

**PROVISION FOR POST-PROJECT EVALUATIONS FOR THE UNITED NATIONS
DEMOCRACY FUND**

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I. Executive Summary

i. Project Data

The Centre for Defending Freedom of Journalists (CDFJ) is a media/press-focused NGO based in the Jordanian capital, Amman. In addition to monitoring violations of press freedom and free speech, it operates a legal support service to journalists who come into conflict with the authorities and conducts training programmes and policy-

In H[SORULQJ W effective ness, the W evaluators looked at how the project was implemented and in particular how the core component of the project, the FMN, was set up, resourced and functioned. The FMN is a dynamic group, however it has shrunk in size over time, rather than grown, and this is due to a number of factors, including insufficient resources being allocated to its work, a mismatch between the journalists and the artists involved, and too many interruptions and inactive times between projects when funds are not available. The on-line components of the project ± the FMN website and Facebook page ± are similarly inactive when project funds are not available and reduce the enthusiasm and the outputs of the network.

While the project met its targets in relation to the number of trainees, newspaper supplements and advocacy and other μ SURGXFWV¶ SODQQHG Wkited In Qs Outreach Q I HUH QFH ZDV and there was no way of assessing the numbers of people reached by the advocacy campaign. The project was considered to be only partly effective.

In relation to **efficiency**, the evaluators met with the finance officer at CDFJ responsible for WKH SURMHFW¶ V EXGJHW DQG ZHUH DEOH WR O WZHUH G



Freedom Messenger rap at the first FMN workshop

f The project had a positive impact on the artists involved and to a lesser extent the journalist trainees. The project had a strong and positive impact on the Freedom Messenger artists interviewed, who saw it as opening a door to new audiences and new ideas for their work. However this was limited by the funds made available to them. The journalists interviewed were similarly enthusiastic and saw positive benefits from their participation in the training and in the FMN, however this too was constrained by funds available and potentially led to 15 of the 20 trainees leaving the network. Impact on the secondary target is impossible to measure.

f Impact on the problem identified was compromised by flaws in implementation. The original objectives of the project, which focused on addressing the
LVVXHV RI SUHVV IUHHGRP IUHHGRP RI VSHHFK DQG DFFHVV

I. Introduction and development context

i. The project and evaluation objectives

From 1 April 2012 to 31 May 2014, the Centre for Defending Freedom of Journalists (CDFJ) ran a project called Media and arts as catalysts for free speech and the right to access to information (Freedom Messengers) in Jordan. CDFJ is based in the Jordanian capital, Amman. The project received USD200,000 in support from UNDEF and was granted a two-month, no-cost extension in order to use unexpended funds on additional project activities. Of the total grant, USD20,000 was retained by UNDEF for monitoring and evaluation.

7KH SURMHFW¶V DLP ZDV
WR HQJDJH WDOHQW and Journalists, and Encourage them to use new
forms of art in promoting change and advocating for free speech and media freedom
DV D FRUQHUVWRQH RI GHPRFUDF\

This was to be effected through a series of activities:

- f* Training of young journalists on media coverage of human rights issues;
- f* The production of 10 newspaper supplements written by the trainees;
- f* Training of young artists on human rights issues;
- f* Creative productions on the themes of democracy and human rights;
- f* Building a network of the trainees from both groups;
- f* A public event;
- f* Establishment of a media observatory;
- f* A social media campaign targeting 20,000 young people.

The project envisaged three principal outcomes:

1. An increase in media coverage on human rights, media freedom, free speech and the

desk research to gain a comprehensive understanding of the media landscape in Jordan and in particular the challenges and constraints at the core of media freedom, free speech and access to information. The complex geo-political situation of Jordan as a result of its borders with a number of war-torn countries additionally required research and consideration, as social change in the region has affected both the aspirations of young people, their media use and government responses to this change. These matters are discussed in more detail in the Development Context section below.

Information was collected, analysed and is presented in this report according to the Development Assistance Committee (DAC) criteria of: relevance, effectiveness, efficiency, impact and sustainability. The evaluation questions are outlined in more detail in Annex 1.

iii. Development context

The Hashemite Kingdom of Jordan is a unitary parliamentary constitutional monarchy ruled by King Abdullah II since 1999. The King has executive power, and appoints and dismisses the Prime Minister and cabinet. The King has recently promised to devolve executive powers further to elected officials, although there has been slow progress on this.²

Women have equal political rights under the law in Jordan but in those areas of law that fall XQGHU 6KDUL¶D FRXUWV LQKHULWDQFH GLYRUFH discrimination. Women make up 52% of the electorate but only 13% of parliamentary candidates in 2013.³ The Jordanian Penal Code also contains provisions that discriminate against women, in particular in relation to rape and honour crimes.⁴

FKLOG

In - RUGDQ¶V SRSXODWLE¶RQVE¶D¶W July 2014 the population was estimated at 7,930,491,⁶ significantly increased by the influx of refugees and migrants from the conflict in Syria, adding to the long-term and recent refugees from Palestine, Iraq and Lebanon. These people on the move ±both short- and long-term ±are a major factor influencing domestic and foreign policy in Jordan.⁷

Jordan is a land-locked country except for the port of Aqaba opening to the Red Sea in the south and shares borders with countries that over decades have seen frequent internal conflict and external aggression that have resulted in massive people movements into the country. The history of the country and its immediate neighbours continues to affect the demographic and socio-economic situation today, as well as political realities that are important to understanding the media landscape.⁸

Before 1948, Jordan was known as Transjordan. Since 1922 it had been a state under the British Mandate for Palestine and

Arab allies, gained control of the West Bank of Palestine and there was an influx of Palestinian V DFURVV WKH 5LYHU -RUGDQ IIGWBs repeatedSRMAY U\` FDP S 1967 when Isra HO ¶ Venpive strikes in Egypt began the Six Day War. Jordan and Syria responded with attacks on Israel, which in victory annexed the West Bank.

The final years of the 1960s and early 1970s saw considerable turmoil in Jordan as Palestinian paramilitary groups threatened the rule of law. In June 1970 fighting broke out and the armed forces eventually succeeded in expelling these groups from the country in an episode now known as Black September. By 1974, however, Jordan had joined in the Arab League agrHHPHQW WKDW WKH 3DOHVWLQH /LEHUDWLRQ 2UJDLJD UHSUHVHQWDWLYH RI WKH 3DOHVWLQLDQ SHRSOH` DQG -RUG Bank.



Protests in downtown Amman, November 2012

II.

ii. Logical framework

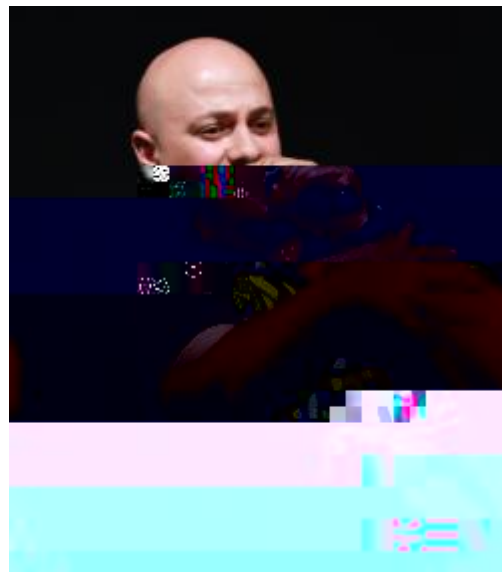
- Training workshop for 20 young journalists on human rights reporting.
- Mentoring and oversight of the production of 10 newspaper supplements written by the trainees

III. EQ answers/findings

i. Relevance

Press freedom, freedom of speech and access to information are among the first casualties of the fear generated by perceived threats to national security and social and political stability. Although Jordan is seen to be coping with these challenges, recent years have seen limits being put on freedom of speech and access to information not through the imposition of restrictive laws but by the use of reasonable laws in ways that have garnered criticism from internal and external watchdogs. As a result, the 2014 Freedom in the World UHSRUW SXEOLVKHG E\)UHHGRP +RXVH FDWHJRULJHG -RUGDQ FODXVHV >LQ SUHVV ODZV@ WKDW UHVVWULFW PHGLD DFWLYL ranging from 0 = best to 100 = worst.

In this context, t



5DSSHU 6DPP DW WKH SURMI
conference

The journalists chosen for the training were a mix of mainstream and freelance journalists and their main output was to be articles for the newspaper supplement Baranda, 10 issues of which were produced and distributed. The journalists received general human rights training alongside the artists. They were mentored in looking both for human rights stories and rights-based angles to general stories, however there was no emphasis given to issues focusing on the rights of information or press freedoms. Indeed, the journalists interviewed expressed concern that they did not receive specific training or advice on protection issues of relevance to journalists whose writing attracts unwelcome attention from the authorities or interest groups. This should have been an integral part of the training for both journalists and artists.

While the events were reportedly well attended (although the final UNDEF-supported conference seems to have been limited to project participants and have attracted little outside interest ±



Final Conference ±Freedom Messengers

Some components of the project aimed to contribute to this directly. The project therefore included a multi- SURQJHG DGYRDF\ FDPDLJQ FDOOH which, was D Y H W K H launched through social media on 17 April 2014 (during the two-month project extension) and which was extended to some existing vehicles. The campaign included the development of an FMN website in June 2013 to showcase the artistic productions and journalistic output, an FMN Facebook page and a Twitter account with the hashtag #I_have_the_right_to_know. Additional components included a series of photographs of people (including some of the

Committed to spreading the messages

**Farah Maraqa and radio journalist
Mohammed Freij at the training**

Journalist Farah Maraqa works as a freelance writer for the Habeni news portal and is Executive Director of Business Intelligence. She was one of 20 journalists who participated in the training in human rights coverage offered as part of the project.

Farah was already a Bachelor's Degree when she signed up for the training and appreciated the way it allowed her to learn how to integrate rights issues that she cared about into her work. She was particularly interested in learning how to find a human rights angle in her writing makes it more powerful.

She particularly appreciated building an ongoing working relationship with the trainers of the course, who provide support to her in her work even now the project has ended.

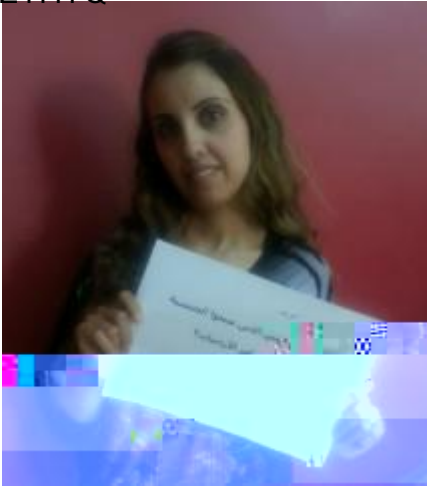
She was disappointed, however, that

in continuing as a member of the network although he, too, was disappointed that things have come to a halt since the UNDEF-supported project ended.

hits on the website during the campaign, although it is not known whether these were unique hits or related to single users viewing several films.

f Final Conference

As noted above, CDFJ organized numerous concerts, celebrations and events during the lifetime of the project, but only the final conference was supported by UNDEF and thus was properly part of the project. This took place on 24 May 2014 ±after the original 24-month time-frame of the project ±and was linked to the advocacy campaign. Compared to the 3 FHOHEUDWLRQV´R 2012 and 2014 and WZHHQ featuring both Freedom Messenger performers and guest artists from across the region, this was a low-key



Theatre Director and FMN member Suzan Banawi featured in the advocacy campaign



10 issues of Baranda were produced

worthwhile activities were not interrupted ±with the loss of committed participants and much goodwill. The Director did not see any obvious sources of revenue and was reluctant to

³⁷ KHUH ZHUH SUREOHPV E
of logos of USAID and Al-Jazeera. People
were not happy and there were concerns
about sponsorship like this reflecting
stronger ties with bodies promoting Israel.
Extremists object to foreign funding. Others
DUH 2. LI LW↑V XQFRQGLV
promotion with foreign funding is

Annex 2: Documents reviewed

Background documents

CIA World Facts 2014: Jordan

Freedom House: Freedom in the World 2014, at <http://freedomhouse.org/report/freedom-world/2014/jordan-09.VFCLxRYzEY8>

Husseini, R: ³ - R U G D Q R P L H Q ¶ V U L J K W V L Q W K H 0 L G G O H (D V W D Q G 1 R U W resistance, ed S Kelly and J Breslin, Freedom House, New York 2010

Kane, J: People on the move: Migration and human trafficking in Jordan, Lebanon and Syria, Robert Schuman Centre for Advanced Studies, European University Institute, 2011

Kuttab, D: ³ - R U G D Q L D Q P H G L D O L F H Q V L Q J O D 6 J u n e 2 0 1 3) i n @ I M Z i n o , at Z H E V L W H V <http://www.al-monitor.com/pulse/originals/2013/06/jordan-internet-blackout-licensing-law-protest.html>

Annex 3: People Interviewed

Nidal Mansour	Centre for Defending Journalists (CDFJ) Executive President (Director)
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