FINAL REPORT

World Press Freedom Conference 2020

- **VENUE**: WORLD FORUM THE HAGUE / ONLINE
- **DATES**: 9-10 DECEMBER 2020
- **ORGANIZERS:** UNESCO & KINGDOM OF THE NETHERLANDS
- **WATCH ALL SESSIONS ONLINE HERE:**
  HTTPS://WWW.YOUTUBE.COM/C/UNESCO/PLAYLISTS?VIEW=50&SORT=DD&SHELF_ID=2

Conference overview:

- **Over 3,500 participants** registered to the event, participating in interactive debates and interviews with influential journalists and experts about the most pressing issues facing the media in these unprecedented times. The event commemorated both World Press Freedom Day and the International Day to End Impunity for Crimes against Journalists.

- The lineup of speakers included numerous leading journalists and media experts including Maria Ressa, Christiane Amanpour, Amal Clooney, Lina Attalah, Nima Elbagir, Matthew Caruana Galizia, Elisabeth Bumiller, Vera Jourova, and many others.
- Excerpts from the Award Ceremony of the UNESCO/Guillermo Cano World Press Freedom Prize organized in Bogota on 17 November were shown at WPFC, together with an extended two-way interview between Carmen Aristegui (CNN Español) and Colombian journalist Jineth Bedoya, this year's laureate.
- The conference was a unique digital experience, with sessions mixing online and face-to-face debates, in a dynamic and captivating TV format.

Key outcomes:

- A **new partnership between UNESCO and the Office of the United Nations High Commissioner for Human Rights** (OHCHR) that will strengthen press freedom and the safety of journalists, with an endowment of 7 million euros announced by Dutch Foreign Minister Stef Blok.
- A Forum for Legal Actors, including judges, prosecutors, lawyers, experts and institutions was launched between UNESCO and the Netherlands. The Forum will take place annually for 3 years, with the aim to exchange practical experiences on protecting freedom of expression and the safety of journalists.
- The release of the findings of UNESCO's Global Survey on Online Violence Against Women Journalists, which provides new insights on the scope and impact of online violence worldwide. The results were discussed by award-winning journalists Carole Cadwalladr, Ranna Ayyub and Ferial Haffajee.
- The first international guidelines on Investigating and Prosecuting Crimes against Journalists, with key recommendations for prosecutors. Launched with the International Association of Prosecutors.
- UNESCO's new report on media independence "Reporting Facts: Free from Fear or Favour", part of the World Trends in Freedom of Expression and Media Development series.

High-profile speakers and participants

This edition gathered more than 3,500 participants from all over the world (66% of them women). Prominent figures and key actors from the world of journalism spoke at the event, including:

- Maria Ressa, CEO of Rappler (Philippines)
- Amal Clooney, Human Rights Attorney (UK)
- Christiane Amanpour, Chief International Anchor, CNN (USA)
- Matthew Caruana Galizia, Director, the Daphne Caruana Galizia Foundation (Malta)
- Elisabeth Bumiller, Washington Bureau Chief, the New York Times (USA)
- Carole Cadwalladr, Journalist and contributor to The Guardian (UK)
- Joe Maalouf, Founder, Dignity NGO (Lebanon)
- Nima Elbagir, Senior International Correspondent, CNN (Sudan)
- Carmen Aristegui, Show Host, CNN en Español
- Jineth Bedoya, Journalist and laureate of the 2020 UNESCO/Guillermo Cano World Press Freedom Prize

Selected additional conference elements:

- ## UNESCO/Guillermo Cano Award Ceremony

  The UNESCO/Guillermo Cano Award was handed over to Colombian journalist Jineth Bedoya at a special ceremony organized at the residence of the Ambassador of The Netherlands in Bogota, Colombia, excerpts of which were screened at the World Press Freedom Conference.

- ## Academic Conference on Safety of Journalists

  The Academic Conference brought together more than 20 researchers from across the globe who presented papers on a range of aspects regarding journalists' safety. The conference focused on bridging the gap between academia and policy makers by including once again representatives of civil society as respondents to the paper presentations. Interactive chat sessions facilitated exchange between researchers and the interested public.

- ## Youth Newsroom

  The 2020 edition of the Youth Newsroom connected 15 students and young reporters from different countries. During a four-week program they were trained by Dutch Training center RNTC, on topics such as investigative journalism, storytelling and disinformation. Given the travel restrictions from COVID-19, participation was mainly online, with a few members present at the World Forum in The Hague. The output of their reporting on the conference can be found over to the Youth Newsroom of the next World Press Freedom Day in Windhoek, Namibia.

- ## World Press Photo Exhibition

  The World Press Photo Foundation curated a special exhibition in commemoration of World Press Freedom Conference 2020. 'People Power: Documenting protest since 1957' showcased a selection of award-winning images from the World Press Photo Contests that over the years have become global symbols of people power. The exhibition toured in several cities in The Netherlands, as well as in Tunisia.

- ## Cartoon Competition and Digital Cartoon Wall

  Organized by Cartoon Movement and Cartooning for Peace, a special cartoon competition was launched at the beginning of 2020. Cartoonists from all over the world submitted their sketches about the main theme of the conference. Over 800 cartoons were submitted. Keyvan Varesi, from Iran, was the winner of this competition. A selection of the best cartoons was exhibited in the Sound and Vision Museum in The Hague. Participants also took part in the Digital Cartoon Wall, where their comments and sketches were turned into cartoons about press freedom by international cartoonists, members of Cartooning for Peace and Cartoon Movement, using the hashtag #digitalcartoonwall.

- **Host Cartoonist Emanuele del Rosso**

  Emanuele del Rosso was the host cartoonist for this year's World Press Freedom Conference. @emadelrosso is a member of Cartoon Movement and Cartooning for Peace. He made a special e-book with all his cartoons inspired by the conference debates.

- **Links with freedom of artistic expression**

  The synergies between CI's and CLT's work on promoting freedom of expression were once again reflected in the programme, with a dedicated session on "Creativity without fear or favour", attended by UNESCO Goodwill Ambassador for Artistic freedom and Creativity Deeyah Khan, and the launch of CLT's Report *Freedom & Creativity.* There was a strong presence of artists, press cartoonists and photojournalists throughout the event. The conference included performances by Ahmad Joudeh, a dancer and choreographer who left Syria due to the war to settle in The Netherlands. Dutch-Namibian band Shishani & Namibian Tales marked the handover to next year's WPFD host, Namibia.

Media & visibility – *see annexed visibility report for more details*

Livestreaming and On Demand videos

All sessions were streamed live on the WPFC digital platform and the UNESCO YouTube channel. Each session was available on demand on the platform and the YouTube channel within 2 hours after the end of each session. The UNESCO YouTube channel was branded with the WPFC visual identity. The live streams of WPFC were transmitted through 5 channels.

47 on-demand videos about WPFC2020 were published on YouTube.

Selected channels were broadcasted by UN Web TV.

Press coverage

News sites worldwide published articles referring to the Conference, such as The Guardian, Rappler, Aristegui Noticias, Financial Times, dozens of Dutch local papers, among others, and an AFP dispatch was disseminated by news aggregators worldwide. A list of articles is annexed.

The Conference was also promoted in an interview on Aristegui Noticias on 9 December.

Articles published by UNESCO:
- A UNESCO media advisory was published on 7 December.
- A Press release with the Conference highlights was published on 10 December.
- A wrap up message on UNESCOCommunity was published on 12 Dec.
- 3 key speaker announcements were published three months before to the Conference.

Social Media

From 9 to 17 December, **1,150 messages about the Conference were posted** from **around 650 different accounts on social media. Together, these messages gained 32.6 million impressions.**

Retweets by influential journalists and top speakers, such as Rana Ayyub, Christiane Amanpour, Maria Ressa, Hatice Cengiz, Jineth Bedoya, Carmen Aristegui, NYTimes Public Relations account, Larissa Rhodes (Producer of Netflix's series The Social Dilemma) helped boost the Conference's outreach.

UNESCO publications presented at the Conference were promoted in social media
- Global survey on violence against women journalists
- Reporting Facts: Free form Fear or Favour

Short clips of speakers' interventions were published during and after the Conference, including among key speakers:

- Christiane Amanpour on the importance of reporting truthfully.
- Amal Clooney on how governments can #ProtectJournalists.
- Aslı Erdoğan, author and human rights activist, on words that can't be silenced.
- Lina Attalah, from @MadaMasr, on committing to fighting for #PressFreedom.
- Joe Malouf on fighting corruption. #UnitedAgainstCorruption
- Agnès Callamard on demanding justice, now. #Stand4HumanRights

All social media materials were uploaded to a Trello Board and are available here.