



GLOBAL  
FORUM  
FOR MEDIA  
DEVELOPMENT



GFMD IMPACT

# International Media Policy and Advisory Centre

# VISION & MISSION

The International Media Policy and Advisory Centre (IMPACT) is a learning and knowledge-sharing destination for the international journalism support and media development community.

It is a collaborative project designed to bring together media development and journalism support groups, donors and funding organisations, academic and research institutions, as well as technology, media, and governance experts.

Our vision is to contribute to stronger, healthier, and more effective international development and philanthropic systems focused on supporting journalism and independent media.

Our mission is to offer donor agencies, philanthropic organisations, and media support actors required insights, and a range of tools and resources for informing strategy, programme, and project design, as well as monitoring and evaluation processes.

Our aim is to maximise effectiveness of the funds available for this sector and catalyse efforts to build stronger, healthier, and more sustainable media and information systems. It will focus on research and learning in order to enhance understanding of the sector and to provide insight into “what works, what doesn’t, and what shows promise,” taking into account the unique context in each case.



## The scope of the problem we address is vast

The mission of the Global Forum for Media Development (GFMD) is to help sustain a strong, independent, and pluralistic media environment by facilitating collaboration, knowledge exchange, and joint policy creation among members of the media development and journalism support sector. We believe that international donors, funders, and investors (both private and public) are increasingly important to the survival of journalism and independent media.

## There are challenges facing stakeholders attempting to do this:



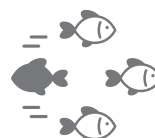
Media-related and journalism issues are often given low priority by international development agencies and private philanthropy organisations.



There is a lack of dedicated donor strategies focused on the media development and journalism support sector.



International and local donors and institutions frequently lack the expertise and resources to keep pace with changes in technologies, markets, and societies, and to understand the role of journalism and media in different contexts.



The sector's needs and donor priorities are too often not aligned. There is a lack of collective and shared clarity about which strategies are proving effective. Donors have expressed a need to create ongoing mechanisms for effective collaboration and knowledge-sharing.



Existing opportunities for networking and exchange of experience with fellow donors, but also with journalism organisations and academia remain rare and often inadequate.



More data, evidence, literature reviews, diagnostics, and M&E are required for stakeholders to truly understand the issues at hand and to find appropriate solutions.

## OUR CORE OBJECTIVES ARE TO

**Strategically inform the sector** with a view to maximising effectiveness of donor and philanthropy support for journalism and media development, as well as to improving the resonance and impact of strategies and programming;


**Supplement the expertise** and capacities of donor agencies, philanthropic organisations, and the overall journalism support and media development sector;

**Raise awareness** within the donor and philanthropy community **of the needs**, capabilities, and priorities of journalism support and media development actors;


Provide **insights into what works, what doesn't**, and what shows promise, taking into account the unique context in each case; and

**Act as a catalyst, connector** for the development of stronger, healthier, and more sustainable media and information systems.


## WE DO IT THIS WAY



Facilitating meetings of donors, practitioners and academia to enable knowledge sharing, experience exchange, learning and collaboration.



Commissioning research, publishing findings and curating the most relevant resources for the sector.



Managing a Help Desk function, which uses GFMD's network of experts and resources to respond to donor requests in a timely manner.

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To achieve these goals, GFMD established IMPACT, which brings together key media development and journalism support stakeholders to ensure more effective (demand-driven & coordinated) and impactful (contextually tailored & oriented toward long-term, strategic goals) sector support. The initiative officially launched in 2021 with the support of the Swiss Agency for Development and Cooperation, National Endowment for Democracy, Open Society Foundations and UK Foreign, Commonwealth and Development Office.

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# HOW CAN WE HELP?

Our Help Desk engages a network of experts and resources curated and coordinated by the GFMD IMPACT team to serve as a flexible, rapid response mechanism capable of responding to requests from donors and policymakers in a timely manner.

## What services does the help desk provide?

Services	Examples
<b>Insights and expert analysis</b>	<p>The GFMD IMPACT help desk contextualises the most relevant resources and insights for each customised request by:</p> <ul style="list-style-type: none"><li>• Producing briefings, policy papers, literature reviews, and overviews on global, regional, and/or country-specific issues, opportunities, and challenges related to media and journalism support.</li><li>• Gathering and analysing reports, papers, and other sources containing policy and strategy learnings, such as evaluation and impact reports.</li><li>• Collecting and summarising lessons learned from previously implemented programmes.</li></ul>
<b>Conducting a stakeholder mapping in a specific location</b>	<ul style="list-style-type: none"><li>• In response to a crisis</li><li>• Proactively in the design of project or ahead of elections or other events</li><li>• Providing a summary of relevant stakeholders in the region or providing case studies of specific forms of assistance</li></ul>
<b>Act as a catalyst, coordinator, and commissioner of collaborative journalism support and media development policy papers and briefings</b>	<ul style="list-style-type: none"><li>• Providing evidence and input to policy documents and processes related to journalism support and media development.</li><li>• In collaboration with relevant stakeholders, implement snapshot consultations of the media development and journalism support sector.</li></ul>

## What geographical areas do we cover?

We can advise on a wide range of topics across numerous geographies. The GFMD IMPACT Help Desk has regional coordinators and experts on every continent, meaning that we are in a position to bring together the best advice, research and knowledge wherever you are working.

## Who can submit a request?

- Donors and funders of media development and journalism support.
- international development institutions and policymakers, especially those looking at media support and access to information.
- NGOs, educational institutions, foundations, or not-for-profit organisations working on media development and support to journalism.

## Our offer

- GFMD IMPACT is able to offer our basic services without fees. However, we encourage those who can to consider making a contribution to GFMD IMPACT, to enable us to expand the offering of the help desk.
- GFMD IMPACT team and experts can be commissioned to produce longer-term and in-depth research and papers.

We are flexible and will work with requests for support to provide a bespoke service that best fits your needs.


## CONTACT US

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 Global Forum for Media Development

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# ABOUT THE GLOBAL FORUM FOR MEDIA DEVELOPMENT - GFMD

The Global Forum for Media Development (GFMD) is an international network of around 150 journalism support and media development organisations working in more than 60 countries.

**Our purpose** is to be a leading global network of organisations supporting journalism, media and informed communities.

**Our mission** is to promote and share tools and policies for supporting journalism as a public good.

**Our approach** is to be trustworthy, inclusive, creative and enterprising.

## Team



**Mira Milosevic**  
Executive  
Director



**Ivana Bjelic Vucinic**  
Director of the GFMD  
International Media Policy and  
Advisory Centre (IMPACT)



**Tom Law**  
Deputy  
Director



**Biba Klomp**  
Director of  
Operations





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