



2.8 Centre of Information and Communication

Guided by the reports of international organizations and local, regional and international civil society bodies concerned with communication and information issues, taking into consideration the achievements of specialized government institutions in Member States, and drawing on the internal and external evaluation reports of the outcomes of the information and communication activities carried out by ISESCO from 2010 to 2016, it becomes evident that the majority of Member States are still facing serious challenges. The identified challenges impede their efforts to abide by the principles of information culture and their use in comprehensive development programmes, especially in achieving equal opportunity for all social classes to get access to information, benefit from information and communication technologies, contribute to the international dialogue on the legal, moral and ethical dimensions of information and communication, fight cybercrime, and address identity crises among the youth caused by the excessive exposure to new information media.

Likewise, institutes and institutions of media training in the Islamic world face growing challenges linked to matching between theory and practice in academic training, and compatibility of training programmes and curricula with the rapid changes in information and communication technologies. In addition, Islamophobia, stereotypes on Islam and its sanctities, fanaticism, hatred and racial discrimination against Muslim minorities outside the Islamic world are increasingly spreading through both conventional and digital media.

Based on the orientations and priorities fixed in ISESCO's Medium-Term Action Plan for 2019-2027, and as contained in more details in ISESCO's information and communication reference documents, ISESCO's Three-Year Action Plan for 2019-2021 will be an extension of its previous Three-Year Plan for 2016-2018, only with more focus on new action areas pertaining to the challenges posed by the new media on the level of theorization, training, legislation and regulation, especially social media networks.

Action priorities will focus on sustaining activities geared towards reducing the digital gap in information and communication, ensuring equal opportunities for all social classes, especially children, women, the youth and people with special needs, to have access to information and benefit from communication services offered by information and communication technologies through enhancing relevant institutional and legislative reforms, contributing to the international dialogue on the legal, moral and ethical dimensions of information and communication, combating cyber-crime, addressing the exacerbating identity crises among the youth caused by the absence of artistic and cultural training to counter the widespread new information technologies,

and supporting governmental organizations and civil society institutions aiming to ensure good governance of the information and communication sector.

Concerning the fight against Islamophobia and addressing stereotypes on Islam and Muslims in Western media, the Action Plan for 2019-2021 will adopt a new approach that shifts from defense against smear information campaigns to adopt a new and comprehensive information and communication strategy that breaks with the policy of immediate reactions and embraces an objective vision of the roles of modern information and communication technologies in publicizing Islamic culture and civilization. In addition, ISESCO will further promote cooperation and partnership relationships with media institutions and media professionals' associations outside the Islamic world, contribute to the protection of civil and cultural rights of Muslim minorities around the world, and support them through fostering coordination and consultation with civil society associations concerned with human rights and the rights of minorities and rejecting racial discrimination, hatred and defamation of religions.

The action priorities will also focus under this Action Plan on expanding ISESCO's international outreach through using modern and conventional institutional communication technologies, most importantly social media networks in order to publicize ISESCO's goals, general orientations, policies, fields of action, achievements and the activities of its Director General inside and outside the Islamic world; and activate communication and cooperation with media professionals and their institutions inside and outside the Islamic world in such a way as to contribute to the promotion of ISESCO's reputation and position at the Islamic and international levels.

To attain that end, ISESCO has set the following three sectorial priorities in its communication and information action plan:

- **Building the capacities of media professionals in Member States to address the challenges of the new media.**
- **The Islamic civilizational model and the civil rights of Islamic minorities in international media.**
- **Using institutional communication to expand ISESCO's civilizational outreach.**

Under these sectorial priorities, the following seven projects will be carried out:

- 1- **Developing training and qualification curricula in the new communication and information professions;**
- 2- **Entrenching the culture of self-censorship and commitment to media professional responsibility;**
- 3- **Reducing the legal and moral risks of the youth's use of social media networks;**
- 4- **Publicizing the Islamic civilizational model in international media;**
- 5- **Protecting the image of Muslim minorities in Western media;**

- 6- Publicizing ISESCO's policies, achievements, and activities of its Director General inside and outside the Islamic world;**
- 7- Activating communication and cooperation with media professionals and their institutions inside and outside the Islamic world.**

To implement these seven projects, ISESCO will rely on the directives of the General Conference, the Executive Council, the Islamic Conference of Information Ministers, the Standing Committee for Information and Cultural Affairs (COMIAC), the outcomes of internal and external evaluation, and the recommendations relating to the implemented activities under the Three-Year Action Plan for 2016-2018.

In addition, ISESCO will draw on a number of relevant reference documents including **the Cultural Strategy for the Islamic World, ISESCO's Medium-Term Action Plan for 2019-2027, the Strategy for ICTs Development in the Islamic World, the General Framework of the Programme of Action to Refute the Media Smear Campaigns against Islam and the Islamic Civilization, the Course in Training Journalists and Media Professionals to Counter Stereotypes about Islam and Muslims in Western Media, the study on Western Media Contents on Islam in light of International Law, and the Reference Guide to procedures for filing grievances and complaints against hateful and racist speech propagators in media.**

The Action Plan will also build on the periodic information and communication reports issued by competent parties in Member States, as well as Islamic and international organizations, bodies and observatories, research centers and civil society institutions interested in the information and communication sector.

Throughout the implementation stages, ISESCO will coordinate with the National Commissions and competent parties in Member States and cooperate with the regional and international partners in relevant issues.

Project 1: Developing training and qualification curricula in the new communication and information professions

General Framework:

At the dawn of the third millennium, the new media, in all its forms, has become an important source of information, a new media phenomenon and a fruit of the information and communication technology advances. The international information and communication scene has become more open and more inclusive within the framework of new media that broke with many classical professional restrictions and rules applied to editorial boards, news writing, publication and distribution. However, the use of new media technologies, especially with regard to the freedom of speech and opinion, the circulation of information, and the right of communication pose many legal and legislative challenges.

Reports on the activities implemented by ISESCO under its Medium-Term Action Plan 2010-2018 show that media institutes in Member States are facing major challenges pertaining to ways of balancing between theory and practice in academic training, especially with regard to revising and reformulating training curricula within the framework of preparing and implementing projects of educational and higher education reform in Member States. Besides, the practice of the new communication and information professions requires a significant number of professional competencies and skills. Such challenges still represent weakness points in communication and information policies in the majority of Member States given that the technological progress at the beginning of the third millennium has shaken many traditional theoretical concepts used in communication and information since the 1950s. An example of this is the emergence of the so called “citizen press” with the possibility of a citizen to become a journalist who publishes news and pictures on the Internet and the widespread of fake news supported by fake Photoshopped images and videos without any knowledge of the incurred legal and civil liability.

Objectives:

- Developing training in the field of new professions of information and communication;
- Strengthening the capacities of media professionals in Member States;
- Supporting training institutions for media professionals in Member States.

Areas of intervention:

- 1- Promoting media training in Member States;
- 2- Activating ISESCO’s regional media training and qualification centers.

Total budget: US\$ 600,000.00.

Area of Intervention 1: Promoting media training in Member States.

With the tremendous advances of information and communication technology and its widespread use, media training is increasingly gaining more world attention from various stakeholders in information and communication including teachers, professionals and institutions. This brings about a number of questions regarding fine-tuning media training to the latest development in information and communication technologies and its efficiency in addressing their growing challenges. The continuing and rapid changes that have been unfolding in recent years within the community of information and knowledge have occasioned new concepts and professions requiring an adequate training to cater for the market's needs. Thus, media training institutions are required to update their curricula, adjust their syllabi, and reconsider their training policies and methodologies so as to overcome challenges and adapt to market change and professionals' needs.

Drawing on ISESCO's reference documents in the field of information and communication including ISESCO's Report on the Impediments to Full Access to Information Society issued on the occasion of the World Summit on the Information Society in Tunisia 2005 and the Strategy for ICTs Development in the Islamic World, and taking into consideration the evaluation reports of the activities carried out by ISESCO since 2005 within the framework of implementing the programme of building the professional capacities of media professionals in the Islamic world, ISESCO will continue supporting the efforts of Member States to overcome these challenges and keep up with the successive developments in this field through contributing to revising training curricula programmes targeting the human resources in the information and communication sector.

ISESCO will also take into account the actual needs of Member States through implementing a number of activities aiming at support training and mass media institutions in Member States, provide them with the necessary expertise to train qualified experts who will enable their countries to positively and effectively engage in the international efforts aiming at building a society of information as a key entry to achieving the Millennium Development Goals.

In addition, due to the rapid changes undergoing in the information and communication sector, ISESCO will take incentive measures to encourage Member States to take care of continuous training in this sector as it is the only way likely to ensure updating knowledge and avoiding its outdated.

Expected outcome 1: Contributing to developing Member States' programmes and plans in the field of media training.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Promoting media training to keep up with the latest developments in the sector and meet market needs. 	<ul style="list-style-type: none"> - Organizing three (3) meetings for the officials of media training in Member States in the Arab, African and Asian regions to develop media training programmes and education. - Preparing a scientific study on the issues facing media training and the ways to overcome them in the Islamic world. - Supporting three (3) leading national institutions in the field of media training in Member States.

Area of Intervention 2: Activating ISESCO's regional media training and qualification centers.

Being aware of the importance of human resources working in the sector of information and communication in Member States, and taking into consideration the outcomes of the evaluation reports on activities carried out by ISESCO in the field of building the professional and technical capacities of information and communication human resources in the 2000s, ISESCO will seek to develop the programmes of building the professional capacities of ICT staff in Member States within the framework of ISESCO's Regional Centers for Media Training in Khartoum, Dakar and Islamabad.

In carrying out the activities of these Centers, ISESCO will build upon Member States' needs with regard to the professional and technical upgrading of its human resources working mainly in the new information professions, especially social media network and online newspapers.

Furthermore, ISESCO will focus in its Three-Year Action Plan for 2019-2021 on developing the performance of its Regional Centers for Media Training through scheduling quality activities that include specialized training sessions, regional practical workshops while seeking primarily to take part in supporting the implementation of the national programmes and projects in the field of training media professionals in cooperation with ISESCO's partners including the governmental and non-governmental organizations and civil society bodies concerned with training media professionals inside and outside the Islamic world.

Expected outcome 2: Upgrading the performance of ISESCO's regional centers for media training to support Member States' projects in media training.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Supporting ISESCO's Regional Centers for Media Training in Khartoum, Dakar and Islamabad. 	<ul style="list-style-type: none"> - Organizing three (6) training sessions in the new media professions at the ISESCO's Regional Centers for Media Training.
<ul style="list-style-type: none"> - Supplying media training centers in Member States with reference documents to support their projects in pedagogical reform. 	<ul style="list-style-type: none"> - Publishing a professional guidebook on media training techniques.

Project 2: Entrenching the culture of self-censorship and commitment to professional responsibility in media practice

General Framework:

With the exacerbating crises that undermine the stability of human societies and jeopardize world peace and security, the world is undergoing a period of international and regional unrest. This situation affects all forms of media missions, professional performance of the media, and its role in spreading the truth, covering events, enlightening minds, disseminating constructive culture, fine arts and meaningful entertainment. As a result of this negative influence on information, media outlets found themselves under huge pressure that cause some to veer away from the noble mission and objectives of the media, and give in to misinformation and propaganda that can go as far as creating fake news to serve dubious agendas and policies that serve neither the objectives of constructive media nor the message of just peace.

If the current societal changes are too strong to influence the mission of the media, the responsibility of media officials is increasing in terms of dealing with the drawbacks of these changes, and gearing the media towards serving society to confer on its mission a human dimension that disseminates values of moderation and the culture of peace and dialogue. Besides, observing media ethics and the legal and human principles empowers the media to better deal with these changes and overcome their negative effects.

In light of these considerations, ISESCO will focus under this project on addressing the ethical issues in media practices through raising awareness of the importance of respecting the code of honor and ethics, most notably responsibility, values, accuracy, objectivity, the other's religious sentiments and sanctities, individuals' privacies, the public's right to accurate information and news; and respecting and defending the profession. To achieve these goals, ISESCO will seek to encourage setting up and supporting press councils in Member States to enable media professionals to practice self-censorship as being the best and most responsible form of freedom of speech and opinion, defend and protect their profession against intruders, and carry out their media mission in the most appropriate way, in total abidance by local laws and internationally recognized ethics of the profession.

Objectives:

- Addressing the moral issues in media practices;
- Raising awareness about the professional regulations governing information production and circulation;
- Promoting the right to access to accurate information and news.

Area of intervention:

- Enhancing self-censorship and observing codes of honor and ethics of the media profession.

Total budget: US\$ 200,000.00.

Area of Intervention 1: Enhancing self-censorship and observing codes of honor and ethics of the media profession.

The beginning of the third millennium witnessed a growing interest in highlighting the strong relationship between media ethics and the supremacy and comprehensiveness of human rights values and principles. It also brought a keenness to find the best ways likely to promote the cultural, ethical and moral dimensions of ICT’s knowledge-based content, in order to pave the way for a knowledge-based society.

The widespread of new ICTs affected people’s privacy and their other rights. By misusing the Internet, human rights are violated under the pretext of freedom of speech and expression regardless of the legal and moral rules contained in the international conventions and declarations of human rights and the media which set some restrictions on the freedom of speech and expression. This has compelled media professionals to practice self-censorship to avoid committing acts of privacy breach such as defamation, insult, libel, and calls for violence, hatred and racial segregation.

Therefore, ISESCO will carry out activities attaching more attention to the moral and legal dimensions of ICT to complement the efforts it exerted in this field under its previous Action Plan 2016-2018 where focus was laid on raising media professionals’ awareness of the importance of promoting self-censorship and of the professional regulations governing the production and circulation of information as well as pursuing honesty, impartiality, objectivity and positive neutrality in its publication and making conventional and digital media institutions of education, cultivation and coaching.

Expected outcome 1: Strengthening awareness of the moral and criminal responsibility linked to the abuse of the new media technologies.

Performance Indicators	Measurement Indicators
- Entrenching the culture of self-censorship among media professionals.	- Organizing three (3) regional training sessions on the requirements of promoting self-censorship among media professionals and respect of professional ethics.
- Promoting freedom of speech within the framework of the moral and criminal responsibility and respect of human rights.	- Publishing a study on media ethics in the Islamic world: opportunities and challenges.
- Respecting the code of ethics of the profession in the field of new media.	- Providing support to three (3) non-governmental organizations active in the field of defending media ethics in Member States.

Project 3: Reducing the moral and legal risks of the youth's use of social media networks

General framework:

The indicators contained in the reports of a number of UN specialized agencies state that young people will considerably contribute to the advancement of new technologies especially as the development of social media networks has drawn the attention to the fact that, despite their facilitation of communication and the transfer of information and knowledge, they pose many risks including lack of security and threat to public order, and other violations called generally cybercrimes. All countries face major problems in securing information while the majority is looking for institutional and legislative mechanisms enabling them to address such aberrances and hackings without prejudice to their relevant local and regional commitments to ensure the freedom of expression and the right of access to information. Against this backdrop, ISESCO will focus under this project on rationalizing young people's use of different social media networks (Facebook, Twitter, Instagram, Youtube, WhatsApp, etc.) through encouraging them to access these technologies more efficiently and contribute to building a useful digital culture, circulate information and spread knowledge for developmental purposes while striving to protect them against legal and moral violations resulting in their irresponsible use of these technologies, namely the promotion of the culture of violence, fanaticism and violent extremism.

Objectives:

- Raising the awareness of the Internet service providers of the moral and legal risks of using social media networks;
- Protecting the youth in Member States against the risks of immoral contents in social media networks;
- Monitoring the moral and legal risks of social media networks and suggesting positive and practical alternatives to ensure better benefiting and limiting their disadvantages.

Area of intervention:

- Developing and rationalizing the youth's use of social media networks.

Total budget: US\$ 210,000.00.

Area of intervention 1: Developing and rationalizing the youth's use of social media networks.

Social media networks have become a very important and widespread instrument of direct human communication and a tool for information, knowledge transfer, and entertainment. They have surpassed conventional media such as newspapers and radios

thanks to their ability to go beyond geographical and spatial obstacles and the high speed of file transfer, in addition to their unique and effective ability to focus public discussion on issues that are vital for communities.

ICT has allowed for the emergence of a new influential generation of young people who produce ample of digital contents as the social media networks has enabled the youth to take part in producing media contents to express their opinions, publicize their problems, publish their ideas and attitudes about various local, regional and international issues. This has led to an impressive development of the social media and the prevalence of short media contents and messages.

However, the excessive use of social media networks by young people involves a number of risks and violations (cybercrimes) and the danger of falling in the hands of recruitment websites for terrorist groups calling for extremism and violence. Hence, governments all over the world have found themselves facing the conundrum of protecting their youth from the risks of using social media networks, namely risks of extremism and recruitment by terrorist groups.

While recognizing the media, scientific and economic benefits of social media networks, exploring ways for Member States to likely benefit from information and knowledge circulated by electronic networks, ISESCO stresses the necessity of putting an end to the violations of some chatting groups, the illicit trade and crime perpetrated through these ICTs.

In this context, ISESCO will continue carrying out activities aiming at addressing legal and moral dangers of social media networks through raising the awareness of officials, content providers and ICT users of the legal and moral responsibility involved in ICT abuse and the technical difficulties of imposing effective control in this field.

ISESCO will also encourage projects and initiatives aiming at establishing effective and influential youth-oriented media that contributes to sustainable development, takes into consideration the specificities of the youth and ensures their effective participation, vehicles their opinions, strengthens their national identity, fosters the positive national spirit among them and publicizes their aspirations and issues among actors and decision makers. ISESCO will also support Member States' efforts to address the legal and moral dangers of social media contents and raising awareness of the criminal sanctions applied to their abuse.

Furthermore, ISESCO will organize a number of seminars, training sessions and experts' meetings aiming at developing control techniques through education, encoding, and raising awareness of the ethics of using communication networks by the youth. It will also continue carrying out media education activities for young people to train them in fields of digital media and prepare guides to help them produce useful and influential contents that respect the profession's ethics and meets the professional rules.

Expected outcome 1: Activating the role of young people in producing useful contents through social media networks.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Producing digital contents which highlight youth issues, promote citizenship spirit and contribute to sustainable development. 	<ul style="list-style-type: none"> - Organizing three (3) regional workshops on cyber security for the benefit of young media professionals in Member States.
<ul style="list-style-type: none"> - Raising awareness of the role of social media networks in countering extremism and fanaticism and spreading the culture of moderation and middle stance among young people. 	<ul style="list-style-type: none"> - Organizing three (3) regional training sessions on the techniques of preparing media contents to combat the discourse of extremism and fanaticism in websites.

Project 4: Publicizing the Islamic civilizational model in the international media

General framework:

Since the events of 11 September 2001, the Islamic world has had a hard time convincing the international public opinion of its civilizational model based on the values of peace, liberty, dignity, love, tolerance and work. In addition, its status and prestige among nations of the world have regressed as a result of the intensive ill-intended campaigns conducted by Western media which blame Islam, whether deliberately or inadvertently, for violence, extremism and the rejection of the Other, thus contributing to entrenching misrepresentations of Islam and Muslims among large segments of the international public opinion.

To sustain its efforts in redressing these misconceptions, ISESCO will seek to accomplish the executive procedures set in the reference document “**the General Framework of the Action Programme to Refute Media Smear Campaigns against Islam and Islamic Civilization**” and to implement the recommendations included in “**the Scientific Study on Media Contents on Islam in Western Media in the Light of the International Law**” adopted by the 9th Islamic Conference of Culture Ministers (Muscat, November 2015) and the 11th Islamic Conference of Information Ministers (Jeddah, December 2016). It will also seek to follow the guidelines set out in the “**the OIC Information Strategy**”, adopted by the 11th Islamic Conference of Information Ministers (Jeddah, December 2016), which called ISESCO to take part in its implementation.

In this context, ISESCO will focus under this project on publicizing, through information and communication, the Islamic civilizational model, raising the international public opinion’s awareness of the Islamic human values and its numerous contributions to building human civilization in the fields of science, thought and culture. ISESCO will adopt this new orientation as a qualitative addition and a practical investment of obtained gains in fighting back the biased campaigns of a number of Western media spreading division, racism and hatred and Islamophobia among people.

In cooperation with the Information and Public Relations Committee of the Supreme Council of Education, Science and Culture for Muslims outside the Islamic World, ISESCO will seek to promote the true image of Islam which calls for moderation and the values of love, tolerance, justice and peace, and the rejection of violence, zealotry and extremism, in cooperation with a number of Western media institutions, journalists’ unions and professional associations inside and outside the Islamic world. Through communication and information activities, ISESCO will seek to highlight Islam’s contribution to the civilizational edification and cultural diversity of countries hosting Muslim communities, and affirm that it is in the interest of the West and the Islamic world to start a new stage of positive cooperation which ensures fighting all forms of terrorism.

Furthermore, ISESCO will continue, under this project, addressing stereotypes on Islam and Muslims in Western media in a professional and legal way with the aim of

redressing them. To do this, ISESCO will continue implementing the training sessions according to the course units contained in the “**Course of training journalists on addressing stereotypes on Islam and Muslims in Western media**” in cooperation with a number of media training schools and institutes in Europe.

Objectives:

- Raising international public awareness about the human values of Islam and its numerous contributions to building human civilization;
- Supporting professional institutions and associations outside the Islamic world active in the field of publicizing Islam and its civilization.

Areas of Intervention:

- 1- Employing modern information technologies to publicize Islam and its civilization;
- 2- Promoting media communication to address mutual stereotypes.

Total budget: US\$ 200,000.00.

Area of Intervention 1: Using modern information technologies to publicize Islam and its civilization.

To sustain its previous efforts in monitoring and countering media campaigns against Islam and Muslims in Western media, ISESCO will continue organizing training sessions for the benefit of people working in the field of Internet, electronic press and multimedia production to publicize Islam and its civilization in the most widely spoken languages.

ISESCO will also provide assistance to Islamic media institutions and associations in the West which are concerned with publicizing Islam and its civilization and promoting the roles of Islamic cultural centers outside the Islamic world in this field.

In the same vein, ISESCO will continue holding training sessions on using modern information technologies for the benefit of preachers and *Imams* inside and outside the Islamic world to activate their guiding role and contributions to publicizing Islam and its civilization in convincing and appealing ways.

Expected outcome 1: Disseminating accurate information on Islam through modern communication media to promote values of tolerance and coexistence.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Using advanced technologies in sharing information to publicize Islam and its civilization and put an end to the defamation of Islam and its sacred symbols. 	<ul style="list-style-type: none"> - Organizing three (3) regional training sessions on employing modern information technologies for the benefit of preachers and <i>imams</i> inside and outside the Islamic world. - Organizing three (3) meetings of experts in modern information technologies and multimedia to develop a media action plan to publicize Islam and

Performance Indicators	Measurement Indicators
	its civilization and strengthen the international efforts aiming at spreading values of peace, tolerance and coexistence and addressing all forms of racial, religious and cultural discrimination.

Area of intervention 2: Promoting media communication to address mutual stereotypes.

Believing that it represents the living conscience of the Islamic world, ISESCO deploys great efforts in the different areas of its competence to address waves of hatred, racism and Islamophobia against Muslims. The Organization never hesitates to express its dissatisfaction with the policies of some Western countries towards their Muslim communities and minorities. Since 2001, ISESCO has undertaken to explore reasons behind western countries' biased and miscalculated reactions to terrorism that waves Islamic slogans, from which Islam is innocent; as well as their dread of the inflow of refugees and immigrants seeking safe havens away from conflict and war zones. Therefore, ISESCO, in its relevant reference documents, has called for addressing these problems within the framework of objectivity, cooperation and joint action and countering the ideological use of both parties' fears which stir sentiments and exacerbate division and difference.

In this context, ISESCO will continue its efforts aiming at encouraging the establishment of communication networks between press institutions to address Islamophobia, respond to media smear campaigns and address stereotypes on Islam and Muslims in the media. ISESCO will carry out quality activities to urge competent authorities in Member States to activate the role of media and cultural consultants in their embassies accredited to the Western countries in such a way as to contribute to redressing the stereotypes on Islam and Muslims through strengthening cooperation ties between media professionals and journalists within the framework of cultural visit exchanges, training sessions and joint seminars. In addition, ISESCO will carry out activities of communication between media institutions and organizations and media professionals in Member States and their counterparts in Western countries so as to bring together the views about respecting peoples' cultural diversity and refrain from promoting the culture of racial discrimination and offending religious beliefs and the moral values of the Other.

Expected Outcome 2: Countering Islamophobia in Western Media.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Addressing Islamophobia in a professional way and in accordance with the ethics of the profession and the international media law. - 	<ul style="list-style-type: none"> - Organizing three (3) training sessions to implement the Course to Train Journalists in Addressing the Stereotypes on Islam and Muslims in International Media.
<ul style="list-style-type: none"> - Strengthening cooperation and exchange between media institutions in Member States and their counterparts in the Western world to promote dialogue between cultures and tolerance between peoples. 	<ul style="list-style-type: none"> - Organizing three (3) seminars on ways to implement and assess OIC's media strategy to fight Islamophobia.

Project 5: Protecting the image of Muslim minorities in the Western media

General framework:

The international instruments of human rights abound with special provisions which can be invoked to resort to international justice to combat Islam and Muslims' offenders living in Western countries; and provide a response for those who hide behind freedom of speech and expression. Since the beginning of the third millennium, several Western media have been promoting negative stereotypes on Islam and Muslims, in utter contradiction with the principles of the Universal Declaration of Human Rights and the relevant international conventions and declarations calling for the respect of cultural diversity, the promotion of dialogue between civilizations and the prohibition of offending religions and their sanctities. According to Islamophobia observatories inside and outside the Islamic world, Muslim minorities in Europe are victims of religious and racial segregation as a result of these fierce media campaigns.

The International Convention on the Elimination of All Forms of Racial Segregation adopted in 1965 includes complaints filing procedures and the competent parties in charge of processing them. Besides, the legal framework governing the integration and protection of Muslim minorities stipulates that all forms of racial and religious discrimination, for any reason whatsoever, can be brought before international justice. The General Assembly of the United Nations adopted on 11 April 2011 the Resolution No. 65/224 on "Combating Defamation of Religions", whose 9th paragraph states that the UN General Assembly "*deplores the use of the print, audio-visual and electronic media, including the Internet, and any other means to incite acts of violence, xenophobia correlated intolerance and discrimination against any religion, as well as the targeting and desecration of holy books, holy sites, places of worship and religious symbols of all religions*".

Objectives:

- Promoting the legal and human rights culture of Muslim minorities and defending their rights through legal and civilized methods.
- Exploring effective ways to activate international conventions calling for halting the defamation of religions and their sanctities.

Area of intervention:

- Promoting Muslim minorities' civil and religious rights around the world.

Total budget: US\$ 700,000.00.

Area of intervention 1: Promoting Muslim minorities' civil and religious rights around the world.

Pursuant to international reference documents and to ISESCO's reference documents including ISESCO's Charter which calls for the protection of the Islamic character of

Muslims living in non-Muslim countries, the Strategy for Islamic Cultural Action outside the Islamic World, and the general reference framework on **the Legal Procedures of Filing Complaints and Grievances against Promoters of Hatred Discourse and Racial Discrimination against Muslims in the Media**, ISESCO will give special attention to activating the possible legal and human rights procedures to assist and protect the civil and cultural rights of Muslim minorities around the world.

ISESCO will also make sure that this activation is carried out in coordination with the Committee of Legal, Administrative and Organizational Affairs, which reports to the Supreme Council of Education, Culture and Science outside the Islamic World, and in cooperation with civil society's associations and NGOs in Western countries interested in human and minorities' rights, and denouncing racial discrimination, hatred and defamation of religions. It will also be carried out under a new orientation aiming at promoting openness to Western societies, through the establishment of friendship associations, clubs, networks and bodies in order to attain the desired goals in a civilized manner that contributes to correcting the common stereotype about Muslims in Western media.

Expected outcome 1: Halting violations of the Muslim minorities' civil and religious rights in the world in conformity with the international law.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Activating the international and national, conventions, treaties, agreements, declarations and resolutions which underline the rights of minorities and the limits between freedom of speech and opinion and defamation of religions. 	<ul style="list-style-type: none"> - Organizing three (3) meetings of experts in international law and human rights to study the legal procedures ensuring Muslim minorities' rights. - Organizing three (3) training sessions on using ISESCO's Guide to Filing Complaints and Grievances against Promoters of Hatred Discourse in Western media.

Project 6: Publicizing ISESCO's policies and achievements, and the Director General's activities inside and outside the Islamic world.

General framework

This project falls within the ongoing priorities of the Medium-Term Plan for 2010-2018. It contains some measures characterized by continuity and sustainability which are related to the so-called institutional communication indispensable to any institution that seeks to publicize its mission, efforts and achievements, promote its regional and international presence among those concerned and active in its field of action. There is no doubt that ISESCO, with its high rank among other international organizations, is required to continue its action to expand its intellectual influence and publicize its activities. Under this project, it is planned to develop methods of preparing news and information about ISESCO's activities inside and outside the Seat Country and diversify ways of their publication and publicizing through maintaining the publication of its weekly, monthly, periodic and semi-annual information and scientific, publications and periodicals.

Objectives:

- Providing the Islamic and international media institutions with information, news, reports and publications relating to the activities of ISESCO's Director General, directorates and regional offices.
- Using public relations techniques to promote communication and cooperation between ISESCO and governmental and non-governmental media institutions inside and outside the Islamic world.
- Expanding ISESCO's local, regional, and international outreach, promoting information cooperation and coordination with its partners and activating cooperation with research centers, experts and researchers in the field of information and communication inside and outside the Islamic world.

Area of intervention:

- Developing methods of preparing and publishing information on ISESCO's achievements and its Director General's activities inside and outside the Islamic world.

Total budget: US\$ 200,000.00.

Area of intervention 1: Developing methods of preparing and publishing information on ISESCO's achievements and its Director General's activities inside and outside the Islamic world.

Seeking to expand its intellectual outreach and publicize its activities, ISESCO will work towards diversifying its methods of writing and publishing news and information publicizing ISESCO's activities inside and outside the Seat country. To this end, the Organization will sustain the publication of ISESCO Newsletter in its working languages on a quarterly basis with a new categorization of its content. In addition, the *Newsletter* will give priority to the news and information relating to educational,

cultural, scientific and communication activities carried out for the benefit of Member States and Muslim minorities and communities living outside the Islamic world.

As part of celebrating Capitals of the Islamic Culture in the Arab, African and Asian regions in the period 2019-2021, media days will be organized in cooperation with the competent authorities in the country of the celebrated capital to publicize the Capitals of Islamic Culture Programme, ISESCO's activities scheduled under this project, and its action programmes and projects falling under its areas of competence. The media days will kick off with press conferences held by ISESCO's Director General.

Besides, research works and studies dealing with topics falling under ISESCO's areas of competence will be documented through continuing the annual publication of the journal, "*Islam Today*" or within the documentary series entitled "**On Civilizational Building in the Islamic World**". The Center will gather information about the activities of the Director General and of the sectorial directorates and publish it on ISESCO's website, and generalize its distribution to Islamic and international news agencies and to the local and international media.

ISESCO will also ensure journalistic documentation of the activities of the Director General, the sectorial directorates and specialized centers through preparing "**the Annual Media File**", providing media outlets and the Islamic and international public opinion with accurate statements and responses to fake news about ISESCO and its Director General when necessary. In addition, ISESCO will prepare press files during the events and occasions held by ISESCO inside and outside its host country and cooperate with the Centre of Planning, Information, Documentation and Publishing in producing the news documentary films on the activities of ISESCO and its Director General.

Expected outcome 1: Developing the contents of news and media reports about the activities of ISESCO and its Director General and diversifying ways of their distribution inside and outside the Islamic world.

Performance Indicators	Measurement Indicators
<ul style="list-style-type: none"> - Publicizing the activities of ISESCO's Director General, sectorial directorates, specialized centers and regional offices. - Media documentation of ISESCO's and its Director General's activities. - Online weekly publishing of the outcomes of the activities of ISESCO and its Director General. - Enlightening international and Islamic public opinion about the stances of ISESCO and its Director General about the latest events inside and outside the Islamic world. 	<ul style="list-style-type: none"> - Publishing twelve (12) issues of the quarterly newsletter "ISESCO" in ISESCO's working languages. - Publishing three (3) ISESCO guidebooks. - Publishing three (3) issues of the journal, "Islam Today". - Publishing three (3) issues of the document "On the Civilizational Building of the Islamic World". - Publishing three (3) issues of "the Annual Media File". - Publishing 144 issues of the weekly electronic Newsletter in ISESCO's working languages. - Publishing the Director General's interviews in an annual book. - Publishing communiqués, statements and announcements. - Holding nine (9) press interviews and meetings for the Director General.

Project 7: Activating communication and cooperation with media professionals and their institutions inside and outside the Islamic world

General framework:

ISESCO will seek to capitalize on the results achieved in the Action Plan 2016-2018 in strengthening cooperation with media representatives inside and outside the Islamic world through inviting them to take part in covering major events organized by ISESCO inside or outside the Seat Country and enabling a number of young media professionals in Member States to benefit from continuous training inside and outside the Islamic world.

Furthermore, ISESCO will continue providing financial and technical assistance to Islamic non-governmental media organizations and associations in Member States active in educational, scientific and cultural fields. It will also seek to expand the relationship networks built up in recent year with a number of media professionals of Muslim and non-Muslim origin in Africa, Europe, America and Asia.

Objectives:

- Strengthening the professional relationships with media representatives inside and outside the Islamic world.
- Promoting openness to civil society institutions specialized in communication and information issues.

Area of intervention:

- Expanding ISESCO's network of media relations inside and outside the Islamic world.

Total budget: US\$ 100,000.00.

Area of intervention 1: Expanding ISESCO's network of media relations inside and outside the Islamic world.

Being aware of the fact that institutional communication is an outlet of human communication that supplies groups and individuals with information, knowledge and expertise to serve their developmental, solidarity and civilizational purposes and provoke a positive change in their thought, behavior and view and attitude to the Other, ISESCO will continue activating cooperation mechanisms and use modern communication technologies to promote professional relationships with media representatives inside and outside the Islamic world through inviting them to participate in media coverage of major activities organized by ISESCO inside and outside the Seat Country, enabling young media professionals in Member States to benefit from continuous training sessions inside and outside the Islamic world and providing financial and technical assistance to non-governmental media associations and organizations in Member States active in the educational, scientific and cultural fields.

Since ISESCO is an outlet, mediator and the first line of defense of the Islamic and cultural identity, focus will be laid on promoting its position internationally and expanding its intellectual and civilizational influence. To achieve that goal, ISESCO will seek to strengthen ties with the media in Member States through networking, organizing joint activities such as media open doors and ISESCO’s publicising days. It will also continue to strengthen the ties with services supervising the media and communication at the Islamic and international organizations to exchange expertise, open up to civil society organizations specialized in communication and information issues, cooperate and consult with training institutes for journalists, information colleges, media research and study centers inside and outside the Islamic world.

Expected outcome 1: Strengthening cooperation ties with media representatives and civil society institutions active in the field of the press and media inside and outside the Islamic world.

Performance Indicator	Measurement Indicators
- Strengthening cooperation ties between ISESCO and media representatives inside and outside the Islamic world.	- Participation of media professionals from the Islamic world and beyond in covering ISESCO’s major conferences inside and outside the Seat Country.
- Activating the developmental role of media professionals’ associations and institutions in Member States.	- Supporting media professionals from Member States to benefit from continuous training sessions inside and outside the Islamic world.
- Promote ISESCO’s openness towards its academic, cultural and scientific environment.	- Providing financial and technical support to three (3) non-governmental media organizations and associations active in ISESCO’s field of competence in Member States.

Budget of Communication and Information Programmes

Projects	Budget	Total Budget in US\$
1. Developing training and qualification curricula in the new professions of communication and information professions.	600,000	2,210,000
2. Entrenching the culture of self-censorship and commitment to media professional responsibility.	200,000	
3. Eliminating legal and moral risks of the youth's use of social media networks.	210,000	
4. Publicizing the Islamic civilizational model in international media.	200,000	
5. Protecting the image of Muslim minorities in Western media.	700,000	
6. Publicizing ISESCO's policies, achievements, and activities of its Director General inside and outside the Islamic world.	200,000	
7. Activating communication and cooperation with media professionals and their institutions inside and outside the Islamic world.	100,000	

Details of Financial Items
Centre of Information and Communication
(Salaries and allowances)

Item	First year 2019	Second year 2020	Third year 2021	Total (US\$)
Basic salaries	55,000.00	57,500.00	65,000.00	177,500.00
Allowances	25,000.00	25,000.00	25,000.00	75,000.00
Social security	12,500.00	12,500.00	12,500.00	37,500.00
New posts	6,000.00	6,000.00	6,000.00	18,000.00
Total (US\$)	98,500.00	101,000.00	108,500.00	308,000.00