

# ***MEMORANDUM OF UNDERSTANDING***

**between**

**THE UNITED NATIONS CHILDREN'S FUND  
(UNICEF)**

**and**

**THE WORLD ASSOCIATION OF COMMUNITY  
RADIO BROADCASTERS  
(AMARC)**

**THIS MEMORANDUM OF UNDERSTANDING** is made this 19<sup>th</sup> day of June, 2011,

**BETWEEN:** UNICEF, THE UNITED NATIONS CHILDREN'S FUND (UNICEF), an international inter-governmental organization established by the General Assembly of the United Nations by resolution No. 57(I) of 11 December 1946 as a subsidiary organ of the United Nations, having its headquarters at UNICEF House, Three United Nations Plaza, New York, New York, 10017, U.S.A.

**AND:** THE WORLD ASSOCIATION OF COMMUNITY RADIO BROADCASTERS (AMARC), an international non-governmental organization established under the laws of Québec, Canada and having its headquarters at 705 Bourget, suite 100, Montreal H4C 2M6 Québec, Canada, which serves the community radio movement with the goal of supporting and contributing to the development of community and participatory radio.

**WHEREAS**, UNICEF, works with governments, civil society organizations, other UN agencies, academic institutions, media entities and other partners world-wide to advance children's rights to survival, protection, development and participation, and is guided by the Convention on the Rights of the Child (CRC), the Convention on the Elimination of All Forms of Discrimination against Women, the Convention on the Rights of Persons with Disabilities and other relevant international conventions;

**WHEREAS**, AMARC, operating under the guidance of its International Board of Directors, brings together a network of more than 4,000 community radios, federations and community media stakeholders in more than 115 countries, seeks to amplify the voices of the excluded and marginalized and to defend and promote the development of the community radio movement worldwide, advocates for the right to communicate and aims to expand its focus on children rights and children's voices.

**WHEREAS**, UNICEF and AMARC have a common interest in promoting the rights of children, and have successfully collaborated in several initiatives over the past ten years to strengthen the geographic reach, both rural and urban, of radio programming and the content of said programming, and UNICEF and AMARC or its affiliates have also collaborated to support the ability of local people to participate in radio programming and broadcasting, raising issues related to their own development process and empowering communities to fulfil the rights of children and women and to dialogue with local government institutions.

**WHEREAS**, UNICEF and AMARC wish to strengthen their partnership in pursuit of their respective missions and mandates and so as to achieve greater results for children and women.

**NOW THEREFORE**, UNICEF and AMARC are entering into this MOU to strengthen their relationship and their shared commitment to the use of community radio as an important vehicle for promoting the rights of all persons, particularly children and women, to information and knowledge about issues of importance to their well-being; to communicate freely, especially at the local and neighbourhood levels, through community radio, and the goal to strengthen the dialogue between communities and service providers at local level.

**Purpose of the Collaboration**

1. UNICEF and AMARC will collaborate to facilitate the establishment and sustainability of community radio as a vehicle of communication for development, and to strengthen the impact of community radio through involving children and their families in dialogue on issues related to their own social, economic, cultural and political realities. They will collaborate on the activities referred to in this Memorandum of Understanding and such other or alternative activities as they may agree.

## **Activities Which May be Undertaken**

2. Preliminary areas which the Parties may consider at global level include:
  - a. Formative research into the attitudes, social norms and other socio-cultural aspects of people's lives;
  - b. Policy guidance and development with respect to community radio;
  - c. Monitoring methodology and practice related to community radio as a vehicle for communication;
  - d. Evaluation methodology and practice related to community radio as a vehicle for communication.
  
3. Areas in which the Parties may consider collaboration at the country and regional levels include the above for areas and also:
  - a. Capability development on the planning, implementation and monitoring for sustainable community radio programmes of relevance to children and their families and communities;
  - b. Content development for radio programmes related to the survival, development and participation of children and their families and communities;
  - c. Knowledge building and dissemination of good practices in the community radio sector, particularly with respect to children's rights.

## **Putting the Collaboration into Practice**

4. Each Party will designate a focal point for the coordination and reporting of this collaboration in its headquarters and will so advise the other Party.
  
5. UNICEF (through the Communication for Development Unit (C4D) in the Division of Policy and Practice) and AMARC (through its International Secretariat) will publicise the establishment of this Memorandum with their offices (in the case of UNICEF) and affiliates and members (in the case of AMARC), inviting them to explore possibilities for collaboration that reflect the commitments of the parties in this Memorandum of Understanding.
  
6. The Parties' respective headquarters will maintain a record of collaborations undertaken pursuant to this Memorandum of Understanding and will publicise such collaborations to their respective offices and affiliates on a six-monthly basis. A yearly assessment will be undertaken with respect to the impact achieved through this collaboration
  
7. In the framework of their respective mandates and cognizant of similar mandates by other UN entities, UNICEF and AMARC will provide information to the Food and Agricultural Organization (FAO), the UN Education, Scientific and Cultural Organization

(UNESCO) and any other relevant bodies on this partnership and its progress towards achieving the Millennium Development Goals and other national and international priorities.

8. In appropriate circumstances and subject to compliance with their respective regulations, rules, administrative issuances and directives, UNICEF Regional and Country Offices and AMARC or its affiliates may decide to cooperatively develop and pursue joint work projects. This will be done through individual, country-specific Programme Cooperation Agreements (PCAs), to be negotiated and signed between the concerned UNICEF Office and AMARC affiliate. The scope of the specific activities will be dependent on the nature of the need and availability of resources that both parties can gather to achieve their common objectives.

9. Resolution of Differences. In the case of any dispute, controversy or claim the Parties will attempt to reach agreement amicably by direct negotiations.

10. Privileges and Immunities. Nothing in or related to this MoU will be deemed a waiver, either express or implied, of any of the privileges and immunities of the United Nations and UNICEF under the Convention on the Privileges and Immunities of the United Nations or otherwise.

11. No Authority to Bind; Independent Relationship. Neither party may bind, obligate or represent the other party other than as contemplated by this MoU, except as specifically authorized in writing by an appropriate officer. The parties understand and acknowledge that this MoU does not create any partnership, joint venture or agency relationship.

12. Amendments and Assignments. This MoU may be amended, modified or assigned only by a mutual written agreement of UNICEF and AMARC.

**THIS MEMORANDUM OF UNDERSTANDING** will continue until 19 June 2013, which corresponds with the end of UNICEF's current Medium Term Strategic Plan. However, either Party may withdraw from this Memorandum of Understanding at any time prior to the above date, by informing the other Party of its withdrawal in writing.

For the United Nations Children's Fund:



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Date:

For the World Association of Community  
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Date: