



A UNESCO approach to communication, cities and public spaces

Presentation by Guy Berger at
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Covering

1. Cities and information - communication
2. The Internet Universality (IU) framework
3. Relevance to city policy



Cities – not yet smart on info policy

Cities often have limited / marginal policies about info:

- eg. only public relations or knowledge management.

Besides often being fragmented, city policy also often omits:

- *criteria and process for city advert placement;*
- *media support; protocols for journalists' safety;*
- *media & info literacy; info during municipal polls;*
- *data protection and privacy;*
- *open government and open data access;*
- *public Internet connectivity.*



Internet issues and the city

- Increasingly, how we live is organized via Internet;
- *New city issues such as: e-enabled migrancy, telework, shared transport, sensor-based pollution monitoring, cybercrime & policing, virtual public spaces, etc;*
- These developments reflect evolving Information Society;
- *UNESCO idea of Knowledge Societies for sustainable development – puts focus on use of new opportunities.*
- Cities need policies that apply online ...



Policy tool: UNESCO's Internet Universality

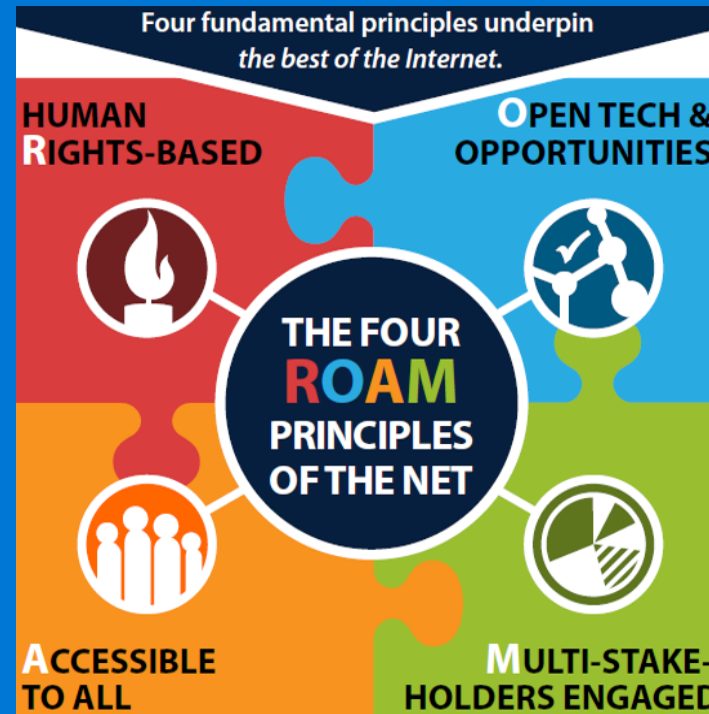
Concept of an Internet based on the ROAM principles:

Human Rights

Accessibility

Openness

Multi-stakeholder participation



Rights – freedom of expression, etc

- Freedom to:
 - Impart (= press freedom, as freedom to publish)
 - Seek & receive (= right to information from local govt)
- Privacy
- Association



City roles & the **Right** to impart

- Cities need a policy & budget on *media development*: regulatory, economic and logistical, plus support for local media, especially community media;
- Policy on *advertising*, based on objective criteria of cost-per-target-audience - to avoid political abuse;
- Policy *protocols* to respect journalists in eg. civil protest;
- *Symbolic* role on/offline: celebrate Days, name streets or venues after journalists, erect relevant public art.



Cities & the **Right** to seek & receive info

- Need for *readiness-footing* to respond to requests by citizens exercising their right to information;
- An RTI policy should default to *disclosure*;
- Exceptions should be narrowly tailored;
- *Appeal* process & independent *oversight* is needed;
- Cities should also *listen* – *virtual townhalls* (*right to association*).



City roles & **Right** to privacy protection

- Policy is needed on data gathered from citizens' own consciously expressed communications, *plus* their involuntary metadata (such as transportation records, electricity and water use), *plus* urban surveillance;
- Residents need the right *to opt in or opt out* of data intensive initiatives. Hard to do so when residents do not even know what is taking place, which is the case with many “smart city” initiatives.



Cities & Openness

- Transparency via open & web-streamed *meetings*;
- Transparency such as whether *data*, such as about procurement awards, is made available;
- City information holdings are *public property* – policy on questions of commercial exploitation vs licensing such as under Creative Commons;
- Open *algorithms*?



Cities & Accessibility

- Urban infrastructure policies should include *universal Internet access*, along with net neutrality;
- Need for *affordable* connectivity,
 - such as in developing policies for libraries and public space zones with free Wi-Fi;
- Cities (and not least, local libraries) can also play a part in promoting *media & information literacy* skills:
 - Empowering digital & smart citizens.



Multistakeholder practice & the city

- New Urban Agenda: Cities need “effective participation & collaboration among all relevant stakeholders, including:
 - local governments, the private sector and civil society,
 - women, organizations representing youth,
 - those representing persons with disabilities,
 - indigenous peoples,
 - professionals, academic institutions, trade unions,
 - employers’ organizations, migrant associations & cultural associations.”



IU indicators to identify gaps in ROAM

1. Rights-based indicators
2. Openness indicators
3. Accessibility indicators
4. Multistakeholder indicators
5. X = Cross cutting indicators

*These can be adapted for city-level analysis
as a basis for targeted policy action*





How to engage with us

Through our **website:**

<http://www.unesco.org/new/en/internetuniversality>