



Orbicom
Minutes of the Board of Directors' Meeting
3 – 12 June 2002

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Quorum

Twelve (12) of the fifteen (15) Orbicom Directors participated:

The 6 members of the Executive Committee:

Alain Modoux, President,
José Carreno Carlon, Vice-president,
Ellen Wartella, Treasurer

...including the 3 Ex-officio members:

Aldul Waheed Khan, ADG/CI- UNESCO,
Roch Denis, Rector of UQÀM
Claude-Yves Charron, Vice-rector of UQÀM and Secretary General of
Orbicom,

Other Directors of the Board:

Subhash Joshi, Yasuhiko Kawasumi, Helen Molnar, Jamal Eddine Naji,
Gabriel-Jaime Perez-Montoya, Elena Vartanova.

Absent:

Rainer Kuhlen, Pius Njawé, Stefaan Verhulst.

Observers: Pierre Giguère for the Secretariat, Rosa Gonzalez for UNESCO.

NOTA BENE: *the introductory texts to several items of the agenda and the agenda itself are appended to this report or can be consulted in the Forum section (Board 2002) of Orbicom Website.*

Report:

I. Word of Welcome (see Appendix I)

In his introduction to the Board meeting, the President first thanked his predecessor Rainer von Schilling and former Vice-president Carmen Rico de Sotelo. He then invited the Directors to take part in a discussion of substance

about Orbicom's potential input to the World Summit on the Information Society (WSIS). He referred to his report reproduced in 4.1 of the Board meeting and which focuses on the topic. The President also invited comments on the relationship that should prevail with UNESCO and informed the Directors of the incoming evaluation of Orbicom. He mentioned that now may be the time to review the action plan conceived in July 2000 at the Mexico meeting, and to propose options to the membership at the AGM of September 2002. The unresolved issue of too few members paying their membership fees should also be looked at.

Discussion

Subhash Joshi congratulated the President and stressed that the scope of the activities needs to be increased and broadened to allow Orbicom to make more impact.

Roch Denis supported the good words of thanks to the former executives expressed by the President and commented on the fact that a virtual network needs more energy devoted by its members. The "habitus" of working together via a virtual platform needs to be appropriated and a new type of conviviality developed as members present so many different cultural perspectives.

II. Approval of the Agenda (See Appendix II)

Resolution BD02-1

Moved by **Ellen Wartella**, seconded by **Subhash Joshi** that the agenda be approved.

Yes: 11, No: 0, Abstention 1.

III. Previous Board Meetings

3.1 Approval of the Minutes of the 4-8 June 2001 Board Meeting

Resolution BD02-2

Moved by **Ellen Wartella**, seconded by **Alain Modoux** that the minutes be approved.

Yes; 11, No :0, Abstention 1.

3.2 Election to the Executive Committee, 7-14 December 2001

The Directors were invited to take note of the unanimous election to the Executive Committee of Alain Modoux as President, and José Carreno as Vice-president. Some of them intervened to congratulate the new officers and to comment on the difficulty to direct a network with members in so many countries and on the necessity to work as a team in a proactive way.

IV Reports of the Board of Directors

4.1.1. The President's Report: The Eighteen Months Ahead (See Appendix III)

Readers are invited to consult the full document appended to the minutes. Essentially, in the first paragraph, **Alain Modoux** paid tribute to his predecessor and praised the Secretariat for its unwavering commitment to Orbicom's ideals and goals while working under severe financial constraints.

He then made an historical reference to the foundation of Orbicom and of the flawless support of UQÀM to the network. He stressed that it is at the request of UNESCO that the university has accepted to shelter and assist the Orbicom Secretariat. He then explained that the designation of Chairs must be approved formally by the Director-General of UNESCO and that all Chairs in communications are "de jure" members of Orbicom. He concluded saying that the network does not need consultative status at UNESCO because Orbicom is an arm of the organization. Therefore UNESCO has the obligation to help the Network achieve Orbicom en UNESCO's common mission and goals.

The President then informed the Board of the upcoming World Summit on the Information Society in Geneva in December 2003 and in Tunisia in 2005. He commented that the "digital divide" issue will certainly be at the hearth of the debates from both infrastructure (connectivity) and content (access to information). He then informed that Orbicom, already registered as a component of the civil society for Prepcon meetings, should share the result of its scientific researches in new media with other stakeholders. Orbicom's interventions will be of great interest for all those who wish to base their argumentation on independent and impartial substantive researches.

In closing, he reiterated that Orbicom is not an advocacy group or a lobby. It has no political or ideological agenda. It is an independent network ready to serve the international community and to share the scientific expertise and the worldwide professional experience of its chairs and associates.

Discussion

Subhash Joshi commented on the digital divide between nations and within a country and implied that it must be bridged to the extent possible, and that it should not be left at the mercy of market forces. The role of governments cannot be ruled out and NGOs and individuals all have to take part in the effort. Orbicom's effort of indexing the divide is a major step in this direction.

Jamal Eddine Naji showed his satisfaction with regard to Orbicom's agenda in connection with the rendez-vous of 2003. He then questioned the dynamic within the network and Orbicom's input to WSIS. He would like the President to inform the membership more fully on the possible reforms of national commissions as eluded at the Mexico meeting. He mentioned the impact the national commissions have on the activities of the chairs. He would like to see the chairs more in tune with the projects of Orbicom and UNESCO, at distance of local constraints imposed by the commissions. As far as WSIS 2003 is concerned, he supports fully the potential of the DDI project and suggested that a study be made with the help of the 26 chairs of the network on the "unusual" or "strange" usage of ICTs in certain countries, particularly with regard to the commercial exploitation of children by cybercafes' owners.

Roch Denis intervened to thank the President for his good words about UQÀM's support to the network since its establishment. He then informed Board members of his meeting with DG Matsuura later in the week to discuss UNESCO and UQÀM's respective commitments to Orbicom and the relevance of the network to the international debates around ICTs for development.

Yasuhico Kawasumi informed the Board of his involvement in the preparatory meetings of WSIS within ITU Working Group on Rural Telecommunications. He stressed the importance for Orbicom to be an active actor and looked forward to meeting the President in Geneva early July during the first round of prep meetings.

Rosa Gonzalez intervened on behalf of **Dr. Khan** to thanked the President for summarizing in a clear way the past and future of Orbicom. She then informed the Board that, as her lines were being written, Rector Denis and the ADG for Communication and Information were meeting in Paris. She stated that their discussions should result in a closer collaboration between UNESCO and Orbicom in the crucial months prior to the World Summit. She also mentioned that the renewed interest in communication research at UNESCO makes Orbicom more needed than ever.

In his intervention, **Gabriel-Jaime Perez-Montoya** mentioned that he considers essential the participation of Orbicom in WSIS prep meetings. In his view, special emphasis should be given to the topic of information ethics.

4.1.2 The Executive Committee Meeting of 19 April 2002

Readers are informed that the minutes of the ExCom meeting are appended to this report (Appendix IV).

Discussion

Three of the Directors commented on the ExCom meeting.

Jamal Eddine Naji raised two points. He wanted to know about the future of the literature review initiative presented in Mexico by the chairs of Morocco, Canada, France and Australia. *(N.B. In addition to the lines in item 10 of the ExCom minutes, readers may find some more information about the outcome of this project in 5.1 devoted to the action plan).* Jamal Naji also asked when the publication “Trust in Online Business” would be distributed. *(N.B. The publication was forwarded with the Summer edition of the Newsletter in early June and excerpts are available on Orbicom’s Web).*

On the issue of the proposed evaluation of Orbicom (see item 15 of the ExCom minutes), **Rosa Gonzalez** intervened on behalf of **Dr. Khan**, to inform that the terms of reference would be shared with Orbicom and that the assessment would be conducted by an independent evaluator.

Gabriel-Jaime Perez-Montoya made known his agreement about the 50 inactive chairs within the UNITWIN Programme (see item 15 of the minutes) but stated that although his chair is active, with strong efforts due to lack of sufficient economic support, it is nonetheless necessary to receive significant money support from UNESCO.

4.2 The Treasurer’s Report (See Appendix V)

In her report, the Treasurer mentioned that the better financial health of Orbicom was essentially due to the application of a decision made by the Executive Committee in January 2001 to the effect that the Secretariat should finance itself, not only out of contributions for its infrastructure, but also out of management fees for the projects funded. She also explained that travel expenses incurred were less than for the previous year and essentially related to the DDI project. Of course, professional honoraria devoted to intellectual contributions were increased due to the nature of the activities now more focused on projects.

Discussion

In addition to their approval of the non-audited Financial Statement, some Board members commented.

Jamal Eddine Naji reiterated his remarks made during the previous Board meeting in connection with the modest financial support of UNESCO to Orbicom and wanted a debate on the type of reasonable backing the network should receive from the organization. To him, it is clear that it is not through financial support that UNESCO now wants to translate its interest toward Orbicom.

Yasuhiko Kawasumi praised the fact that Orbicom has been able to face the challenge of self financing and to overcome this challenge for its joint international initiatives.

For his part, **Gabriel-Jaime Perez-Montoya** reiterated that the UNESCO support to the chairs is very precarious.

4.3 Approval of the Preliminary Financial Statements (2001-2002)

The Secretary General informed that the statements do refer to the cash flow of the 3 main accounts: Infrastructure, DDI and Trust. He mentioned that the external auditors are likely to adopt an other approach than the cash flow one, adjusting each contribution with the periods or financial years involved.

Resolution BD02-3

Moved by Alain Modoux, supported by Ellen Wartella
That the Preliminary Financial Statements be approved

Yes: 9, No: 0, Abstentions: 3

V. Report of the International Secretariat

5.1 Follow up of the Action Plan

Readers are invited to consult the full report appended.

Board members reviewed the status report of all initiatives incorporated into the plan of action, some active like the DDI, Trust, Digital Review of Asia

Pacific and training activities in continuation to the 1999 Montreal Conference, and others which could not be launched for lack of financial support by the donor community, (Literature Review and Communications for Peace). The report provided an opportunity for stimulating discussions as many Board members intervened.

Claude-Yves Charron opened the debate referring to the Mexico meeting of July 2000 where the theme “ICTs for development” was identified as key priority. He commented on how, two years later, the theme was implemented. He first made reference to the “Communications for Peace” initiative developed by Charles Okigbo and Danielle Maisonneuve. No interest was shown by funding agencies for it although the events of 11 September 2001 are proving this research field to be relevant. He continued by suggesting that it might be necessary to “reframe” it avoiding reference to “Culture of Peace” . He mentioned that José Carreno Carlon might want to explore the possibility of an initiative on “Media, Violence and Terrorism”. As for the other initiative not funded, “Literature Review on Communications for Development”, despite considerable efforts by the President of our Research and Publication Committee, Chin Saik Yoon, who made several drafts of a full fledged proposal, the Secretariat was unable to receive financial support for the initiative, even though Jan Servaes had accepted to serve as scientific director of the project.

Roch Denis made a comment on the usefulness of the various joint initiatives to different audiences within the international community.

Claude-Yves Charron intervened again to inform that Orbicom was present at the GKP Knowledge Sharing Session of ECOSOC 2002. He informed that Chin Saik Yoon was making a presentation of the project “Digital Review of Asia Pacific” , a comparative study in 29 countries of the region. The research is conducted by Orbicom in cooperation with Pan Asia Networking and with the financial support of the UNDP – APDIP Programme in Kuala Lumpur, and the IDRC Regional Singapore Office. *Board members interested in this initiative are invited to view Chin’s power point presentation in the “projects” section of Orbicom’s Web.*

Yasuhiko Kawasumi informed of the participation of Orbicom’s Secretary General in the ITU focus group on rural telecommunications. He suggested that Orbicom might want to build links with some of the ITU initiatives. He intervened again to inquire about Chin’s presentation at ECOSOC 2002. He availed himself of the opportunity to thank, as Claude-Yves has done, the President of Orbicom Research Committee for his outstanding work in support of the network. In a third intervention under this item of the agenda,

Yasuhiko Kawasuni made the point that face to face contact in different regions is important for the new Executives and Board members. He then mentioned that he had just organized a series of meeting for Claude-Yves with one Japanese ministry eventually interested in the Phase II of the DDI, although he will be in Geneva for the WSIS prep meeting early July. Yasuhiko Kawasuni has also arrange for Claude-Yves to meet associate members in Japan the week after.

Rosa Gonzalez on behalf of **Dr. Khan** offered UNESCO's congratulations to the Network and the Secretariat for the achievements outlined in the action plan and encouraged it to continue with this result-oriented approach.

Gabriel-Jaime Perez-Montoya also congratulated the Secretary General for his excellent and effective work.

José Carreno-Carlon joined the discussions to refer to Claude-Yves' previous message. He announced that, as a follow up to the Executive Meeting of 19 April in Paris this year, the Universidad Iberoamericana and our UNESCO chair there, will be hosting an international conference on "Media, Violence and Terrorism" around 3 May 2003 (Freedom of Speech Day). This event will coincide with the 60th anniversary of the university. With the involvement of Orbicom, the conference will attract scholars, journalists, politician etc., from all over the world. José committed himself to sharing a preliminary program with Board members and invited all those who may want to offer suggestions to do so.

On behalf of **Alain Modoux**, away from Geneva for the rest of the week, the Secretariat expressed Alain and Orbicom's gratitude to José for this initiative which will be presented to the membership at the next AGM starting 29 September 2002.

5.2 Development of the Network: New Chairs and New Associates

The Secretariat reported that during the ExCom of April 2002, confirmation was made of its recommendations to the Education Sector of UNESCO for the creation of new chairs in South Africa, Peru, Chile and Dubai. It was also agreed to recommend the submission of the University of Strasbourg's candidacy for a UNESCO European chair in communications and to wait one more year in the case of a chair in Geneva. Two new associates were also admitted: Professor Uli Windisch of University of Geneva and Mrs Charlotte Masiello-Riome, of FAO.

Discussion

Claude-Yves Charron opened the discussion with information concerning a change relating to the Australian chair. The UNESCO chair in communications, previously located at the Royal Melbourne Institute of Technology (RMIT), will be relocated within Griffith University. To complete this process, RMIT's Vice-chancellor has written to UNESCO to inform of their intention to close the chair. The Griffith University's application is now being processed with the support of the Australian National Commission and Australia's Foreign Affairs. He mentioned that Board member Helen Molnar has been a key actor in the transition process. More information on the new Chair Holder, Professor Tom O'Regan, and his action plan can be found on our Web. He further informed the Board that this is the first time, since the creation of our Network that a chair changes from one university to another in the same country.

Roch Denis mentioned that the new chairs, now waiting for the signature of MOUs between UNESCO and their rectors, and the new associates will make a dynamic contribution to the Network. He further commented that a brief visit to their planned program of activities (on Orbicom's Web) reveals interesting potential linkages with some joint initiatives of Orbicom. The same goes to the Australian chair he said.

Rosa Gonzalez on behalf of **Dr. Khan** intervened to say that it is good to know that Lucia and Theresa will soon be confirmed UNESCO Chair Holders after such a long waiting period.

Gabriel-Jaime Perez-Montoya presented a motion of welcome to the new UNESCO chairs.

VI. Report on the Chairs' Activities

6.1 UNITWIN / UNESCO Chairs Programme: New Guidelines

Readers are again informed that the text (New Guidelines) is appended to this report. (See Appendix VI)

Discussion

Claude-Yves Charron invited the Board to review the guidelines in the coming weeks because they may provide part of the "ground" against which the evaluation of the Network will be made. During the ExCom meeting in Paris, Mr. Ondobo informed that the evaluation will take place in two steps: 1) the activities of each individual chair, 2) the partnership of the founding partners (UNESCO and UQAM), the joint initiatives of the Network (regional

and international), the contribution of associates and the work of the Secretariat. This evaluation may be a good opportunity to pause and reflect on Orbicom and where we should go from here

Yasuhiko Kawasumi intervened to stress the necessity for Orbicom to link with other UN agencies or international organizations, UN, IYU etc... He mentioned Mr. Chin's initiatives "the Digital Review of Asia Pacific" supported in part by UNDP and the proposal to InfoDev of the World Bank concerning DDI phase II.

Gabriel-Jaime Perez-Montoya expressed the hope that the next Orbicom newsletter will contain a resume of all alive UNESCO chairs' activities during the last year.

6.2 Overview of the Chairs' Local, Regional and International Activities

Claude-Yves Charron reiterated the importance of the upcoming evaluation of chairs' activities and stressed the importance to provide to the webmaster with regular updates. He further suggested to Board members who are themselves Chair Holders to invite colleagues they know well or with whom they might have undertaken a research or teaching initiatives to inform before the AGM of September. He further stated that this may be perceived as one more bureaucratic requirement, but in the context of a virtual network, he mentioned that he would need their help to explain to a few of our colleagues the relevance of this proactive management of a regular updated information flow.

He intervened again to inform that Board Member Elena Vartanova and Yassen Zassoursky (Chair) of Moscow University were celebrating this week the 50th anniversary of the Faculty of Journalism. He congratulated them on behalf of the membership.

Roch Denis commented that he is impressed, while reviewing chairs' activities, to witness the linkages between academic, professional and political actors. He paid tribute to José Carreno-Carlon who organized an important conference last year on "equitable access to ICTs" and who was successful in bringing together these actors of different horizons. He further mentioned that synergies are a critical factor at the core of the uniqueness and sustainability of Orbicom. He referred to his own experience while serving on the Executive Committee of the Canadian National Commission for UNESCO. He wrote that National Commissions are looking more and more for this type of synergy and partnership, as a distinctive feature of insertion of the chairs in their social milieu.

Gabriel-Jaime Perez-Montoya reiterated what he mentioned in 6.1, that he would like the next newsletter to offer resumes of chairs activities.

VII. Board of Directors (composition)

7.1 Appointment of New Board Members

The procedure of nomination and the composition of the current Board of Directors can be found in the document of reference appended (Appendix VII)

At the time these minutes were written, the recommendation for the 6 new Board Members had not been made by the Ex-officio Institutional Board Members.

Discussion

Claude-Yves Charron informed the Board that part of the meeting of 7 June between Dr. Khan and Rector Denis would focus on the appointment of new Board members.

Yasuhiko Kawasumi commented that he was pleased to learn that rector Denis was meeting both Mr. Matsuura and Dr. Khan. He then wrote that meetings between Ex-officio members are important to build confidence on the long run and to ensure sustainability.

Gabriel-Jaime Perez-Montoya made known that he is honored to serve on the Board and to offer his best efforts to collaborate in the measure of his possibilities.

7.2 Standing Committees: What should we do?

Discussion

Claude-Yves Charron provided an explanation why the Standing Committees have been somewhat dormant depending on the “seasons”. In his view it is due to the lack of financial resources. He gave the example of the process leading to the 1999 Conference. Orbicom conducted an international comparative research over a period of 18 months in 24 different countries. At that time the Standing Committees were quite active. During the first years of emergence of Orbicom, the Pre-selection of Chairs’ Committee was also quite active, building the Network from 2 to 25 chairs. He went on to say that in his opinion the “weakest node” has been the

“Finance Committee”. It has not come together to act as a key support function to the Network leaving the Secretariat with the task of fund raising. This has proven to be both a challenge and a “risk factor” in terms of sustainable development. He then sought guidance from the Board, over the next few months, as to how to address this issue.

Yasuhiko Kawasumi asked about the experiences of other UNESCO networks. He wrote that there must be lessons to be learned especially from networks. He went on to say that it takes time, especially for international virtual networks.

Gabriel-Jaime Perez-Montoya intervened to agree with Claude-Yves Charron.

VIII. Varia

Claude-Yves Charron wanted to express his most sincere appreciation to the Secretariat team for their professionalism and autonomy especially over the last months. Since his nomination as Vice-rector, early February, they allowed him time to assume progressively his new “incarnation” and have assume important leadership for the on-going joint initiatives, Magda Fusaro with “Trust” and Pierre with “DDI” and the Secretariat operations. He also noted the work done by the part-time webmasters on designing the new Web site and the new Forum platform for the virtual Board meeting. He concluded his remarks informing the Board members that, for security reasons (since Orbicom has been the object of numerous virus attacks over the last year), the new Web site has now been located within UQAM’s Informatics and Telecom Services. This move provides with a more secure system of firewalls for Orbicom’s work through virtual platforms.

Roch Denis intervened in support of Claude-Yves Charron’s words of appreciation for the work done “back stage” by his team at the Secretariat. He went on to explain that having worked in other international organizations in the past, he knows the importance of a Secretariat in support of a membership, or in support of international joint initiatives. Here again, he wrote, there must be lessons learned from the Secretariat, about the experimentations conducted over the years, within this virtual Network. He also wanted to congratulate the Secretariat team for the new Web site. Rector Denis proposed that Board members should all join together to express a special word of thanks to Ambassador Giguère. He wrote: “I know Pierre, that the Orbicom Secretariat is a much more modest environment than an Embassy. Too modest for you, who have served abroad in so many different countries. But we are grateful for your contribution to our virtual network, since I assume that, as a diplomat, you have had, day after day, to

work in search of new degrees of conviviality and solidarity between people of different cultures. Thank you for your help in searching with us to build this conviviality and solidarity in the virtual world, and with members distributed over 60 different countries. It is quite a challenge ahead of us. But we have to work together to try to, progressively resolve it”.

Yasuhiko Kawasumi commented that a network cannot survive without those working back stage and that we must be grateful for their work and that we must keep working on appropriation of virtual platforms and people of different walks of life and expertise to bring them together to work for UNESCO or ITU objectives. He then referred to his ITU working group on rural telecommunications where too there were people back stage. “There cannot be front stage people without back stage right, in any company or in any international organization, even more so in virtual networks”. In a second intervention, Yasuhiko Kawasumi mentioned that he has had some difficulty accessing Orbicom’s Web, on two different occasions expressed a number of factors that might have been responsible for it. The Secretariat responded that the lack of access was due to work being performed by the Informatics Services of the University in the earlier part of the week.

Jamal Eddine Naji has informed the Board about the meeting of the Arab National Commissions for UNESCO. It was dedicated to the functioning and the programs of UNESCO. The closing session was the occasion for the DG/UNESCO to present a proposal for the elaboration of a program and budget (2004-2005) and to inform about the mid-term strategic orientations (2002-2007). The four day meeting examined many themes: the role of the National Commissions, the reform process within UNESCO, the relationship between the National Commissions and different partners and the use of the Arabic language within UNESCO.

In his closing remarks, **Alain Modoux** thanked all for their active participation. He wrote: “Your constructive comments and suggestions are very much appreciated and will help improve the performance of our network. I am also grateful to UNESCO for its words of appreciation and interpret its comments to some of the items as a sign of its attachment to Orbicom. I am confident that the meetings which took place this week in Paris between Rector Denis and the Director-General of UNESCO and the ADG for Communication and Information reflected this reality. This virtual meeting would not have been possible without the outstanding preparation provided by our Secretariat’s pillars ,Claude-Yves, Pierre, and the skilled assistance of our local staff: Magda Fusaro, associated researcher and author of the study on “Trust”, has coordinated and supervised the revamping operation of our site, while Valerie Harvey, webmaster and Chia

Yi-Yung, former webmaster, are designers of the site. On behalf of all Board members, I wish to convey to them our deep gratitude”.

The Secretariat notified the participants of the closure of the virtual Board meeting at 9:22 AM EST on 12 June 2002.

Appendix I

Word of Welcome

Dear friends of the Board of Directors, welcome to this virtual Board meeting !

First, I would like to thank you all for having supported my appointment as Orbicom President and also the appointment of José Carreno Carlon as Vice-president, to succeed to our friends Rainer von Schilling and Carmen Rico de Sotelo. I am confident that, together, we will make this Network of ours a model of cooperation among us, academics and professionals of all sectors of communications. I also believe that it is still possible for Orbicom to be that strategic arm UNESCO so deeply needs in the communications' area to achieve its quest for a better world.

We are once again united through Internet technology to carry out the task assigned to us, Directors of the Board of Orbicom, by status. You are not only invited to participate actively in the mandatory house keeping process, but more importantly for the future of the Network, to take part in a discussion of substance about Orbicom's action plan. As I stated in my editorial article in Orbicom Forum's last issue, the next eighteen months are vital to our network as we approach the fatidic date of December 2003 and the World Summit of the Information Society (WSIS). It is my view that Orbicom must position itself as a respected player within the civil society component of this important venue. My editorial is reproduced in full in 4.1 of this forum and constitutes an introduction to our exchanges about Orbicom's future.

There are a number of unsettled issues that need to be addressed by the Board and for which I seek your guidance and advice. The more delicate one

is the type of relationship that must be entertained between Orbicom and UNESCO and the relevance of the network as a tool for UNESCO to achieve its goals. The reflection has already started within UNESCO. We recently learned that the Communication and Information Sector has set aside US \$ 25,000 to contract an independent consultant to assess the Network.

Also, after two years of hard work in implementing Orbicom's action plan that was conceived during the Mexico meeting of July 2000, it is now time to make an examination of it and develop options to be presented to the membership during the AGM of September 2002.

Again, we will look at the provisional financial statement, and the unresolved issue of too few members paying their membership fees. We should make an introspection exercise to find out what causes this lack of tangible interest and how this could be remedied.

Of course the question of new Chairs, new Chair holders in certain cases, the UNITWIN Programme, and the recruitment of Associates is also on the agenda.

I wish to you all a fruitful Board meeting.

Alain Modoux, President

Appendix II

Agenda

Orbicom's Board of Directors
3 - 9 June 2002

I. Word of Welcome from the President

II. Approval of the Agenda

III. Previous Board Meetings / A) Approval of the Minutes, Board of 4-8 June 2001

B) Election to the Executive Committee, 7-14 Dec. 2001

IV. Report of the Board of Directors

4.1. The President's Reports

- 4.1.1 The Eighteen Months Ahead
- 4.1.2 The Executive Committee Meeting of 19 April 2002

4.2. The Treasurer's Report and Financial Statement Statement

4.3. Approval of the Preliminary Financial Statements (2001-2002)

V. International Secretariat's Report

5.1. Follow up of the Action Plan

5.2. The Network's Development: New Chairs and New Associate Members

VI. Report on the Chairs' Activities

6.1. UNITWIN Programme: New Practical Guide

6.2. Overview of the Chairs' Local, Regional and International Activities

VII. Board of Directors

7.1. Appointment of New Board Members

7.2. Standing Committees: What Should we Do?

VIII. Varia

Appendix III

The next eighteen months: A crucial period for ORBICOM

My first duty, as incoming President, is to pay a tribute to my predecessor, Rainer von Schilling, and his colleagues of the Board of Directors, who served our network for several years with great enthusiasm and dedication. On behalf of all ORBICOM chair holders and associate members, I would like to express to them our deepest gratitude. I know that we can count, in the future, on their assistance and wise advice and I want to thank them in advance for their friendly cooperation. I wish also to

commend our Secretariat for its unwavering commitment to ORBICOM's ideals and goals as well as for its countless efforts to make our network an efficient and reliable partner at the international level. Its achievements are all the more remarkable since it had to work under very severe financial constraints.

Last but not least, I wish to convey, on behalf of all of us, my sincere gratitude to the "Université du Québec à Montréal", better known as UQAM, to its successive rectors and to its administration, for their flawless support. For the chair holders and associate members who may be unaware of the historical background of UQAM's close association with our network, it must be reminded that it is at UNESCO's request that the university has accepted to shelter and assist the ORBICOM Secretariat. To this end, a formal agreement binding UQAM and UNESCO was signed in 1994 by the Rector and the Director-General and it has been renewed regularly since then. As for the holders of the UNESCO Chairs in Communications, who are *de jure* the members of ORBICOM according to its by-laws, their designation must be approved formally by the Director-General of UNESCO, on the one hand, and the rector of their respective universities, on the other hand. All these formalities explain why ORBICOM does not need any consultative status at UNESCO unlike all other NGOs. It is actually an arm of the Organization, which depends partly on its decisions and policies. In return, UNESCO has a the obligation to help ORBICOM achieve its mission and goals.

The next eighteen months will be crucial for ORBICOM since our network will actively participate in the preparatory process of the "*World Summit on the Information Society*". Organized at the initiative of the International Telecommunication Union (ITU) with the UN General Assembly's endorsement, this big world gathering will meet in two sessions: the first one in Geneva, Switzerland, in December 2003; the second one in Tunis, in 2005. It will bring together the political leaders of all Member-States of the United Nations, the private sector, the so-called civil society as well as the international and regional intergovernmental organizations. The "*Digital Divide*" issue will certainly be at the heart of the debates from both infrastructure (connectivity) and content (access to information) perspectives. How to address it effectively to narrow the fast-growing gap between the immense majority of the "have nots" and the minority of the "haves" is the fundamental question the *World Summit* will have to tackle. There will be a lot of related issues to debate, some of them very sensitive or highly controversial, such as privatization of State-owned telecommunication carriers, liberalization of telecom markets, content control by governmental authorities, protection against attacks on privacy and misuse of personal data, reviewing intellectual propriety and copyright policies, promotion of multilingualism and cultural diversity online, etc. In short, the *World Summit*

will attempt to define in a Declaration of Principles the future design of our world society, with its globalizing dimensions, and to find an equitable balance between the requirements of its economic forces and the socio-cultural demands of its people. Regarding the promising applications of the new technologies to support education, health, good governance, commerce and many other basic human needs and activities, a Plan of Action ought to be established detailing the various fields of priorities and the corresponding sources of funding.

The purpose of ORBICOM's participation in the *World Summit*, which is registered as a component of the civil society, is to share with the other stake-holders the results of some of its scientific researches in the field of the new media. I am confident that ORBICOM most recent publications: "*Generating Trust in Online Business*" and "*Monitoring the Digital Divide*", the result of Phase I of the "*Digital Divide Index*", and possibly the results of its Phase II '*Monitoring Digital and Knowledge Divides*' will be of great interest for all those who wish to base their argumentation on independent and impartial substantive researches. The outcome of some of our seminars may also contribute to a better understanding of the challenges of the information society. I have in mind the important conference on "*Connecting Knowledge in Communications: New Partnerships in Communications for the 21st Century*" which took place in Montreal in April 1999 and the very successful seminar organized by the Mexican chair on the "*Equitable Access to ICTs in Latin America*". Furthermore, I am convinced that ORBICOM's experience in intercultural communication and its mixed membership bringing together media experts from various academic, professional and industrial backgrounds will be of great help in contributing to bridge interest groups and NGOs not accustomed to debate out of the inner circle of their own industry or profession.

Unlike many organizations willing to participate in the preparation process of the *World Summit* and registered as members of the civil society, ORBICOM is not an advocacy group or a lobby. It has no political or ideological agenda as it has no interests or causes to promote, however noble they may be. It is an independent network ready to serve the international community and to share with all the stakeholders taking part in the *World Summit* the scientific expertise and the worldwide professional experience of its chairs and associate members.

A handwritten signature in black ink, appearing to be 'J. Masera', written in a cursive style.

Appendix IV

Minutes of Orbicom's Executive Committee Meeting UNESCO, Paris 19 April 2002 - 9:30 A.M.

Present: Alain Modoux, President of Orbicom, Chair of the Meeting, Claude Ondobo, Deputy Assistant Director-General for Communication and Information, UNESCO, acting Ex-officio member in replacement of the ADG/CI, Dr. Abdul Waheed Khan, José Carreno Carlon, Vice-president of Orbicom, Claude-Yves Charron, Secretary General of Orbicom and acting Ex-officio member in replacement of Rector Roch Denis of UQAM, Miguel Sales of UNESCO and Pierre Giguère of Orbicom attended as observers.

Absent: Dr. Khan and Rector Denis: letters procuratory from Dr. Khan and Rector Denis to Claude Ondobo and Claude-Yves Charron were deposited with the Secretariat. Ellen Wartella, Treasurer of Orbicom and President of the Finance Committee, unable to travel to Paris for 19 April due to previous commitments.

6 *Opening Remarks.*

In his opening remarks, Orbicom's President Alain Modoux who chaired the meeting, thanked the Secretariat team for its efforts and achievements, and congratulated Claude-Yves Charron for his recent appointment as Vice-rector of UQAM. He reminded the participants of what constitutes Orbicom, a joint venture by formal agreement of the DG of UNESCO and the Rector of UQAM. He suggested the adoption of the draft agenda (annex A). *Although all items of the agenda were covered, they were not addressed necessarily in the same order.*

7 *Orbicom and UNESCO.*

In response, acting for the Ex-officio member for UNESCO, Claude

Ondobo commented that Orbicom is a good programme not different from the UNESCO Chairs in communications as Orbicom is their network. He reiterated that there is no UNESCO chair in communications outside the Orbicom network. For him, Orbicom is not an exclusive partner of UNESCO but a network of chairs. He mentioned that he knows what Orbicom can do and that his sector will try to work with the network. He also mentioned that within UNESCO there are people who are good defenders of Orbicom.

8 ***UNESCO/CI's Financial Commitment.***

In concluding his initial remarks, he stated that UNESCO is a continuity and that commitments made should be respected. In this regard he announced that the ADG/CI has agreed to disburse the US \$ 20,000 promised to Orbicom for the Digital Divide Index project. Claude Ondobo stressed the importance that the intellectual work stands out for every UNESCO contribution. For the organization and its contributors, it is important to be able to show what has been achieved with the funds.

9 ***Status of Orbicom's Action Plan.***

Claude-Yves Charron presented the action plan approved by the AGM 2000. He reviewed each of the five initiatives (see the action plan in annex B) to conclude that only two of the five initiatives had not been launched due to lack of funding: "Core Literature Review on Communication for Development" and "Communications for Peace, Sustainable Development and Human Security".

10 ***Recent Publications.***

A presentation was made of two most recent Orbicom publications: "Generating Trust in Online Business", edited in English and French, and "Monitoring the Digital Divide", the result of Phase I of the Digital Divide Index project (DDI). The two publications will be sent to all members and friends of Orbicom in May. The participants (others than the Secretariat team) were very impressed by these substantive researches.

11 ***Additional Initiative.***

An additional initiative, not included in the action plan but fitting in continuity with the "Digital Divide Index" project, the Digital Review of Asia Pacific, has received contributions of UNDP/APDIP and IDRC. Claude-Yves also informed that second phases for the "Trust" and "DDI" projects are now in train. He also commented on the success of the conference on the "Equitable Access to ICTs in Latin America" organized by the Mexican chair.

12 ***Seeking Guidance for the Future.***

Claude-Yves raised the issue of the Orbicom protocol agreed in 1994 between UNESCO and UQAM and sought direction on how to bring UNESCO to fulfill its share of the infrastructure costs. He also wanted to receive guidance on the adjustments that should be made to the action plan in the context of the coming World Summits of Geneva and Tunisia. He then raised the question of the network's development.

13 ***Involvement of Orbicom in UNESCO's WSIS Preparation?***

The suggestion was made that a letter should be written to the ADG/CI raising the question of why Orbicom had not been involved (beyond the invitation and presence of one Orbicom executive member) in the consultations undertaken by the CI Sector in preparation to the 2003 World Summit on the Information Society. Claude-Yves Charron made the point that Orbicom, the network of the UNESCO chairs in communications, should have been the preferred channel of consultation or used as a "think tank", not Leicester which is not even in the network of UNESCO chairs. Claude Ondobo suggested that following the letter, a party of one or two of Orbicom's executive officers, should meet Dr. Khan to discuss this issue while focusing on Orbicom's marked achievements. He informed that Dr. Khan is of the opinion that not enough research is done around UNESCO. A working group was created in Leicester to specifically identify the directions researches should focus on. He mentioned that he still sees the possibility for Orbicom to be involved in the the WSIS preparation, particularly with the impressive DDI project.

14 ***Registration of Orbicom to WSIS PrepCom Meetings.***

Alain Modoux then outlined the state of preparation of the WSIS and explained that four major groups are the stakeholders: the states, the civil society, the private sector and the international organizations. He recommended that Orbicom registers now to the Preparatory Conference within the civil society group and proposed that Professor Uli Windisch, a new Orbicom associate from Geneva, be approached to follow the preparation on behalf of Orbicom.

15 ***Adjustments to Orbicom's Action Plan.***

Coming back to the Action Plan and in response to the preoccupations expressed, Claude Ondobo stated that as far as the "Core Literature Review" initiative is concerned, Professor Jan Servaes (identified by Orbicom to be the potential scientific director of the project) has received a contract with UNESCO on that very subject. It was proposed by Alain Modoux, and agreed by all, that there is now no point in trying to find funds for the project and that it should be dropped.

- 16 Alain Modoux also made the following suggestions. In addition to dropping the "Core Literature Review " initiative, he suggested that the "Communication for Peace" proposal should also be dropped and replaced by a new initiative on "**Media and Terrorism**". José Carreno Carlon agreed to participate in the organization of a conference in Mexico on this topic of high visibility in the aftermath of the 11 September events in the USA. As for Orbicom's membership in the GKP, a cost of US \$ 2000 annually, Alain Modoux suggested not to make a decision now but just wait and see what will be decided by the Swiss Agency whose Director chairs the GKP, and other strong backers of the Partnership in the next few years.
- 17 ***Chairs and UNITWIN Programme.***
Mr. Berizde of the UNITWIN programme joined the Executive Committee meeting to discuss the issues of new chairs, dormant chairs and the evaluation of the chairs and Orbicom. He mentioned that Orbicom is one of the best network of UNESCO chairs but regretted that his office had not been made aware of four changes concerning chairs holders. He presented the new policy document and guide for the UNITWIN programme and left a copy for the information and guidance of Orbicom. He mentioned that out of 500 chairs , about 50 are inactive. In future, field offices and national commissions will be informed when a "letter of closure" is written to an inactive chair. Sixty days later, the chair in question will be considered closed.
- 18 ***Development of the Network, New Chairs and New Associates.***
On the issue of new chairs, the Executive Committee confirmed its recommendations to the Education Sector HED/NID for the creation of new UNESCO chairs: University of Natal in South Africa (Mrs Ruth Elisabeth Teer-Tomaselli); Lima, Peru (Mrs Teresa Quiroz); Chile, (Dr. Lucia Castellan); Dubai Women's College. It was also agreed to recommend the submission of the University of Strasbourg's candidacy for a UNESCO European chair in communications and to wait one more year in the case of a chair in Geneva. In the mean time, Professor Uli Windisch of the University of Geneva, admitted as associate member, will be asked to cover for Orbicom the WSIS PrepCom meetings in Geneva. Mrs Charlotte A. Masiello-Riome, Promotion Officer at the FAO was also admitted as associate member.
- 19 ***UNESCO's Proposed Evaluation of Orbicom.***
Claude Ondobo informed that the evaluation of the UNITWIN programme is finished. However, the evaluation of Orbicom still remains to be done. In this context, topics like what is done by UQAM, the decentralization of

the chairs' network to Montreal, the exchanges of programmes and curriculum, and other issues will be addressed by the evaluation team.

20 On the same subject, members of the Executive Committee stressed the necessity to differentiate between the chairs individual activities and the joint ones carried out within the network. It was decided to write to the DG to request that the terms of reference for the evaluation team be drafted jointly by UNESCO and UQAM as equal partners in accordance with the 1994 convention. As Orbicom is a co-responsibility of both institutions, the evaluation must be made according with this shared responsibility, and the selection of the evaluation team must be agreed by both parties.

21 ***UQAM Rector's future visit to the Director-General of UNESCO***

The participants believed that it would be advisable to recommend to the Rector of UQAM, Dr. Roch Denis, to meet the Director-General of UNESCO, Mr. Koichiro Matsuura, during a future trip to Europe. Rector Denis would take the opportunity to raise the issue of partnership and co-responsibility in connection with the Convention signed in 1994 between UNESCO and UQAM that led to the creation of the Orbicom Network and the establishment of its International Secretariat in Montreal. Canadian Ambassador to UNESCO, His Excellency Mr. Louis Hamel, has agreed to make the arrangements for the meeting and to accompany Rector Denis.

22 ***Sustainability of the Secretariat.***

To the preoccupation expressed by the Secretariat to the effect that Orbicom is in essence a network of chairs and associates, not an executing agency of projects in communications, and that the lack of funding for its infrastructure costs forced the Secretariat to finance itself out of projects, the participants opined that, for the foreseeable future, there is no other way to do.

23 The Chair closed the meeting at 5:30 P.M.

Alain MODOUX

President

Appendix V

4.2 The Treasurer's Report (all figures in Canadian dollars)

As you can judge from the non-audited financial statement below for the budgetary year that ended 31 May 2002, the overall financial health of Orbicom has improved over last year.

This situation is the result of a decision made by the Executive Committee which met in Montreal on 7 January 2001. The Secretariat was then advised to seek financial support for projects likely be funded by interested donors, (essentially "Tust in Online Business" and the "Digital Divide Index" / Phase I), in an effort towards self sufficiency.

As we all know, the Secretariat was successful in raising funds, essentially from Canada, for some projects. Consequently, fall outs for the Secretariat added to the direct contributions of UQÀM (\$123,400), of Montréal International (\$60,000) and UNESCO (\$10,000), were of sufficient magnitude to allow sustained operations during the year.

Although reduced by \$ 9000 over last year, travel expenses (\$30,000) were incurred for various meetings linked to the DDI project including the Consultative Committee meeting of 7 September in Ottawa, the round table of experts at the Austin Symposium in November, trips to New York and Washington to seek financial contributions from the Markle Foundation, the Ford Foundation, and InfoDev of the World Bank (contributions not yet confirmed), and the travel expenses to Paris for the President and the Vice-president of Orbicom to allow them to attend the Executive Committee meeting in April 2002. The hospitality costs remained about the same at \$3,548 while, quite understandably, the professional honoraria devoted to intellectual contributions for the funded projects were substantially increased (from \$22,000 to \$58,000)

As noted in the last paragraph of the Executive Committee's report of April 2002, (see section "Reports of the President") it is unlikely that the current "modus operandi" to finance Orbicom's operations, and more specifically its International Secretariat, can be changed in a foreseeable future. A call is made to all of us to assist Orbicom in its fund raising activities.

Ellen Wartella,
Treasurer,

Chair of the Finance Committee.

Appendix IV

6.1 UNITWIN/UNESCO CHAIRS PROGRAMME: NEW GUIDELINES

Introduction

The UNITWIN Programme was launched in 1992, in accordance with a resolution adopted by the General Conference of UNESCO. **UNITWIN** is the abbreviation for **the university twinning and networking** scheme.

This UNESCO Programme serves as a prime means if **capacity-building through the transfer of knowledge** and sharing in a spirit of solidarity with and between developing countries. The main participants are hundreds of universities, in partnership with many important higher education NGOs and hundreds of other organizations, foundations and companies. Over the last five years these partners have brought some US \$ 30 million towards UNITWIN projects, six times more than UNESCO's own funding for the Programme in the same period.

Today the UNITWIN Programme is UNESCO's most important intersectoral downstream activity in the field of higher education, comprising almost 500 UNESCO Chairs and inter-university networks established in some 113 Member States of the Organization.

The UNITWIN Programme covers training, research and information activities in all major fields of knowledge within UNESCO's competence. its principal beneficiaries are institutions of higher learning in developing countries and countries in transition (75% of established projects). The majority of the projects are interdisciplinary and intersectoral and involve all programme

sectors at UNESCO Headquarters in Paris as well as all UNESCO Field Offices, Centres and Institutes.

The Programme has been the subject of two evaluations - internal (1996) and external (2000). It has also been considered several times by UNESCO's governing bodies - the General Conference and the Executive Board. the latter, at its 161st session (May 2001), adopted a decision inviting the Director-General to follow up the recommendations contained in the aforementioned external evaluation.

In accordance with the above-mentioned recommendations and decisions, the future strategy of the Programme will be oriented towards the enhancement of its relevance and effectiveness and its impact on national development efforts. The management of the Programme will be further improved and streamlined by **concentrating** the overall managerial responsibility within one unit of UNESCO's Secretariat namely the Division of Higher Education. UNITWIN projects that have proved themselves sustainable will be pursued and new sub-regional, regional and international networks will be established in all the priority areas of UNESCO.

In 2002 the UNITWIN Programme is celebrating its tenth anniversary. The strategy proposed for the new biennium 2002-2003 (31 C/5) includes the pursuit of networking projects that proved sustainable and the establishment of new regional inter-university networks in all absolute priority areas of UNESCO's Programme (Education for All, Water and Ecosystems, Ethics of Science, Cultural Diversity and Information for All). it also includes closure of inactive UNESCO Chairs and the establishment of a UNESCO Award for Chair/Network in a university of a developed country that has most effectively demonstrated its solidarity with developing countries by sharing knowledge with their higher education institutions. A World Forum to provide guidance to all those involved and to celebrate the tenth anniversary of the programme will be convened.

The UNESCO Procedures for joining the UNITWIN Programme were established in 1992. They constitute a set of basic rules for all those who wish to be involved in this Programme. The guidelines that follow aim at clarifying and defining the **criteria and procedures** governing the:

- 24 evaluation of the project proposal by UNESCO;
- 25 establishment of a UNESCO Chair /UNITWIN Network through a relevant Agreement between UNESCO and a host institution (s) ;
- 26 monitoring and annual evaluation of each established UNESCO Chair / UNITWIN Network ;

27 renewal of the Agreement or its discontinuation and closure in cases of "inactive Chairs/Network" that have been negatively evaluated.

Accordingly, the document that can be found in full at <http://www.unesco.org/education/educprog/initwin/index.html> supersedes earlier guidelines (1992) and provides all interested parties (outside participants and partners as well as UNESCO staff) with the maximum information regarding the nature and sequence of the different stages involved.

Appendix VII Appointment of the New Board Members

The Ex-officio members from UNESCO and UQAM will inform members of the ongoing virtual Board Meeting and recommend to the next AGM in September 2002, the appointment of the following Orbicom members to the Board of Directors.

Among the six Orbicom members in nomination, three have accepted to renew for a second term.

José Carreno-Carlon (C) Vice-president of Orbicom and Mexican Chair Holder (Iberoamericana)

Yasuhiko Kawasumi (A) Senior Policy Advisor, Japan Telecom and Chair of the 7th Committee of ITU

Ellen Wartella (C) Treasurer of Orbicom, President of the Finance Committee and Chair Holder of the USA Chair (Texas)

The following Orbicom members are the proposed candidates for replacement of the three Directors leaving the Board:

Reinhart Helmke (A) Executive Director, United Nations Office for Project Services (UNOPS)

Jan Annerstedt (C) Danish Chair Holder (Copenhagen Business School)

Mrs Kyungsook Lee (C) Korean Chair Holder (Sookmyung Women's University)

A.) Board Configuration and Nomination Process.

1. Board of Directors' Configuration.

Orbicom's Board includes 15 members:

- * 6 Chair holders
- * 6 Associate members
- * 3 Ex-Officio members.

Within the Board, the Executive Committee includes 6 members:

- * the 3 Executive Officers:
 - * the President
 - * the Vice-President
 - * the Treasurer
- * and the 3 Ex-Officio members:
 - * UNESCO's Director General (or the ADG /communications
 - * UQAM's Rector
 - * Orbicom's Secretary General

2. Nomination Process.

Since Orbicom's creation, the nomination process is the following:

- * the 3 Ex-Officio members serve and rotate according to their function within UNESCO (DG or ADG) UQAM (Rector) and UQAM (Orbicom's Secretary General);
- * the 12 members serving on the Board of Directors (6 Chair holders and 6 Associate members) are nominated by the two founding and Ex-Officio members of Orbicom (UNESCO and UQAM), and their nomination is ratified by the Assembly General of Members
- * once their nomination is ratified, the Board members elect among themselves the 3 Executive Officers: the President, the Vice-President and the Treasurer.

According to an amendment adopted at the 1999 AGM, each incoming Board member **serves a 2 year mandate renewable only once**, and there is a rotation of 6 Board members each year, providing both continuity and change over each 2 year cycle

B.) The 6 Out-Going Members of Board serving since 1995 (mandate ending Sept. 2002)

(A) for Associate and (C) or Chair holder

* **José Carreño Carlón (C)**

Head of the Communications Department, UNESCO Chair Holder
"Telecommunications and Society"
Universidad Iberoamericana
Mexico City, Mexico

* **Rainer Kuhlen (C)**

Chair for Information Science
Institute for Library Science
Humboldt University Berlin
Berlin, Germany

* **Jamal Eddine Naji (C)**
Titulaire chaire en communication
Université Mohammed V Souissi
Rabat, Morocco

* **Ellen A. Wartella (C)**
Dean & Walter Cronkite Regents Chair in Communication and Mrs. Mary
Gibbs Jones Centennial Chair in Communication
University of Texas at Austin
Austin, United States of America

* **Helen Molnar (A)**

Director
MC Media and Associates

Richmond, Australia

* **Yasuhiko Kawasumi** (A)

Senior Policy Advisor,
Japan Telecom
Tokyo, Japan

C.) The 6 On-Going Board Members continuing until Sept 2003

* **Gabriel-Jaime Perez Montoya** (C) (Colombia)

Dean of Faculty Social Communication Javeriana University
Bogota, Colombia

4 **Stefaan Verhulst** (A) (USA)

Director, Internet Policy
The Markle Fondation
New-York, USA

* **Subash Joshi** (A) (India)

Group Director
Social Research Group Development & Educational Communication Unit
Indian Space research Centre
Ahmedabad, India

* **Alain Modoux** (A) (Switzerland)

Communication Consultant,
Geneva, Switzerland

* **Pius Njawé** (A) (Cameroon)

General Director
Groupe Multimédia Le Messenger
Douala, Cameroon

* **Elena Vartanova** (A) (Russia)

Associate Professor

Moscow State University
Moscow, Russian Federation

