



## UNESCO Meeting Analysis Report

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### Executive Summary

The virtual UNESCO session focused on launching a new *World Literacy Programme* that prioritizes **functional literacy** linked to economic development. The discussion moved from a broad, spreadthebutter masscampaign model to an intensive, pilotfirst strategy in five voluntary countries (Algeria, Ecuador, Iran, Pakistan, and Tanzania). The panel emphasized national ownership of language choices, the role of the UN Special Fund as a *facilitative* financial instrument, and the need for sectorspecific integration (agriculture, health, industry). Key decisions included the approval of a firstwave budget of approximately US\$53k, the commitment to a twoyear special fund request, and the agreement to convene an Accra conference (510April) to discuss mediabased literacy outreach. The session concluded with a consolidated action plan that assigns clear responsibilities to UNESCO staff, national delegates, and partner experts.

### Speaker Profiles

Speaker	Spoken Language(s)	Predicted Name / Role	Key Contributions
SPEAKER_07	French, English	<i>Dr. JeanLuc Blaug</i> , Conference Chair & Press Liaison	Opened the session, welcomed delegates, moderated the QA, highlighted the presss role.
SPEAKER_11	English, Welsh, German	<i>Dr. Maria Prez</i> , UNESCO Senior Official (DirectorGeneral of the Literacy Programme)	Presented the programmes objectives, outlined the five pilot countries, explained the intensive strategy, coordinated with FAO/WHO/ILO, and drove decisions on funding and the Special Fund.
SPEAKER_15	English	<i>Mr. Amir Khan</i> , Country Delegate (Pakistan)	Questioned script choices, clarified national ownership, requested details on how the programme aligns with local realities.
SPEAKER_04	English, Swahili, Arabic, Turkish, Spanish, Chinese, Portuguese	<i>Dr. Elena Garcs</i> , Regional Literacy Specialist (SovietTatarstan Representative)	Shared experience from the USSRs 64language campaign, discussed script reform and its relevance to the pilot countries.
SPEAKER_13	French, English	<i>Ms. Claire Dubois</i> , Financial Officer (Deputy Director, UN Special Fund)	Raised funding questions, requested detailed cost estimates, ensured the financial architecture supports chosen projects.
SPEAKER_06	English	<i>Mr. Luis Ortega</i> , Technical/ Project Coordinator	Described agriculture/industry projects that will host literacy training, stressed the workoriented nature of modules and integration points.
SPEAKER_03	English		

Speaker	Spoken Language(s)	Predicted Name / Role	Key Contributions
		<i>Ms. Sarah Nair</i> , Support Staff / Assistant	Provided logistical support and brief interjections during the session.
<b>SPEAKER_12</b>	English	<i>Mr. David Liao</i> , Media & Literacy Expert (UN Consultant)	Discussed radio, newspaper, and newmedia use to deliver literacy messages, proposed a new market for literacyfocused publications.
<b>SPEAKER_09</b>	English	<i>Ms. Ntozi Dlamini</i> , Observer / Panelist	Asked clarifying questions on African languages and programme scale on the continent.
<b>SPEAKER_14</b>	French	<i>Mme. Sophie Martin</i> , Frenchspeaking Delegate	Requested specific statistics on programme duration and number of languages covered.
<b>SPEAKER_10</b>	English	<i>Mr. Ahmed Salim</i> , FAO/ UNESCO Programme Officer	Presented FAOs irrigation scheme and Irans soilfertility project as models of literacylinked development.
<b>SPEAKER_05</b>	English	<i>Ms. Lucia Rossi</i> , UNESCO Official Literacy Programmes	Explained UNESCOs selection criteria for pilot projects and the importance of comparability.
<b>SPEAKER_00</b>	English, Welsh	<i>Ms. Elena Jones</i> , Delegate	Asked a question to Professor Makhmutov, representing a smaller delegation.
<b>SPEAKER_02</b>	English	<i>Dr. Kevin ONeil</i> , UNESCO Lead (Technical Assistance & Emergency Funds)	Clarified UNESCOs advisory role, funding structure, and the importance of national government mobilisation.
<b>SPEAKER_01</b>	English	<i>Dr. Nneka Okafor</i> , Partner Researcher	Highlighted the link between functional literacy and professional/civic participation.
<b>Unnamed Mr.MatosMar</b>	English	<i>Mr. Matos Mar</i> , Peruvian Field Expert	Provided technical input on literacy design and script choice.
<b>Unnamed Mr.Sedbon</b>	English	<i>Mr. Sedbon</i> , Reuters Field Specialist	Contributed to project implementation discussions.
<b>Unnamed Mr.Hunsaker</b>	English	<i>Mr. Hunsaker</i> , International Consultant	Discussed literacy metrics and evaluation.
<b>Unnamed Mr.Blough/ Blaug</b>	English	<i>Mr. Blough</i> , Program Development Specialist	Helped shape the final project shortlist.

## Main Topics Discussed

- 1. Launch of UNESCOs World Literacy Programme** shift to an intensive, pilotfirst approach.
- 2. Functional Literacy & Development Linkages** literacy as an immediate economic skill.
- 3. Selection of Pilot Countries** voluntary participation of Algeria, Ecuador, Iran, Pakistan, Tanzania.
- 4. MultiAgency Collaboration** FAO, WHO, ILO technical support.
- 5. Script & Language Policy Debate** Latin vs native scripts, national sovereignty.
- 6. UN Special Fund Mechanics** supportive funding, project selection.
- 7. Project Selection Criteria** operational, integrated, aligned with development plans.
- 8. Media & Outreach** radio, newspapers, newmedia for semiliterates, creation of a new market.
- 9. Logistics & FollowUp** Accra conference (510April), distribution of guidelines, QA sessions.

## Decisions Made

Decision	Context	Responsible
Intensive rollout in 5 pilot countries	Test functionalliteracy model before scaling	UNESCO Programme Lead (SPEAKER_11)
No UN mandate on script/alphabet	Respect national sovereignty	UNESCO (SPEAKER_11)
UN Special Fund reviews proposals but does not own projects	Clarify funding role	SPEAKER13 & SPEAKER11
Project shortlist to include 36 existing agriculture/industry projects	Immediate impact & sustainability	SPEAKER06 & SPEAKER11
Accra conference for mediabased literacy interventions	Crosscountry learning	SPEAKER12 & SPEAKER07
Firstwave budget of US\$53k	Launch funding	SPEAKER_04 (budget prep)
Special fund request at General Conference	Funding for twoyear programme	SPEAKER11 & SPEAKER13
Approval of a twoyear overall budget (~US\$2M)	Programme financing	SPEAKER04 & SPEAKER11

## Action Items

#	Task	Lead	Collaborators	Deadline
1	Request Special Fund at General Conference	SPEAKER_11	SPEAKER_13	30days
2	Clarify cost per mission (2yrs)	SPEAKER_13	SPEAKER_11	30days
3	Prepare detailed budget for wave1 (~US\$53k)	SPEAKER_04	SPEAKER_11	45days
4	Finalise two casestudy designs (Algeria, Ecuador)	SPEAKER_02	SPEAKER_01	60days
5	Collect baseline/outcome data in schools	Department of Social Sciences (partner)	UNESCO Lead	90days
6	Coordinate with UNESCOs technical assistance unit	SPEAKER_02	UNESCO Technical Unit	30days
7	Update member states on funding & timeline	SPEAKER_11		30days
8	Monitor literacy campaigns in pilot schools	SPEAKER_06	Local Ministries	Ongoing
9	Identify additional countries & secure additional funds	SPEAKER_02	Delegates	180days
10	Ensure multilingual communication (Welsh/ French)	SPEAKER_11	SPEAKER_02	Ongoing
11	Publish evidence on literacyproductivity link	SPEAKER_01	UNESCO Lead	120days
12	Develop emergency/contingency fund strategy	SPEAKER_11		90days

## Key Insights

1. **Evidencedriven scaleup** expansion will rely on measurable productivity gains linked to literacy.
  2. **Layered funding is essential** special, emergency, and regular budgets must be coordinated to avoid delays.
  3. **National mobilisation is critical** UNESCO can only provide frameworks; lasting impact requires local governments to mobilise resources.
  4. **Script pluralism is a barrier** multiple scripts in Africa hamper literacy; standardisation efforts remain a priority.
  5. **Mediabased outreach underutilised** radio and newspapers can close the gap for semiliterates; a dedicated market for literacyfocused content offers new opportunities.
  6. **Workoriented, shortmission deployments** deploying experts in pairs for 12week missions allows rapid testing of new models.
  7. **Accra conference is a turning point** will serve as a forum for crosscountry learning, policy alignment, and launchpad for new media initiatives.
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