Content</b>	7	6	5	1		19
<b>Timing</b>	3	4	5	6	1	19
<b>General Evaluation</b>	5	7	6	1		19
<b>Total</b>	21	27	18	9	1	76
<b>Percentage</b>	27.6%	35.5%	23.7%	11.9%	1.3%	100%

#### Presentation 2 (Eng. Khaled Majali)

	Excellent	Very Good	Good	Fine	Weak	Total
<b>Speaker</b>	6	9	3	1		19
<b>Content</b>	5	6	5	3		19
<b>Timing</b>	4	2	5	6	1	18
<b>General Evaluation</b>	4	4	10	1		19
<b>Total</b>	19	21	23	11	1	75
<b>Percentage</b>	25.3%	28%	30.7%	14.7%	1.3%	100%

#### Presentation 3 (Dr. Iyad Abu Mughli)

	Excellent	Very Good	Good	Fine	Weak	Total
<b>Speaker</b>	9	9	1			19
<b>Content</b>	11	2	6			19
<b>Timing</b>	6	2	5	5		18
<b>General Evaluation</b>	8	6	5			19
<b>Total</b>	34	19	17	5	0	75
<b>Percentage</b>	45.3%	25.3%	22.7%	6.7%	0%	100

#### Discussion session

	Excellent	Very Good	Good	Fine	Weak	Total
<b>General Evaluation</b>	6	7	2	3		18
<b>Session administration</b>	8	5	3	1		17
<b>Total</b>	14	12	5	4	1	35
<b>Percentage</b>	40%	34.3%	14.3%	11.4%	0%	100%

## Session Two:

### **Presentation 1 (Mr. Ziad Alawneh)**

	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Fine</b>	<b>Weak</b>	<b>Total</b>
<b>Speaker</b>	7	7	3			17
<b>Content</b>	8	4	5			17
<b>Timing</b>	5	1	6	3	1	16
<b>General Evaluation</b>	6	6	3	1		16
<b>Total</b>	26	18	17	4	1	66
<b>Percentage</b>	39.4%	27.3%	25.7%	6.1%	1.5%	100%

### **Group Discussion**

	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Fine</b>	<b>Weak</b>	<b>Total</b>
<b>Work style and group division</b>	8	6	3	2		19
<b>Subjects choosing</b>	9	6	2	2		19
<b>Timing</b>	5	4	4	6		19
<b>Groups' presentations</b>	5	6	7	1		19
<b>Discussion</b>	6	4	5	2	2	19
<b>Interest and results</b>	8	5	3	3		19
<b>Session administration</b>	6	7	5	1		19
<b>Total</b>	47	38	29	17	2	133
<b>Percentage</b>	35.3%	28.6%	21.8%	12.8%	1.5%	100%

### **Activity 1: Field Visits**

	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Fine</b>	<b>Weak</b>	<b>Total</b>
<b>Transportation</b>	14	2	1			17
<b>Timing and duration</b>	12	3	1	2		18
<b>Choice of location</b>	14	3		1		18
<b>Interest in the visit</b>	14	3			1	18
<b>General Evaluation</b>	12	5		1		18
<b>Total</b>	66	16	2	4	1	90
<b>Percentage</b>	73.3%	17.8%	2.2%	4.4%	1.1%	100%

### **Session 1: Preparation of stories and discussion**

	<b>Excellent</b>	<b>Very Good</b>	<b>Good</b>	<b>Fine</b>	<b>Weak</b>	<b>Total</b>
<b>Practical Content</b>	5	7	3	1		16
<b>Discussion</b>	5	5	2	4		16
<b>Timing</b>	5	3	4	3	1	16
<b>General Interest</b>	7	4	2	3		16
<b>Total</b>	22	19	11	11	1	64
<b>Percentage</b>	34.4%	29.7%	17.2%	17.2%	1.5%	100%

## Session 2: Working groups to draw plan of action

	Excellent	Very Good	Good	Fine	Weak	Total
<b>Content</b>	8	4	5			17
<b>Session administration</b>	8	8	2			18
<b>Findings</b>	5	8	5			18
<b>Discussion</b>	9	4	4	2		19
<b>Results</b>	8	5	3	1		17
<b>Total</b>	38	29	19	3	0	89
<b>Percentage</b>	42.7%	32.6%	21.3%	3.4%	0%	100%

## General Evaluation

	Excellent	Very Good	Good	Fine	Weak	Total
<b>Content</b>	10	8	1			19
<b>Objectives fulfilled</b>	6	9	3	1		19
<b>Theoretical content</b>	10	2	6		1	19
<b>Practical content</b>	8	7	2	2		19
<b>Consequence of sessions</b>	7	4	6	2		19
<b>Organization</b>	11	7		1		19
<b>Speakers</b>	10	6	3			19
<b>Facilitator: Dina Zorba</b>	12	4	2	1		19
<b>Administration: Dr. Iyad Abu Mughli</b>	12	5	2			19
<b>Administration: Amal Dahlan</b>	14	3	2			19
<b>Administration: Suzan Krikorian</b>	13	3	3			19
<b>Logistics</b>	11	7	1			19
<b>Social relations during the workshop</b>	12	4	3			19
<b>Timing</b>	8	5	3	3		19
<b>Workshop's duration</b>	5	3	6	3	2	19
<b>Travel arrangements</b>	7	6	1	1		15
<b>Hotel arrangements</b>	9	5	1	1		16
<b>Meals</b>	10	6	1	1		18
<b>Transportation</b>	5	8			2	15
<b>Stationary</b>	8	6	3	1		18
<b>General Evaluation</b>	9	6	2	1		18
<b>Total</b>	197	114	51	18	5	385
<b>Percentage</b>	51.1%	29.6%	13.3%	4.7%	1.3%	100%

## **Comments on best and weakest elements of the workshop:**

### **Best:**

- Many agreed that the workshop was an excellent opportunity to meet with media personnel from the region and exchange experience.
- Many praised the participatory approach and relaxed atmosphere during the workshop where everybody had the chance to express opinions and share experience.
- Almost everybody praised the trips to the different projects on the second day and said that they were very important experience to them as journalists interested in sustainable development issues

### **Weakest:**

- Some complained that the schedule was too heavy and the duration was too short to cover all urgent issues. They wished if an additional day was added for the purpose of drafting and finalization the declaration.
- Some participants have asked to include more actual media experience as part of the schedule.
- No allocation for any social activities to give participants a chance to get to know the country, culture and people.

### **Suggestions:**

- A yearly workshop/meeting to be organized to follow up on issues and enhance the knowledge gained during this workshop.
- To repeat this workshop and similar events.
- To extend the duration for similar events.
- To encourage participation of the Media in all UN conferences and events as key partner and not merely for media coverage.

## **5. Press coverage**

The workshop was well covered in the local Jordanian as well as other Arab Regional media (participants shared with UNDP the coverage they pursued as a follow up to the workshop). A number of TV and radio interviews were made with UNDP and almost all participants. Jordan Television had dedicated a special interview with UNDP and some participants on the morning program Yawm Jadeed (New day). The following networks and newspapers were involved:

- 1- Jordan Television
- 2- Radio Jordan
- 3- Al-Rai
- 4- Addustour
- 5- Arab El Yawm
- 6- Al Aswaq
- 7- Petra news agency.
- 8- Shariqyat magazine.

