



GPPAC Awareness Raising Meeting

Outcome Report
Soesterberg, the Netherlands
19-20 October 2008



© 2008 European Centre for Conflict Prevention / Global Secretariat of the Global Partnership for
the Prevention of Armed Conflict
All rights reserved. No part of this publication may be reproduced in any way without full
attribution.

For more information, please contact:

Marte Hellema
Programme Manager Awareness Raising
European Centre for Conflict Prevention
Laan van Meerdervoort 70
2517 AN Den Haag
The Netherlands

Tel: + 31 70 3110970
m.hellema@conflict-prevention.net
www.gppac.net

Table of Contents

Executive Summary	3
Introduction	4
GPPAC's Awareness Raising Activities	5
Media Focal Points	5
21 September, the UN International Day of Peace.....	6
Global Media Forum – Deutsche Welle.....	6
GPPAC's websites.....	7
The Awareness Raising Working Group: Terms of Reference and Core-Group.....	7
Printed Newsletter on the 21/9 Events	7
Issue-Paper on 'Why and When to Use the Media for Conflict Prevention and Peacebuilding' ...	8
GPPAC and the Media.....	9
Goals and objectives	9
The Awareness Raising Meeting & its Outcomes	11
Establishing where we are and what we need.....	11
Deutsche Welle, Global Media Forum	15
Implementation within GPPAC	16
1. GPPAC Media Database	16
2. GPPAC Media Capacity Building & Tools.....	16
3. GPPAC Social Marketing.....	17
4. GPPAC Media Early Response.....	17
Strengthening the UN International Day of Peace campaign	18
Concrete planning and decisions made.....	19
Evaluation of the GPPAC Awareness Raising Meeting	22
Conclusion	25
Annexes:.....	26
Annex 1: Meeting Agenda.....	26
Annex 2: Participants List	29

1. The 2008 Awareness Raising Meeting aimed to **develop a media strategy for GPPAC in acknowledgement of the crucial role of the media has in conflict prevention and peacebuilding**. It built on the decisions made at the 2007 meeting in regards to GPPACs media activities, strategies, messages and slogans. The meeting took place on 19 and 20 October 2008 in Kontakt der Kontinenten in Soesterberg, the Netherlands and brought together members of the GPPAC Awareness Raising Working Group and friends of GPPAC that have experience and expertise in awareness raising, particularly in relation to the media.

2. During the two day meeting participants discussed: GPPACs needs and interests related to the media, to what extent a media strategy contributes to accomplishing the overall goals and objectives of GPPAC, what type of strategy will fit the awareness raising programme, and following these discussion formulated a work plan for the implementation of that strategy including initial ideas for concrete activities.

3. Some of the main conclusions and findings were: Firstly, **establishing a relationship with the media is not just useful but essential to gain public support for conflict prevention and peacebuilding**. This necessity should be further recognized and used in all aspects of the awareness raising programme. Given that the media most often seems more interested in war than peace, the media will not easily come to GPPAC. Therefore, GPPAC has to go to the media to look for partnerships. Secondly, **using the media is strongly connected to Early Warning and Early Response, hence both programmes should cooperate in attracting the media for their overall goals**. Thirdly, before any concrete ideas can be implemented, **GPPAC should further define its own identity, therefore (1) organize itself in a way that sends out a clear message, and (2) develop the means to do so**.

4. From these findings followed some proposals for concrete activities to be implemented in the following year: **(1) GPPAC should increase its capacity to project itself by developing new marketing material (promotion video, slogan and logo), (2) develop a database for the media, (3) launch a media capacity building project with a focus on training and developing materials to be shared amongst each other, (3) strengthen the working group with the assignment of a core group who will share more responsibilities with the Programme Manager and who will be acting on behalf of the working group, and (4) the upcoming Global Media Forum organized by Deutsche Welle in Germany forms an excellent opportunity to contact media actors. Therefore, a large part of the working group should be present and active at the Deutsche Welle Global Media Forum**.

However, two key-aspects that came out as essential to all the ideas and conclusions were: communication and cooperation. Communication and cooperation among the regions themselves, between the regions and between the regions and the global secretariat. In order to develop and implement the strategies it is vital to achieve cross-cutting activities, share information and cooperate with each other on all levels (global-regional-national-local).

The Global Partnership for the Prevention Armed Conflict (GPPAC) has committed itself to '(...) raise public awareness around the world and generate constituencies who are informed about prevention and peacebuilding and the important role of civil society in achieving it (...) [p. 31, Global Action Agenda, 2005]. From 2006 onwards this commitment shaped itself into the GPPAC Awareness Raising Programme. Many efforts have been implemented, but they are still in their infancy. In general it can be said that the conflict prevention community has yet to learn how to speak with a collective voice to the media and the public. More so, 'selling' conflict prevention comes with certain challenges and is at risk of being perceived as impractical idealism in the face of concrete policymaking. GPPAC has initiated strategic priorities and goals towards which communications and awareness raising efforts should aim. The established overall goals for 2007-2010 are;

- To coordinate public awareness raising campaigns on issues related to conflict prevention and peacebuilding and host dynamic centres of creative and inspiring activities on 21/9, hopefully while in contact with UN institutions, local and national Governments and Inter-Governmental Organizations.
- To stimulate an increasing number of its members, as well as interested individuals, organizations and international campaigns to celebrate 21/9 with the help of the GPPAC campaigning toolkit and messages, and support them in sharing their experiences with the rest of the GPPAC network.
- To work towards a media and a general public that are better informed about conflict prevention, peacebuilding and GPPAC.
- To develop good relations with the local and regional media – who will consult with GPPAC members on armed conflict issues and are more receptive to positive messages of what civil society can contribute to conflict prevention and peacebuilding – on a reciprocal basis, and for GPPAC members to be valued as experts and a source of alternative opinions when it comes to armed conflicts.

To further its goals in this area, members of the GPPAC Awareness Raising Working Group came together with media experts to discuss, analyse and further develop the programme's activities. The meeting was facilitated by Michael Shank, communication Director at George Mason University's Institute for Conflict Analysis and Resolution. He advises conflict experts on strategic media and policy initiatives related to domestic and international conflict. He has worked as an analyst-advisor to the UN, government and non-governmental representatives in the Middle East, South and Southeast Asia and the United States on Track II diplomacy initiatives, energy policy and civil society capacity-building. He writes regularly for the *Financial Times*, *the Hill*, *Arab News* (Saudi Arabia), *International Herald Tribune/Daily News* (Egypt), and *Foreign Policy*.

The meeting was organised by the European Centre for Conflict Prevention (ECCP), the Global Secretariat of GPPAC. This report is written by Annabel Meurs and edited by Marte Hellema and Charlotte Crockett.

GPPAC's Awareness Raising Activities

From the moment that GPPAC was first formed, awareness raising has been one of the key priorities to accomplish GPPAC's mission. The purpose of awareness raising would be fourfold: (1) the general public should become more aware of the existence of conflict prevention and peacebuilding, (2) the awareness raising programme should emphasize the importance of the prevention of conflict, (3) the programme should raise the profile of civil society actors working in conflict prevention, and (4) it should provoke a shift from a culture of reaction to a culture of prevention. In order to meet these purposes, the programme has set out the following activities in 2008.¹



Participants of the Awareness Raising meeting, Gus Miclat, Lucy Nusseibeh, Meri Joyce, Alvaro de Souza, Koko Sadiki, Mosese Waqa and Rinos Simbulu.

Media Focal Points

The Media Focal Points (MFPs) are a mechanism for GPPAC to assist regions in generating awareness, while ensuring that local messages are in tune with GPPAC's global campaign, its mandate, and its goals. It appoints a person for a specific period of time to work solely on raising awareness in their region, with a specific focus on interacting with the media.

In 2008 nine regions (Balkans, Central Asia, Latin America and the Caribbean, Middle East and Northern Africa, Southern Africa, Northeast Asia, Pacific, South Asia and Southeast Asia) were involved in the MFP project. The aim is to eventually establish MFPs in all of GPPAC's fifteen regions on a permanent basis.

¹ Most of the activities listed are ongoing activities and build on the activities that took place in 2006 and 2007. It is GPPAC's aim to continuously improve and extend the activities each year as they are assessed in the Awareness Raising meetings.

In 2008 – as had been the case in 2006 and 2007 – the project ran in the months around 21 September, the International Day of Peace. The MFPs worked on gaining as much media coverage as possible for events organized on that day. In addition, through disseminating GPPAC promotional material such as flyers, brochures, slogan etc they ensured that the message was sent out in their region. It was the third year that the MFP project was undertaken. More importantly, this was the first time that there was clarity on the funding – and therefore of the regions that would have the opportunity to work on the project – ahead of time, which made the project more sustainable and strategic, and more able to realize the set-out goals and objectives.

21 September, the UN International Day of Peace

The UN in 2001 appointed the 21st of September as the International Day of Peace through resolution 55/282, to celebrate peace and ceasefire and to call for 24 hours of non-violence. It is an important means to raise global awareness of the importance of peace and conflict prevention in order to increase the pressure on policy makers, governments and international organizations around the world.

In this respect, GPPAC aims to significantly increase civil society participation in 21 September activities, thus raising its profile and creating a platform to promote its conflict prevention and civil society messages. Three e-bulletins with planned activities were circulated before the day, and all the collected reports of events were posted on www.peoplebuildingpeace.org afterwards. A lot of events used the slogan 'People Building Peace', which was translated into several languages (see GPPAC and People Building Peace website).

Global Media Forum – Deutsche Welle

On 2-4 June 2008 Deutsche Welle organized the 1st Global Media Forum; Media in Conflict Prevention and Peacebuilding in Bonn, Germany. The event hosted over 900 people, majority of which were journalists, representatives from broadcasting associations etc., but also a few civil society organizations, government, UN, and regional inter-governmental organization representatives. GPPAC representatives attended the Forum.

The meetings facilitator, Michael Shank and Marte Hellema



It is intended for the Global Media Forum to become an annual event. GPPAC has been asked and subsequently committed itself to become a partner in their organization. This presents a very interesting opportunity for GPPAC to further its ambitions when it comes to interacting with the media.²

GPPAC's websites

Given the more strategic work with the Media Focal Point project, a lot of time and energy was invested in improving the awareness raising part of the www.gppac.org website. It has been very positive to use the website more actively to support and promote the work that was being done. Much information has been uploaded to the website, including video's, photo's and reports from our partners of International Day of Peace events. Secondly, more reports and events held throughout the whole world were collected on www.peoplebuildingpeace.org.

The Awareness Raising Working Group: Terms of Reference and Core-Group

Since a decision was made to put more responsibility for GPPAC on the Working Group, it seemed valuable to clarify what those responsibilities specifically were. A first draft of a Terms of Reference for the Awareness Raising Working Group was developed. A document which should be further discussed and then eventually accepted. There was a decision made on the composition of the core-group during the meeting which is described in this report.³

Printed Newsletter on the 21/9 Events

Just as in the previous two years a printed newsletter was prepared with coverage of the many GPPAC activities that took place on the International Day of Peace 2008 throughout the world.



Ruby Rose Lora from the Philippines

Awareness Raising Toolkit, Press Release and Press kit

In support of the MFPs and the 21/9 celebrations a GPPAC Press Kit was developed. It is intended to serve as a background document for press-releases or press-conferences about the 21/9 celebrations. The press kit was developed however to be useable for all GPPAC media outreach activities. A GPPAC Press Release was also re-circulated to support the 21/9 celebrations.

The Awareness Raising toolkit – which was developed in 2007 – was a key-supportive document for GPPAC 21/9 events this year. It was translated into seven languages – Arabic, English,

² See section: 'Awareness Raising Meeting & its outcomes' – Deutsche Welle Global Media Forum. Page 12.

³ See section: 'Awareness Raising Meeting & its outcomes' – Concrete planning and decisions made. Page 16.

Chinese, Dutch, French, Russian, and Spanish – and proved to be very useful for our partners. The different versions were made available on the GPPAC website and promoted in the months leading up to the International Day of Peace.



Alvaro de Souza from SIGNIS

Issue-Paper on 'Why and When to Use the Media for Conflict Prevention and Peacebuilding'

In response to the identified need to look more into the relationship between the media and conflict prevention, Lisa Schirch and Vladimir Bratic wrote an issue-paper on the topic for GPPAC by the end of 2007. The issue-paper proved to be very successful, both from responses from experts (via email), people at different conferences, and orders from both ISG members and other members.

GPPAC has long expressed its interest and need to have a stronger involvement with the media especially as a part of its awareness raising programme. Given the reach and potential of the media, more frequent coverage of GPPAC, its members and activities will lead to more awareness amongst the wider public – including policy makers or other influential actors – of what GPPAC is and does, and eventually more support for its objectives and projects.

Two of the four main objectives of the awareness raising workplan for 2007-2010 refer to the media;



Annabel Meurs presenting the results from a break out group

- o To work towards a media and a general public that are better informed about conflict prevention, peacebuilding and GPPAC.
- o To develop good relations with the local and regional media – who will consult with GPPAC members on armed conflict issues and are more receptive to positive messages of what civil society can contribute to conflict prevention and peacebuilding – on a reciprocal basis, and for GPPAC members to be valued as experts and a source of alternative opinions when it comes to armed conflicts.

More so, the international design of GPPAC states; '(..)The GPPAC Awareness Raising Programme intends to see Media and Targeted Sections of the General Public that are receiving, requesting and using information about conflict prevention, peacebuilding and GPPAC. They consult with GPPAC members, especially the MFPs on armed conflict issues and are more receptive to positive messages of what civil society can contribute to conflict prevention and peacebuilding.' To a large extent though the media strategy of GPPAC has so far been built on assumptions and loose activities. For GPPAC to become truly effective in its ambitions with the media, a well planned strategy – including a thorough self-reflection – was long overdue. The October meeting for this reason, attempted to develop clear definitions and ideas for the strategy.

Goals and objectives

The primary objectives of the two day Awareness Raising meeting set beforehand were;

1. Identifying GPPACs needs and interests related to the media;
2. Developing a media strategy for GPPAC;
3. Analysing to what extent this strategy is expected to contribute to accomplishing the overall goals and objectives of GPPAC; and

4. Assessing whether existing GPPAC awareness raising activities fit with the developed media strategy and vice versa.

The meeting was considered to be an excellent opportunity to share thoughts and ideas for realizing these objectives. The organizers were grateful to have several media experts present along with the Working Group members. A special consideration goes out to Michael Shank, who facilitated the meeting with great enthusiasm and who made a substantive contribution to the discussions. The meeting was divided into different sessions, from establishing the goals, how to get to the media, how GPPAC can implement a strategy and to a concrete planning.



Awareness Raising Working Group participants, Alvito de Souza, Wilfried Solbach, Mosese Waqa and Rinos Simbulo

The Awareness Raising Meeting & its Outcomes

Brainstorming ideas with from top to bottom Charlotte Crockett, Vladimir Bratic and Michael Shank



Establishing where we are and what we need

The first session concentrated on where GPPAC currently stands, what GPPAC can offer to the media and what it needs from the media. The participants first and foremost agreed on the importance of being a player in the media given the potential and the opportunities that today's media provide. As one participant framed: 'the media can and should become our friend'. In order to be a player in the media, GPPAC needs tools and capacities, for which ideas presented themselves in later sessions of the meeting.

Secondly, to avoid terminological confusion, the term media for the purpose of the meeting was defined to refer to a collective indicating

television, radio, podcasts, signs/billboards, the internet and newspapers. Possible target groups for GPPAC within the media were identified as journalists, correspondents, the internet users/community, journalism schools, and media owners.

To attract the media to peacebuilding and conflict prevention stories provides for a few challenges. A question that arose is how to move from intention to action? GPPAC would for example need resources, a media spokesperson or learn how to message its information better. It will therefore need to form alliances with like-minded initiatives (for instance with the SFCG news service) and build durable relationships with the media.

Vladimir Bratic tackled the challenges by presenting four ways of how to use the media effectively: as a *target*, *tool*, *partner* or *strategy*.

- To use the media as a *target*, GPPAC will need to have clear goals. Primarily, the overall goal of GPPAC is to promote peace. Subsequently, the goal of the organisation should be similar to why one normally uses the media. If it is not, GPPAC would be misusing the media. The specific goal should match with what media tools/strategy GPPAC uses. In this case, the media is used as a *target*; to get media coverage through using an event or through sending out press releases and information to the media.
- Secondly, GPPAC aims to raise awareness. Then who's awareness does GPPAC want to raise? If the answer is the general public. Hence, the media in such a case is in the middle, as a *tool* in raising awareness. Similar to how you would use a hammer to nail, GPPAC can use the media to reach its public.
- Thirdly, if GPPAC wishes to influence policy, thus wishes to reach policy makers. GPPAC could choose to use the media to reach policy maker by for example trying to push for GPPAC to

get an advisory role, for its stories of success of civil society in conflict prevention and peacebuilding to be featured in the media or promoting GPPAC as a valuable source of information. In addition to working with the media GPPAC can also choose to go directly to policy makers. In this way, the media is a *partner* in GPPACs efforts.

- o Lastly, returning to GPPACs overall goal of promoting peace, it could aim to reach the general public which includes institutions, civil society, grass root organizations etc. GPPAC would then use not only the media, but everything that is available through their network. In such a way the media is part of GPPACs *strategy* and comes along with other practices such as advocacy and community organising.



Exchange of ideas between Fadi Abi Allam, Caroline Owegi and Michael Shank

Following this discussion, the group focussed on two questions related to what the media is actually capable of and what it in return can do for GPPAC. The positive stories of civil society achievements in conflict prevention and peacebuilding that GPPAC has gathered over the years are one of the main strengths of the network. To use that strength optimally, it is important that more people are exposed to the success stories that GPPAC has to offer, which may lead to changes in perception. The media play, in this respect, an important role and can certainly change people in terms of cognition, attitude and behaviour. However, aiming merely for only one of these phases of change of perspective will not lead to any substantial overall change. For there to be true effect each of the phases of change need to be targeted simultaneously. Only if you add attitudinal change to cognition, in other words emotion to information, you can achieve behavioural change and eventually action. The media can impact your cognition or influence your likes and dislikes, but as a tool for causing action it is less relevant.

Discussions on these themes led to the conclusion that GPPAC should look at media in different ways and should use it appropriately in regard to different, specific goals. For instance, the media are often key in setting the tone for the policy agendas, which indirectly makes them policymakers. They shape their own responses as to what happens in politics. GPPAC should therefore use the combination media both as a partner and as a strategy. As a network of civil society organizations, GPPAC needs to have a strategy that creates partnerships with the media.

Another suggestion which came forward is that of GPPAC transforming itself in a media outlet. Why change the existing media while you can also create one yourself? This way GPPAC could establish credibility on specific topics and decide on the appropriate way to write about conflict issues itself. By the time GPPAC would have build a news portal for instance, or has established itself as a reliable source, the media will come to GPPAC. A remaining difficulty will be the regional differences and creating content fast enough to turn things around.

Lucy Nusseibeh telling about a non-violence campaign in Jerusalem

How to get to the media

When discussing how to get to the media, it was recognized as equally important to consider when to approach the media. What are phases of conflict that interest the media? Or what are windows of opportunity to approach the media with our stories? A conflict knows several differing stages, and subsequently require different media in different stages of a conflict cycle. Most media report on the violence, which is where the biggest new value is. The well-known saying 'if it bleeds, it leads' is definitely visible in today's media. Even when we are not dealing with violent conflict directly, the media is still focused on violent acts through for example commercial violence, conflict in entertainment programmes, videogames etc. Media have to reframe towards conflict sensitive journalism, therefore GPPAC has to encourage and promote media to be accurate, sensible and more aware of the conflict environment. Moreover, GPPAC should promote peace journalism which is peace-orientated, solution-orientated and truth-orientated.



In terms of how to get to the media, four important aspects came out of the meeting discussions: to attract the media to peacebuilding stories GPPAC could (1) develop a glossary of terms for sensitive reporting, (2) provide trainings on responsible media, (3) implement social marketing, and (4) build partnerships with the media. On the last suggestion there were three concrete opportunities that presented themselves, namely with the attendance of representatives from SIGNIS, MEND and the Deutsche Welle. Each of these provided an excellent opportunity to establish valuable media contacts and to promote the issue of conflict sensitive journalism. People increasingly talk about cooperation, values and the need to listen. It is therefore now time for more strategic thinking and opening up space for the media in peacebuilding.

Secondly, an important aspect of getting to the media is organising events and campaigns that draw the media's attention towards peacebuilding and conflict prevention. The already existing campaign within GPPAC for the annual UN International Day of Peace on the 21st of September, is a good example. This campaign provides many opportunities to get media coverage and should be expanded in the future. There is still a lot that could be done and GPPAC can certainly strengthen its partnerships to make this campaign an even bigger success.

If GPPAC wishes to make use of these opportunities, there are a few things that need to be clear or developed before it is able to attract the media.

- o Mechanisms need to be developed for advice/consultancy that GPPAC could dispatch when a situation flares up.
- o It was also identified as of great importance to cooperate more with the GPPAC Early Warning Early Response programme, focussing on providing knowledge and assistance with developing the media component of Early Warning mechanism. In the Philippines for example – related to the renewed threat of armed conflict in Mindanao – there is ‘Mindanews’, a web based news agency that produces conflict sensitive reports, advocates for Mindanao, and attracts local newspapers to subscribe to it.
- o Furthermore, an additional option for GPPAC to stimulate coherence between regions and the media could be working on cross-regional op-ed writing and co-authorship in order to ensure local inputs as well as bringing in issues from the international level. It would be great if, when something were to happen in a particular region, a working group member would write a short press-report. Subsequently, the Global Secretariat could put journalists in touch with that particular partner. However, in order for this to succeed, the partner has to be capacitated enough to speak to the media, hence importance the GPPAC media trainings.
- o It was also suggested that the regional initiators should be able to answer any question regarding the region and if they are not, they can at least point the media to the right people within their region.
- o Other options GPPAC should look at are the use of new media, such as facebook, youtube etc.



When discussing GPPACs media strategy, the issue of the link between GPPAC on the local and global level often returned. If GPPAC wishes to implement a global media strategy it has to develop structures that are realistic for all regions. There is the risk of having a global strategy that is overshadowing the local input. In addition, media might focus on immediate crises, where as GPPAC we also look at longer running, intractable conflicts that might look less urgent from a media perspective. If working on media trainings and GPPACs news service, these should support both the global and the local efforts.

Marte Hellema presenting the results of the meeting to the ISG

The MFPs are a good step forward in reaching this goal. Therefore, the MFP project should be strengthened by expanding to all 15 GPPAC regions as well as aiming to expand their activities from only working around the 21st of September to it being an all year long effort. The MFPs need to be capacitated to enable them to reach that aim. Common activities, slogans and pictures will assist in getting their message across.

Would GPPAC decide to pursue a social marketing trajectory, GPPAC firstly needs to establish its own identity and its own media agenda before forming clear partnerships. GPPAC should have clear what it has to offer that others do not. GPPAC can only get to the media when it makes sure it has enough material to feed to its media partners. If GPPAC has its own multi media documenting the work it does, especially its success stories, it would show successful branding and attract the media. Having a basic video message and a brochure of what GPPAC is and sharing these amongst all member organisations will be a start in branding GPPAC.

As branding constitutes identity, from this conclusion followed a much broader discussion on the identity and visibility of GPPAC. This included a discussion on the logo and the people building peace slogan of GPPAC, which some argued creates confusion. The participants felt strongly about the two logo's given that from a media perspective it is not attractive. However, the common use of the People Building Peace slogan proved to be very successful during the 21st of September celebrations. There were suggestions of combining the blue GPPAC stamp with the People Building Peace slogan. Since this topic involves all GPPAC International Steering Group (ISG) members and much more complex issues, it was decided to table the discussion.

Deutsche Welle, Global Media Forum

As said before, the Deutsche Welle Global Media Forum provides an excellent opportunity to establish long term relationships with the media. As official partner of the Global Media Forum, GPPAC will be present at the upcoming annual event in Bonn in June 2009. To strengthen this relation, a representative from Deutsche Well, Wilfried Solbach, attended the meeting and used the opportunity to present and discuss the Global Media Forum.

Deutsche Welle is Germany's international broadcaster: online, onscreen and over the air. With the Global Media Forum, Deutsche Well hopes to offer an international platform for those who play a key role in the development of peaceful intercultural dialogue. It has dedicated itself to intercultural dialogue for decades and promotes the values of free democracy and stands for independent, thorough, pluralistic reporting. The 2009 Global Media Forum will bring together media users and producers, peacebuilding and conflict prevention specialists, representatives from the fields of media technology and security, public relations, the military, as well as member of government and political parties to network and discuss the challenges for the future. They are aiming for some 900 participants from 100 countries.



Mosese Waqa from Fiji and Rinos Simbulo from Zambia

The group discussed how GPPAC should and could present itself as THE peacebuilding and conflict prevention expert. GPPAC would contribute by giving workshops, presenting topics and providing speakers. However, to make optimal use of the opportunity the Global Forum provides, GPPAC needs to have a clear media strategy and know what exactly what it has to offer the media.

Implementation within GPPAC

After discussing the formulation of the media strategy, the next step was to look to concrete and realistic ideas for the implementation of the strategy within GPPAC. After a loose brainstorm and a subsequent prioritization exercise, four project ideas remained, which were worked out in smaller working groups.

Each of the identified needs were translated to short-mid-and,-long term work plans. Questions to keep in mind were: (1) *what is needed to make it work?* (2) *What partners are needed?* (3) *What are the challenges and opportunities?* (4) *Does it meet the local/global need?* Four concrete project ideas followed from the discussions:

1. GPPAC Media Database

One of the project ideas was the proposal of developing a GPPAC Media Database. This database would provide online support through offering all materials GPPAC has produced. It would be accessible for a specific group of GPPAC members and managed by the Global Secretariat. The content would have a special media focus with a list of key-contact persons and their expertise, information about the MFPs, media partners, other media materials – such as the Awareness Raising Toolkit, media articles etc – and promotional material. The goal would be that all visitors can instantly find who to consult about what issue. It would function as the information centre for all partners and media persons/institutions.

In order for this to succeed however the challenge of practically building the database was identified. It would need an outside expert to map the content with GPPAC and build the database which would in addition bring a challenge of time and funding. If the budget would allow it, it was considered it might be an asset to hire an extra staff member; a 'media-officer' who would be responsible for the database as well as the implementation of other ideas and tools. The database would serve both local and global needs. The regions, in particular MFPs, could provide input as well as use the database for their own purposes.

2. GPPAC Media Capacity Building & Tools

Another idea was the set up of a GPPAC Media Capacity Building project which would focus on the development and use of media-trainings and related tools. Initially, the media-trainings would be targeted at the Media Focal Points and Awareness Raising Working Group members, who would, after having followed the trainings, be able to provide trainings themselves to others within their region. The training, to be carried out by an outside media-expert, would look to how to establish contacts with the media, how to deal with the media, and how to attract attention of the media to conflict prevention stories.

A first step to realize this project would be the assessment of GPPACs existing capacities, as well as of existing media trainings. Secondly, GPPAC would attempt to produce the training materials in the first half of 2009. Subsequently, the participants suggested the first training to take place in the second half of 2009, perhaps during an additional day to the next Awareness Raising Working Group Meeting.

Some of the challenges for this project would be; to bridge the gaps in capacity between different participants, the issue of translations, and how to adjust the training for it to be adaptable to regional difference and local contexts.

3. GPPAC Social Marketing

Ideas that were suggested for a social marketing strategy related to furthering already existing efforts from the Awareness Raising programme, but adjusting them to have a stronger social marketing component. The Awareness Raising Toolkit for example needs serious improvement. At the same time, there was general agreement that there was a need to produce new marketing materials. The Working Group suggested to start with a promo video clip – which would contain clear and visual GPPAC-messages – a new GPPAC brochure, and improvements in the use of the websites and YouTube.

The promo video clip could be showed at all GPPAC events, function as an introduction. A GPPAC promo video has potential for three reasons: it is user friendly, it builds momentum and it defines who GPPAC is. What would be needed for such promotional material would be audiovisual materials from the regions. GPPAC does have footages of meetings etc, but that would not be 'selling' enough. Thus, commitment from the regions in this respect would be essential.



Another suggestion was to create a medley of about four minutes of promotional music from all the regions that could be used at various occasions. Showing only music and images would counter the language barrier. Both videos would be ideal for external audiences, promotional events, potential donors and partners to understand what GPPAC is about.

Reflecting on proposals with Ruby Rose Lora and Michael Shank

4. GPPAC Media Early Response

The fourth proposed strategy that flowed from the discussion was an idea for a GPPAC Media Early Response project. It would operate both on the local and global level, effectively using media as a contributing factor to prevent armed conflict from breaking out.

Part of the project would be mapping the media landscape ahead of time with local GPPAC partners or other civil society organisations. Given that conflict prevention is the core business of GPPAC there is a GPPAC Early Warning Early Response programme. The Awareness Raising programme however, could assist in providing more tools in terms of particularly using the media in conflict prevention. Before and during a conflict, it is important to know what is going on and

spread the news from conflict areas. For this reason GPPAC would need strong local counterparts with accurate and objective information and good media contacts. GPPAC would also need a checklist of options, e.g. petitions, quick polls, brief media responses with templates and samples of how to best execute these strategies.

Challenges for the Media Early Response project would be funding, accountability, communications – in a tense situation, communications are monitored – showing that you in fact have prevented and an exit strategy – limit the time of GPPACs engagement. New media-technologies would concur some of the challenges for example text-messaging or online news.

It was pointed out that such a Media Early Response project would only thrive if the other strategies and tools, such as the database and training are done first. It should not be worked on in exclusivity. The Awareness Raising Programme, with the development of the database and the capacity building project, could start with defining two case-regions where the project could be initiated. Mechanisms are already in place through which GPPACs local partners and other organizations could do many things.

By the end of the session there was an overall feeling that these proposals could truly lead the Awareness Raising Programme to another level. As Vladimir Bratic said: 'We outlined the four tools that we absolutely need in order to achieve our goal. We're building a house: need nails, pliers, hammer, bricks: we've made the list and we're on our way to the hardware store. When we get back we'll have the tools to start building the house: we have to accept and be fine with the fact that we are not building the house yet.'

Strengthening the UN International Day of Peace campaign

Meri Joyce presenting results from one of the breakout groups

The meeting reconfirmed the importance of the UN International Day of Peace campaign. All participants acknowledged that the 21st of September is a great opportunity to raise awareness for conflict prevention and to attract media attention to the numerous activities that take place around the world. The day offers GPPAC the opportunity to show that all actions of its members are connected, however during the meeting it became clear that increased global coherence would help in achieving greater impact.



Many inspiring stories of celebrations were shared during the meeting though, and the common use of the people building peace slogan, the toolkit and the e-bulletins are a start to work towards such coherence.

Annabel Meurs gave a presentation of the different activities that had taken place on the 21st September, while Rinos Simbulo – MFP for Southern Africa – and Meri Joyce – MFP for Northeast Asia – shared their experiences and reflections on the MFPs project. The UN International Day of Peace 2008 showed again great initiatives from GPPAC members as well as other organisations, groups and individuals. In many parts of the world celebrations organized living peace signs, art competitions for children, peace exhibitions, workshops, lectures, peace runs and music performances; all with the common aim of appropriately commemorating the International Day of Peace and raising awareness for peace. Many events connected the global quest for peace to a local or regional issue.

For example, in Southern Africa, there are many latent conflicts involving ethnicity. GPPACs MFP for Southern Africa linked this issue to the International Day of Peace campaign by organising a seminar on the role of the media in fighting xenophobia. In Tajikistan a summer camp for children addressed the border issue of Fergana Valley on the International Day of Peace. And the events in Japan focused on Article 9, the peace clause of the Japanese constitution, which is under threat of being abolished.

GPPACs MFPs succeeded in 2008 in getting large media coverage, each in very different and creative ways depending on the needs of the region. They build long term partnerships with media institutes and developed relationships with editors and other media actors.

Even though these are very positive developments, participants at the meeting stressed there is still room for improvement. There is a strong recognition of the International Day of Peace, but compared to for instance the Human Rights Day on December 10th, there is still a lot of work that needs to be done. Moreover, it was argued that liaising with the media for peace and conflict prevention should not be limited to one day alone. People and the media should think about peace and conflict prevention all year round. The discussed projects for developing a more permanent media strategy are therefore a good step forward.

Concrete planning and decisions made

During the last session of the meeting, a concrete planning was formulated and strategic decisions were made for the GPPAC Awareness Raising programme for 2009 and beyond. The participants revisited the main issues of the meeting and discussed the further planning.

- It was decided that the MFP project should run permanently throughout the whole year. This had always been the original idea behind the project, but due to considerations related to limited funding during the first or start up years of the project, it had been decided to design it around the months prior and after the 21st of September. Similarly, there is a need for a MFP in each GPPAC region.

Although this would mean the funding will need to be spread thinner, the participants at the meeting felt it would be worth it to start developing the project to run on a more permanent basis. The budget that the regions receive for the MFP project should thus be

spend to be able to work to attract the media attention throughout the whole year and should not be spent solely on events for the 21st of September.

- Furthermore, when it comes to the four proposed and discussed projects, the MFPs form a great starting point. They can provide the Global Secretariat with input for the promotional materials. For the database, they are the most appropriate place to start with looking for information and resources. And when it comes to the capacity building project they should be among the first to receive training, while also be formed into trainers that can assure the acquired skills are shared further throughout the network.
- For the plans related to GPPAC Media Early Response work, it was decided that the core group will look to get in contact with the GPPAC Early Warning Early Response Working Group to see whether there are possibilities for cooperation. Individual members that are part of both the Awareness Raising and the Early Warning and Early Response Working Groups will also assist in this effort.
- Participants at the meeting agreed on giving the Working Group [at the time of the meeting itself, the group was still called the Awareness Raising Taskforce. However, during the ISG meeting in the days after this meeting, it was decided to change this name to the Awareness Raising Working Group] more responsibility. This means further commitment from the members as well as assigning a core group. The core group will consist of three members who act on behalf of the Working Group. During the meeting it was decided that the three members will be Vladimir Bratic, Meredith Joyce and Yoshioka Tatsuya together representing the same organization, and Lucy Nusseibeh.
- The year plan for 2009 was agreed upon. There will be increased funding available for the MFPs, but there will also be more regions with a MFP, which will mean that the funding per region will not increase. Furthermore, it was decided that any additional funding allocated to the programme in the coming year will be spend on the capacity building project, further developing the media strategy, and producing social marketing materials.
- In line with the prediction that the Deutsche Welle Global Media Forum to be held in Bonn on the 3-5 June 2009 will be a great opportunity for GPPAC to work further on its media strategy, it was decided that it should be attempted to attend the forum with a, if possible, large group of representatives. Proposals for workshops, panels or speakers for the Global Media Forum need to be handed in before the end of 2008. Ideally, the Working Group members would like to have a panel in the plenary session, organize one or several workshops and suggested GPPAC speakers for workshops that others are organizing.
- It is no longer desirable to combine the Working Group meetings with the ISG meeting. Consequently in 2009 the next meeting will be organized independently. There was the offer of having the next Awareness Raising Working Group meeting on the Peace Boat. Another option would be to organize one during the two days prior to the Global Media

Forum in Bonn, which would create the possibility of good preparation with the group that would be attending the forum.

No decision was made so far. All participants will check their schedules for the first week of June 2009. At the next meeting it was suggested to continue to work on formulating GPPAC messages, elevator pitches, ideas for how to strengthen GPPACs identity etc.



Participants leaving the meeting room satisfied after the two day meeting.

Evaluation of the GPPAC Awareness Raising Meeting

This evaluation is based on a form that was handed out and filled in by eight of the participants by the end of the meeting. The grades that were given per section were based on a option from 1-5, with 1 being the lowest and 5 being the highest. The comments beneath the grades have been compiled to be reflective of the overall responses.

What did you like the most?

The balance between participants from the International Steering Group (ISG), Regional Liaison Officers (RLOs), Media Focal Points (MFPs), the Global Secretariat and outside experts was greatly appreciated. This contributed to what was felt to have been an interactive and participatory process with substantive, focussed and stimulating discussions and exchange of ideas and plans.

It was felt that the meeting was very productive and organized, and that the great focus helped to get to practical solutions and concrete activities. It was generally agreed to that the facilitation was of great significance for the effectiveness of the process

What did you like the least?

Most participants did not answer anything to this question. As one of them said 'Hard to say – it was all fine'.

There was some depreciation of the 'fast-tracking towards the end of process' though, and one of the participants felt that 'many issues raised were not met with a kind of consensus. It is my wish that next time all working groups – including Awareness Raising – reach consensus on issues so as to make clear proposals to the ISG.'

Organization and Preparation

Communication	4.5
Information flow	4.5
Assistance with logistics	4.6

General comments on organization and preparatory process?

The overall sentiment was that all went smooth and timely as far as organization and preparation were concerned. There was a special appreciation of the delivery of the documents on the day of arrival.

Background materials

Background Reader	4.4
Agenda	4.4

General comments on background materials?

The participants felt that the background materials were clear and easy to understand, everything necessary was included and easy to find. It was also commented on that they were

communicated on time to be able to read and prepare. One of the participants specified that he or she especially appreciated the 'inclusion of participant profiles was useful given the new faces and people from different aspects of GPPAC & outside'.

There was also a comment thought stating that 'another time there could perhaps be more and with more detail so that we could build on them more.'

During the meeting itself

Organizationally

4.6

General comments on the organization of the meeting?

Most of the participants commented that the organization of the meeting was excellent. 'Everything was very clear, smooth and even fun as well - thanks!'. Where another participant felt that 'good and the flexibility therein was helpful as participants (or I) didn't feel my thoughts or contributions were stifled.'

One of the participants mentioned though that 'We could have started one hour earlier on Sunday (Day 1) – prevent the "last hour rush" on Day 2.' Which fit with another participant who indicated having wanted more time to scan challenges on the media in the respective contexts the different participants work in.

Content of Meeting

4.5

General comments on the Content? And were there specific parts of the programme you found interesting or especially useful?

It was felt that the mix of discussion and presentations was very good, which was supported by the solid and comprehensive content, all-encompassing of the work of the network with regard to Awareness Raising. The meeting managed to be effective in coming up with concrete, realistic proposals and ideas. Especially the contributions of the experts and work in smaller groups was appreciated.

Facilitation

4.75

General comments on the facilitation of the meeting?

Excellent, outstanding and energetic were the words used when describing the facilitation. One of the participants even said that he 'certainly kept me awake and on the edge of my seats (..)'. Another participants commented that 'none of the problems that can happen with an outside facilitator occurred thanks to good briefing of Michael by organising staff members.

One of the participants commented though that the facilitation was 'generally very good, though sometimes I would have preferred to hear less by and about the facilitator and more from the participants.'

Results

4.5

How do you judge the results of the meeting so far?

'It has signified a mayor leap forward for the work of Awareness Raising within the GPPAC.' Agreeing with such, all participants were very positive about the results of the meeting, although one participant thought 'would have been good to have more time just to polish together the final product before handing it to the core group.' And another rightfully added that 'the results are really yet to be seen, depending on 2009'.

Logistics and Practical Matters

Accommodation/ Venue facilities	4.1
Meals (breakfast, and dinner)	3.8
Meeting room and facilities	4.5

General comments on the logistics and practical matters of the meeting?

Although the overall grades were reasonable, with one of the participants specifying that 'it was really nice having a window in the meeting room, just a good size to be casual enough between everyone.'

There were clearly several complaints as well. There were complications with the accommodation, like there being lack of hot water, and prohibitively expensive internet (for those of using non alphabet scripts and so not able to use the free internet). Someone else mentioned that 'considerations should however be given to public phone facilities to be used to make international calls. Calling from the room can be quite costly for some.'

There were also some problems with the meals, with not always having the food available. One breakfast for instance there was no coffee and no food, and other times various items were missing. It was also felt that there was a need to diversify meals. However, a different participant mentioned that 'meals had improved since last year, good variety.'

Finally one of the participants mentioned that 'it would have been nice to have some more free time to go to the town of Soesterberg even!'

The Future

Further suggestions for improvement of future meetings?

It was commented on that it is 'not have this meeting back to back with the ISG – it will be good to have it separate next year.' There were also some that felt that time was limited, indicating that 'for such a compact agenda need to deliberately space out the sessions so that they are all given sufficient time.' Another participant added to this that it might be good to increase the number of days in the future.

Another indicated that it would be good to 'figure out mechanisms of connecting with other working groups by holding short meeting.'

Other suggestions?

The overall positive evaluation of the meeting was further clarified by the last suggestions which mentioned that we need to 'let the momentum be maintained' and to 'keep up the good work'.

Conclusion

The Awareness Raising Working Group meeting proved to be a valuable meeting that produced concrete and important outcomes. The discussions were very fruitful thanks to the excellent input from the participants. The presence of media experts was very much appreciated as their recommendations provided an invaluable addition to the discussions.

The meeting also proved to be a great opportunity to exchange experiences, with many inspiring stories shared. It was positively agreed to by all participants to continue to have meetings in order to further develop the Awareness Raising Programme. The next meeting will be held separately from the ISG, possible in May or June 2009.

An important goal of the meeting was to develop a GPPAC media strategy. The participants made an excellent start in developing the strategy with realistic ideas that contribute to the Awareness Raising Programme and the overall goal of attracting the media to conflict prevention. Given the difficulty of attracting the media to cover conflict prevention and peace stories, the proposals are initial ideas with room for improvement. The Awareness Raising Working Group will continue to work on developing a coherent media strategy which sends out clear GPPAC messages and will include the media in conflict prevention efforts.

The MFPs are an essential part of the programme in generating awareness with a specific focus on interacting with the media. Discussions at the meeting resulted in the wish of having increased cross-regional cooperation between the MFPs. Coherence in their efforts proved to be very important in the previous years and should be extended to the next years. Moreover, it became clear that the impact of raising awareness on the 21st of September should be part of a broader aim of working on awareness raising, and especially interacting with the media, as a more permanent and sustainable effort throughout the whole year.

Although GPPACs awareness raising efforts are continuously improving, the Awareness Raising Programme is a programme which still has a lot of work ahead of itself. It is a programme with inspiring activities which benefit to a great extent from these meetings in terms of coherence and focus. The database, social marketing materials and the capacity building project will hopefully lay out the foundation for an effective, coherent GPPAC media strategy, and assist GPPAC to become more effective and productive to '(..) raise public awareness around the world and generate constituencies who are informed about prevention and peacebuilding and the important role of civil society in achieving it.'



Annex 1: Meeting Agenda

Sunday 19 October

9:30-10:00	<i>Registration of Participants</i>
10:00-11:30	<p>Session I: Introduction</p> <p>Introduction round to all participants</p> <p>Introduction to the topic of the role of the media in conflict prevention and peacebuilding</p> <p>Presenter: Michael Shank – Introduction on the role of the media in conflict prevention and peacebuilding</p>
11:30-11:45	<i>Coffee Break</i>
11:45-13:30	<p>Session II: Goals and Objectives</p> <p>Formulating GPPAC motivation and reasoning for wanting to interact with the media.</p> <p>Setting out the goals and objectives of a media strategy.</p> <p>Identifying target-groups.</p> <p>What do we want from the media? What are our goals when going after the media? And are they realistic? Analyse whether interaction and/or cooperation with the media would help us in achieving our goals? What would that look like? And which media would be involved? Do we see the media as a tool, target, partner or objective?</p> <p>Presenter: Vladimir Bratic – Media as a tool, target, partner or objective?</p>
13:30-14:30	<i>Lunch</i>
14:30-15:45	<p>Session III: continuation of session on Goals and Objectives</p> <p>Presenter: Wilfried Solbach – Global Media Forum</p>
15:45-16:00	<i>Coffee Break</i>
16:00-17:30	<p>Session IV: How to get to the media?</p> <p>Drafting initial strategies for interacting with the media. Identifying GPPACs key-selling points. Relating different approaches to different media types. What do we offer? Why should they listen to us? What is it that would make GPPAC interesting for the media? What do we tell them? Which parts of what we do and/or are is of interest for the</p>

	<p>media? When do we talk to them? Time-lines and opportunities? And how? Effective ways of approaching the media?</p> <p>Presenter: Vladimir Bratic – Different media approaches and the rationale for involving these kinds of media practice with peacebuilding efforts</p>
19:00	<i>Dinner</i>

Monday 20 October

9:00-11:00	<p>Session V: continuation of session on How to get to the media?</p> <p>Presenter: Still to be confirmed</p>
11:00-11:15	<i>Coffee Break</i>
11:15-13:00	<p>Session VI: How is GPPAC going to implement a media strategy?</p> <p>Setting out initial activities for the media strategy. Identifying needs in capacities and structures that need to be addressed before starting with or during the implementation of the media strategy.</p> <p>What skills and capacities are necessary to commence on a true media strategy? What tools or trainings should GPPAC offer?</p> <p>Do we have and can we come up with the commitment required?</p> <p>What internal structures should be develop to set up an effective GPPAC media strategy?</p> <p>Presenter: Still to be confirmed</p>
13:00-14:00	<i>Lunch</i>
14:00-16:00	<p>Session VII: How do existing activities fit with a media strategy?</p> <p>Reflection on projects within the awareness raising programme and their fit with the media campaign, Media Focal Points, 21/9 campaign etc.</p> <p>With Interaction and Advocacy, and other programmes?</p> <p>To what extend could strong cooperation with the media be damaging to the work in the field?</p> <p>Presenters: Annabel Meurs – 21/9 campaign Meri Joyce and Rinos Simbulo – The Media Focal Point project</p>

16:00-16:15	<i>Coffee Break</i>
16:15-17:30	<p>Session VIII: Concrete Planning</p> <p>Formulating a workplan for the implementation of the media strategy, including initial ideas for monitoring and evaluation.</p> <p>Who is going to do what, how and when? How can we measure the effects of what we do? The rest of the Awareness Raising Programme and Taskforce development?</p> <p>Presenter: Marte Hellema – Awareness Raising Yearplan 2009 and the Taskforce</p>
19:00	<i>Dinner</i>

Annex 2: Participants List

Given the purpose of the meeting, participants will be the members of the GPPAC awareness raising working group, GPPAC members that have been involved in the implementation of GPPAC awareness raising activities, and friends of GPPAC that have experience and expertise in awareness raising, especially in relation to the media.

Name	Organisation	Email
1. Alvito de Souza	SIGNIS	alvito.desouza@signis.net
2. Annabel Meurs	European Centre for Conflict Prevention	a.meurs@conflict-prevention.net
3. Augusto Miclat	Initiatives of International Dialogue	gus@iidnet.org
4. Caroline Owegi	Nairobi Peace Initiative - Africa	cowegi@npi-africa.org
5. Charlotte Crockett	European Centre for Conflict Prevention	c.crockett@conflict-prevention.net
6. Fadi Abi Allam	Permanent Peace Movement	ppmleb@idm.net.lb
7. Lucy Nusseibeh	Institute of Modern Media	lucy@mendonline.org
8. Marte Hellema	European Centre for Conflict Prevention	m.hellema@conflict-prevention.net
9. Meredith Joyce	Peace Boat	meri@peaceboat.gr.jp
10. Michael Shank	George Mason University	mshank@gmu.edu
11. Mosesewaqa	Pacific People Building Peace	mosesewaqa@yahoo.com.au
12. Paul van Tongeren	European Centre for Conflict Prevention	p.vantongeren@conflict-prevention.net
13. Peter van Tuijl	European Centre for Conflict Prevention	P.vanTuijl@conflict-prevention.net
14. Rinos Simbulo	Network of African Peacebuilders	rsimbulo@yahoo.co.uk
15. Ruby Rose Lora	Initiatives of International Dialogue	ruby@iidnet.org
16. Vladimir Bratic	Hollins University	VBratic@hollins.edu
17. Wilfried Solbach	Deutsche Welle	Wilfried.Solbach@dw-world.de